

Hsbc Brand Guideline

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The HSBC brand is recognised worldwide. Our latest advertising illustrates our role in helping people, businesses and communities to thrive. HSBC operates under a single brand name and logo all over the world.

Our brand | HSBC Holdings plc

HSBC brand identity and conform to its guidelines and have the Sub-Brand title added, for example HSBC Amanah. Ownership of Surrogate Brands and Sub-Brands If you intend to register any surrogate brands and sub-brands (which GHQ GMQ has approved) as trade marks, please note that these trade marks should be registered in the name of HSBC Holdings plc. Brand management 2.01 Introduction

HSBC Brand Basic Elements

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HSBC Brand-Basic Elements North America, April 27, 2005 HSBC Brand-Basic Elements Brand Values 1 HSBC's brand identity, the unique associations that represent what the brand means to customers, employees, investors, and other constituencies, is derived from our values, culture, drives and vision: Our cultural values - HSBC is an ethically-grounded, conservative, trustworthy builder of long-term customer relationships across the world.

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Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on corporate and brand identity work. More... UnderConsideration is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

Brand New: New Logo for HSBC - UnderConsideration

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Guideline Colour

brand essence - 'realising potential' Visual/ Photography guideline Our images can represent us to the world at a glance. We want our visual identity to reflect our personality, our values and how we make an impact on the world. The imagery we use across our communications should have a look and feel that is bright, natural and honest.

Brand Guidelines

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