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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

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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 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.

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