

Hsbc Brand Guideline

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HSBC operates under a single brand name and logo all over the world. Since the bank was founded in 1865, we have experienced many highs and lows, from rapid expansion to revolutions, economic crises and new technologies. But throughout our history we have continued to build long-lasting relationships with our customers, connecting them to ...

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

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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.

Hsbc brand elements - SlideShare

HSBC's values define who we are as an organisation and what makes us distinctive. We believe in acting with courageous integrity. We are: Dependable. Standing firm for what is right, delivering on commitments, being resilient and trustworthy; Taking personal accountability, being decisive, using judgment and common sense, empowering others

Our values | HSBC Holdings plc

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purposes and applications. We recommend to follow the following guidelines to ensure that the

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logotype still stands out without compromising the brand integrity. 8 1 The logotype should appear in magenta, wherever possible. 3 When the logotype cannot be used in the corporate magenta, due to budget etc., the logotype should appear in black, when on

Brand Guidelines

HSBC is a bank that has built its brand around being global – the name of its marketing campaign is “Together We Thrive”, and Gouling referenced HSBC’s latest series of ads in international airports, which aim to bring to life HSBC’s role in “connecting the world”. Thus, it wanted to create a sound that would cut across markets.

How HSBC refreshed its brand with a "universal" sound ...

Our brand foundations Foundations are the core building blocks of HSBC’s brand. They help ensure HSBC is delivered with clarity, creativity, consistency, and commitment across our four business lines and in over 70 markets globally. Our foundations help HSBC deliver a confident identity across all touch-points from apps to airports.

create.hsbc

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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.

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Brand New: New Logo for HSBC - UnderConsideration

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HSBC UK - Personal & Online Banking

Bank of America Merchant Services had a new logo, but needed brand guidelines. This was particularly challenging because Merchant Services worked with both consumer (small business) and corporate/commercial clients, and each had its own set of brand guidelines under the Bank of America umbrella.

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