

# HSBC in motion

## Video transcript

**Speaker 1:**

So it starts quite small, it opens up wide, and then it just gets bigger and bigger.

[Ambient Music]

[indistinct chatter]

**Speaker 2:**

Get lost, you two. Keep them out of eye line. [chuckles]

**Speaker 1:**

The hexagon is iconic. But we needed something else.

**Speaker 2:**

It's an exciting challenge, right? So it's taking something that's quite angular and thinking, "Well, how would angular move?"

**Speaker 3:**

Red, simple...

**Speaker 1:**

-Historic...

**Speaker 3:**

-Bold...

**Speaker 2:**

-World famous...

**Speaker 3:**

-It's eye catching.

**Speaker 1:**

There was too many different versions with the lower thirds at the right place, and was it faster or was it slower? It was always a kind of a mishmash, and you don't want those small nuances watering down anything that HSBC is producing.

**Speaker 2:**

The biggest challenge, I think, was figuring out how we could create broad principles that work throughout everything that the bank sort of touches.

**Speaker 3:**

We had opening up to take you through into an experience.

**Speaker 2:**

The other one was advancing different ways, adding more energy and more personality to the way that it might transition from one place to another.

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**Speaker 1:**

Then there's the emulating principle inspired by the content. It gives the subject matter the freedom to move the way you would expect it to move.

**Speaker 3:**

The guidelines give a fixed and flex system. We created a motion equation that you can add, subtract and change create hundreds of different combinations of motion.

We created toolkits to give our design community everything they need to create on-brand and accessible movement and animations.

So it's all kind of natural easing curves that are smooth. We really wanted to resonate with our customers. We really wanted it to be human.

**Speaker 2:**

I'm all up for people bending the rules to get to new and interesting places.

A key part of this was putting a motion designer at the heart of the work.

**Speaker 3:**

By engaging with the design community, they were able to become ambassadors of the process, they wanted to adopt it.

**Speaker 1:**

It also allows them to be more creative, more dynamic.

**Speaker 2:**

We talked about guidelining the hell out of things.

It's actually about creating that pathway for people to be creative with.

**Speaker 1:**

The motion guidelines have been an absolute game changer.

It's what the markets wanted. It took out the guesswork.

**Speaker 3:**

Motion evokes a feeling. So it's really important that we move in a consistent way that feels authentically HSBC.

**Speaker 1:**

We help bring messages to life and human stories to life.

**Speaker 2:**

And that's the whole point of branding, right? So by putting those pillars in the ground, you create more coherency and consistency around how you tell stories.

And that's the biggest kick we get out of it.

[Ambient Music]

