

Open Create Demo

Video transcript

[Ambient Music]

VO:

Welcome to Create.

HSBC's global customer-centric design system, and the beating heart of our brand.

It's our shared Creative Hub.

Built to simplify, inspire and accelerate our brand experience.

Just as HSBC opens up a world of opportunity for our customers.

Create opens up a world of opportunity for those who bring our brand to life.

It's both a foundation and a catalyst, a unifier and a creative enabler.

And most importantly, it's a constant global collaboration.

Shared design thinking is what makes Create tick.

We streamlined and simplified our identity down to its core, creating brand consistency, whilst also allowing continuous opportunity for our global community.

Our iconic hexagon, still iconic, but also bold, playful, eye-catching, distinctive, multifaceted, diverse and accessible by design.

It's a modular framework with toolkits and libraries, but it's also a springboard for new ideas, new shapes, new stories, and space for celebrating them.

Together, we create apps, websites, platforms, we create online, offline, and the spaces in between.

We create distinction, we create around the globe.

We create HSBC.

[Ambient Music]

