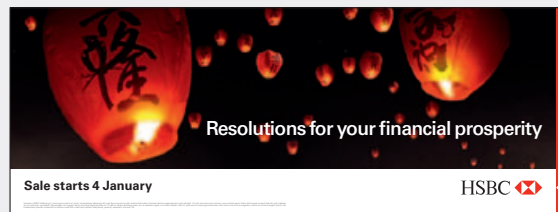


Group Brand Identity – HSBC Master Brand

Global Design Standards

Version 1.0, January 2012



Introduction	3
The HSBC Signature	4
HSBC Signature Sizing, Protected Area and Language variations	5
Core elements	6
HSBC Signature and Vertical Red Line Principles	8
HSBC Signature Misuse	9
Primary Colour Palette	10
Secondary Colour Palette	11
Typeface	12
Tone of Voice	13
Co-branding	14
Trade Mark Licensing	15

A series of Global Design Standards have been developed to protect our Group Brand Identity.

This Master Brand document forms the basis of all other Group Brand Identity standards. It gives details about the HSBC Signature and all the other core elements that form our brand identity; red vertical line with notch, typeface, protection area and colour palette. It also gives detail of the style that should be followed for all materials that do not fall under one of our business lines or propositions.

The other documents in the Group Brand Identity series are:

- HSBC Commercial
- HSBC Global Banking and Markets
- HSBC Private Bank
- HSBC Insurance
- HSBC Premier
- HSBC Advance
- HSBC 'In the Future' Icon Campaign

The above documents must be used in conjunction with the HSBC Master Brand Global Design Standards.

Following these standards carefully and using them effectively will ensure that our brand identity is used properly and consistently across all of our internal and external communications. The use of these Global Design Standards are mandatory across the HSBC Group.

Chris Clark

Group Head of Marketing



The Hexagon has been the house symbol or logo of the HSBC Group since 1983 when it was introduced as part of the new Group identity of The Hongkong and Shanghai Banking Corporation. The symbol is derived from The Hongkong and Shanghai Banking Corporation's traditional house flag, a white rectangle divided diagonally to produce a red hourglass shape. The distinctive Hexagon shape is simply an adaptation and extension of the geometry of the flag design.

The house flag originated in the nineteenth century (the bank itself was founded in 1865). There is photographic evidence that the flag was in use by the 1890s at the latest. Like many other Hong Kong company flags of this period, the design of the flag was based on the cross of St Andrew. It has also been suggested that the design and colours were based upon the flag of the Peninsular and Oriental Steam Navigation Company (P&O); Thomas Sutherland, a key figure in the foundation of The Hongkong and Shanghai Banking Corporation, was a former employee and director of P&O but there is no verification of this connection in the surviving records.

The HSBC letters and Hexagon form the major visual element of the brand identity with the elements in a fixed relationship. This is called the HSBC Signature.

The HSBC lettering is based on a specially modified version of Times Roman and the hexagon geometric structure consists of four red triangles and two white triangles. Use of the HSBC Signature must be carefully controlled and there are strict rules regarding its use.

Only in exceptional circumstances, and with prior approval of GMO GMO, may the Hexagon be used without the 'HSBC' lettering.

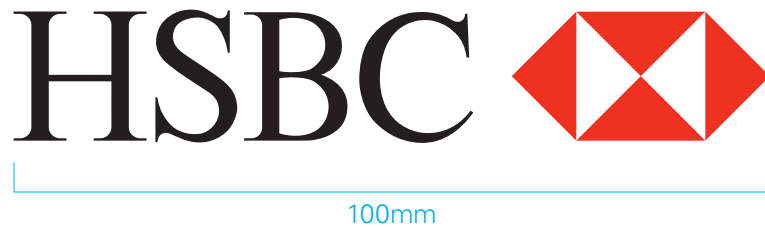
Never attempt to recreate the HSBC Signature. Only use original artwork files as supplied by the HSBC Advertising and Marketing Communications Centre of Excellence in Group Marketing.

File formats available

eps:	professional usage
ai:	professional usage
jpeg:	desktop packages
gif:	digital usage

If you have any other particular requirements please contact the Advertising and Marketing Communications Centre of Excellence in Group Marketing.

Sizing



The HSBC Signature must be clearly visible and reproduced consistently. For this reason a minimum size has been set at 30mm, measured from the edge of the letter 'H' to the tip of the last triangle. The signature does not have a maximum reproduction size.

Resizing

The original artwork files are created at 100mm in length. This allows for consistent resizing. It is important when the HSBC Signature is being resized it is done proportionately to ensure that the artwork is not stretched or distorted in any way. A way to check this is to ensure that the centre of the Hexagon remains a square.

Protected area



In order to maximise its visual presence, the HSBC Signature should have a surrounding area clear of any other graphics or text elements – this is referred to as the protected area.

The protected area is measured by the height of the hexagon and is indicated by the dotted border shown.

The height of the hexagon is the minimum protected area and should be increased wherever possible.

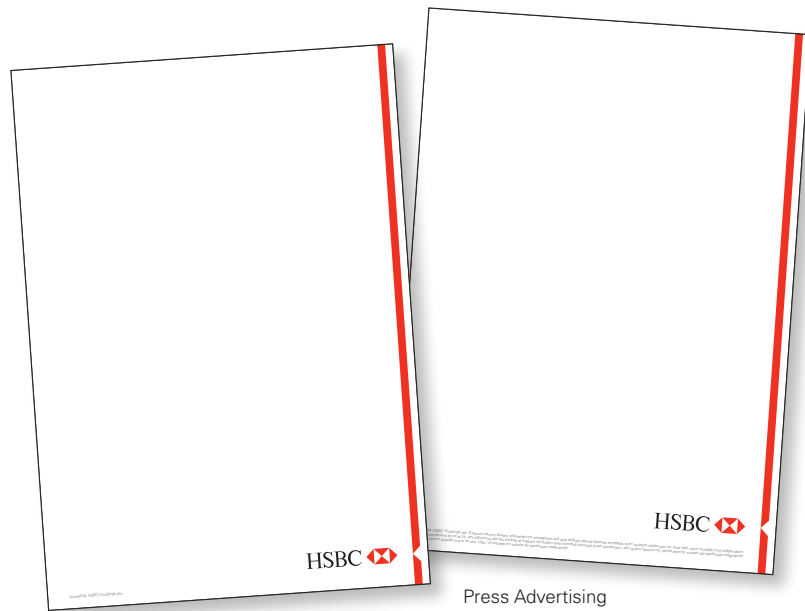
Language variations



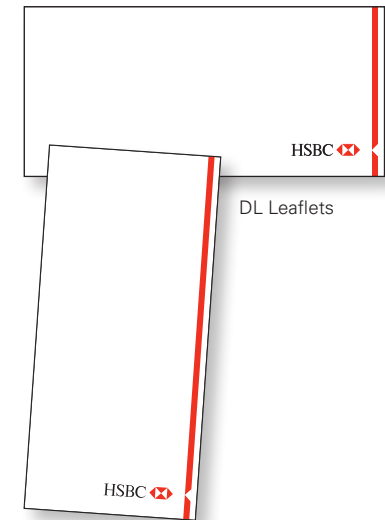
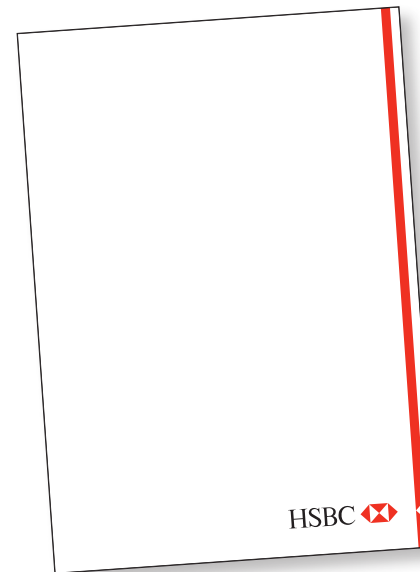
The HSBC Signature is available in Simplified Chinese, Traditional Chinese and Arabic. Bilingual versions are also available.

The rules for the protected area and minimum size are the same as the English version and must be applied.

Only use original artwork files as supplied by HSBC.



A4 Brochure



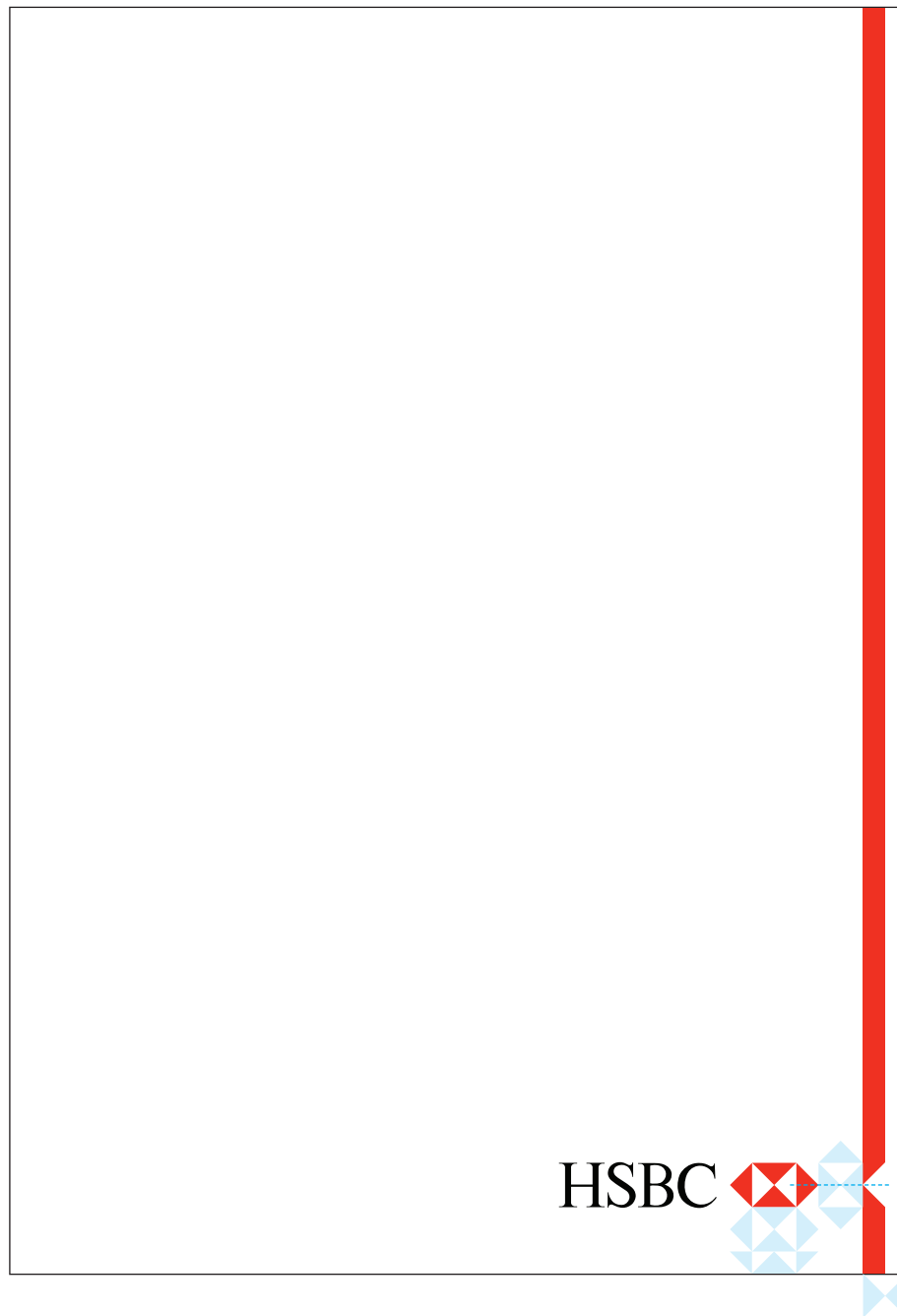
DL Leaflets

Out of home Advertising



In-branch Poster



**HSBC Signature**

The primary position for the HSBC Signature is bottom right, sitting one and a half Hexagons from the edge or one Hexagon above any legal copy.

Vertical Red Line

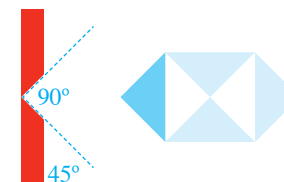
The thickness of the red line should always be half the height of the hexagon and it should bleed off the top and bottom of the page.

The distance from the red line to the edge of the page should always be half the height of the Hexagon. In certain instances this can be increased, eg, on right-hand bleed-page press advertising where the red line could disappear into the fold.

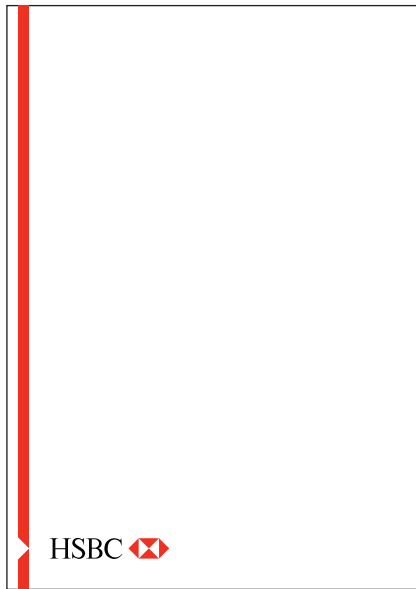
Notch

The "Notch" is derived from the HSBC Signature Hexagon.

The Notch should always be 90° and placed at a 45° angle as shown and should always align with the Hexagon in the HSBC Signature.



Do not



Align elements left



Separate signature and notch



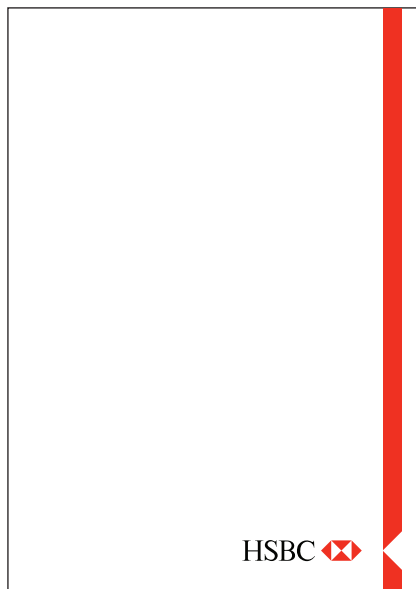
'Float' the signature and notch

The size relationship for the vertical red line and signature is always determined by the height of the Hexagon in the HSBC Signature and should not be changed.

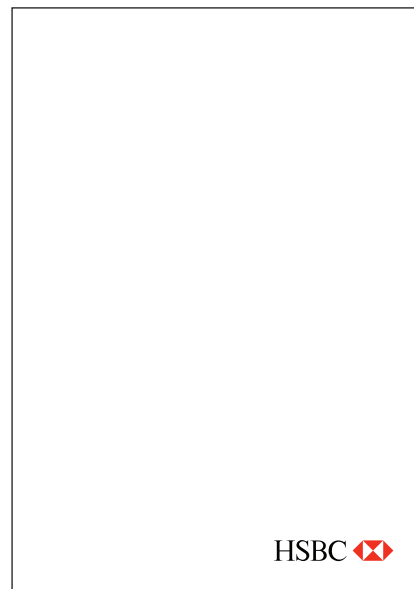
Always ensure that the HSBC Signature aligns right and with the notch in the vertical red line.

Do not thicken the vertical red line or allow the red line to bleed on the right, the thickness of the vertical red line and the distance from the edge of the page should always be half the height of the hexagon.

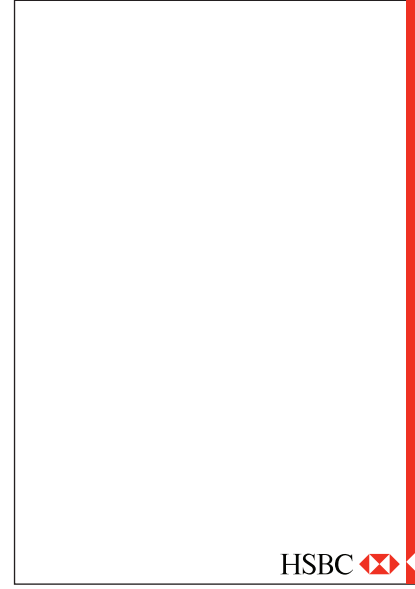
These are examples of misuse of the HSBC Signature and vertical red line.



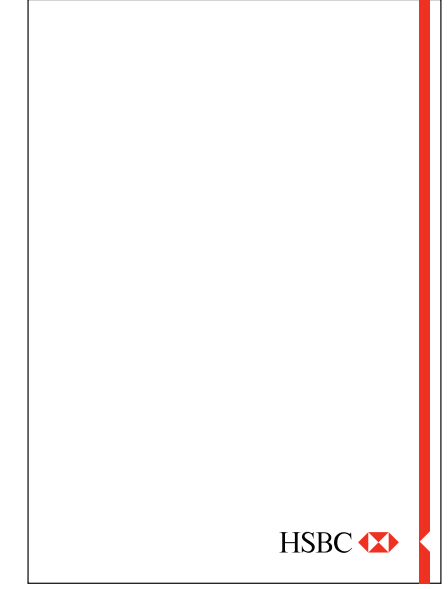
Thicken red line



Bleed red line on the right



Lessen the protected area around signature



Colour Signatures



Full colour signature



Full colour reversed signature



Mono signature



Mono reversed signature

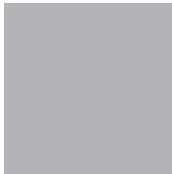
Colour Breakdown



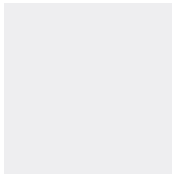
HSBC Red
PMS 1795C
C: 0
M: 94
Y: 100
K: 0
Hex#: db0011



PMS Cool Grey 11C
C: 0
M: 0
Y: 0
K: 68
Hex#: 626469



PMS Cool Grey 11C
50% Tint
C: 0
M: 0
Y: 0
K: 34
Hex#: B3B1B3

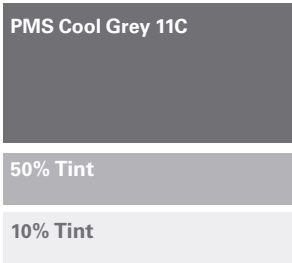
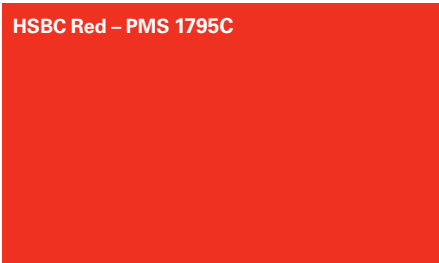
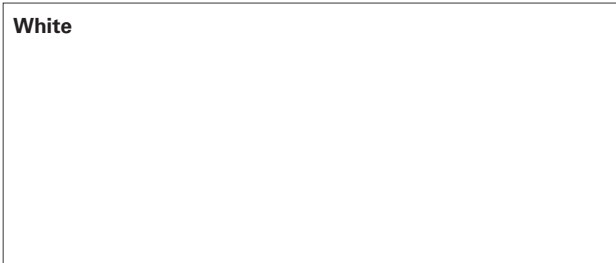


PMS Cool Grey 11C
10% Tint
C: 0
M: 0
Y: 0
K: 10
Hex#: F0EFF0



Process Black
C: 0
M: 0
Y: 0
K: 100
Hex#: 000000

Colour Balance



Colour is an important element to signal the Group Brand Identity.

A suite of four colours form the palette, from white – the most prominent, to black – the least prominent.

No other colours should be used.
The secondary colour palette on page 11 in this document is only for use in charts and diagrams.

Primary Brand Colours



80% Tint

60% Tint

40% Tint



80% Tint

60% Tint

40% Tint



80% Tint

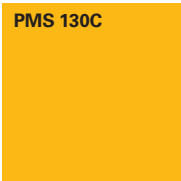
60% Tint

40% Tint



Keeping the secondary colour palette for use in charts and diagrams allows key areas, text and numbers to be highlighted and provide extra stand-out. It should only be used for this purpose and is not the main palette for charts and diagrams.

Secondary Colours



80% Tint

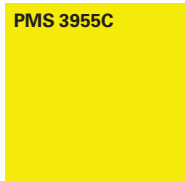
60% Tint

40% Tint

20% Tint

C: 0
M: 30
Y: 100
K: 0

Hex#: E6B012



80% Tint

60% Tint

40% Tint

20% Tint

C: 6
M: 0
Y: 100
K: 0

Hex#: E8E012



80% Tint

60% Tint

40% Tint

20% Tint

C: 52
M: 0
Y: 25
K: 0

Hex#: 75C2BD



80% Tint

60% Tint

40% Tint

20% Tint

C: 55
M: 35
Y: 0
K: 7

Hex#: 7878B0



80% Tint

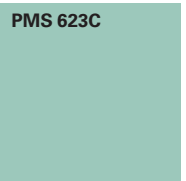
60% Tint

40% Tint

20% Tint

C: 62
M: 22
Y: 0
K: 3

Hex#: 6699C2



80% Tint

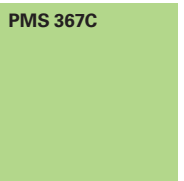
60% Tint

40% Tint

20% Tint

C: 32
M: 0
Y: 24
K: 10

Hex#: A3BDAD



80% Tint

60% Tint

40% Tint

20% Tint

C: 32
M: 0
Y: 59
K: 0

Hex#: A3D963

Taking the vibrant colour cues from the Master Brand photography style, we have developed a secondary colour palette.

This colour palette is ONLY to be used in charts, graphs, diagrams and other quantitative graphics. They may not be applied to any other creative use.

This palette has been designed to work with and support the primary colour palette, in documents and presentations which are required to present detailed information in a clear and impactful way.

House font

Univers 45 Light

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Univers 55 Roman

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Univers Semi Bold

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Univers 65 Bold

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Univers 45 Light Oblique

*ABCDEFGHIJKLMN
abcdefghijklmn
0123456789*

Univers 55 Roman Oblique

*ABCDEFGHIJKLMN
abcdefghijklmn
0123456789*

Univers 65 Bold Oblique

*ABCDEFGHIJKLMN
abcdefghijklmn
0123456789*

Univers is the house font for all HSBC materials. The approved weights are illustrated.

The Univers Semibold font has been especially commissioned for HSBC use only and is available from the Advertising and Marketing Communications Centre of Excellence in Group Marketing. Please note that there is no Univers Semibold oblique.

No other typeface can be used without the prior approval of Group Marketing and/or Group Design.

Second language applications using Romanised and Cyrillic scripts, such as Spanish, French, etc., should follow English point size and typeface. Non-romanised scripts, such as Chinese, Korean, Arabic, Thai, etc., should select a typeface with a similar look, feel and size to the English typeface.

Thought Leader

When HSBC speaks they speak with the authority of being the world's leading international bank.

Courageous Integrity

HSBC acts bravely but without recklessness and abandon in order to achieve the bank and its Clients objectives. It has a clear sense of courage and integrity in the way it does things.

International

HSBC carries an authoritative tone that is innately global; operating from a perspective above the map. HSBC is a bank that leverages its connectivity and network on behalf of its customers and clients.

Why?

To show that HSBC is the bank that can generate international growth.



**A N Other
LOGO**

Co-branded logo example

In conjunction with

HSBC



Co-branding is defined as any circumstances where the HSBC Signature appears with any other brand, including joint promotions, advertising, marketing materials and sponsorship. Such requests will only be approved where it is considered appropriate for the Group as a whole to be associated with the activity/ event/product.

All co-branding opportunities are reviewed individually and should be agreed with local legal departments, marketing/communication departments before sending to GMO GMQ for approval.

In the majority of cases the third party branding should be placed either on the back cover or the inside front cover.

In exceptional circumstances, and with prior approval from GMO GMQ, the third party brand can appear on the front cover. In this situation the other brand should be less prominent than the HSBC brand and placed as far away from it as possible.

Co-branding publications

Where another brand mark is to be included in an HSBC publication it may appear on the inside front cover, or the relevant text pages.

In some circumstances it is necessary to create a linked co-branding signature using the HSBC Signature and a third party brand or graphic device.

On these occasions the linked up signature must be created by the Advertising and Marketing Communications Centre of Excellence in Group Marketing.

**Trade Mark Licensing**

The HSBC Signature has significant commercial value through the use of advertising, sponsorship and collateral and for this reason the protection of the HSBC brand is paramount. This is done by ensuring that any HSBC Signatures are legally Trademarked.

There are occasions where we may permit a third party to use one of the HSBC Signatures, but every request must be approved in advance and a Group Trade Mark Licence Agreement (TMLA) entered into.

For further details on trademark licencing please contact your local legal department.

HSBC Master Brand

Marketing communications

A series of templates have been created to enable the consistent deployment of our Global Design Standards and reduce the number of reproduced materials.

These templates are designed to allow for flexibility within the creative areas, but retaining all core brand identity elements. It is essential that the templates are used in conjunction with the relevant Group Brand Identity, Global Design Standards.

The majority of our templates have been created as Adobe InDesign files, which is a widely available design package. There are also PowerPoint presentation templates and Microsoft Word documents available.

Artwork reference names are shown throughout each relevant section of the Global Design Standards and can be downloaded from the Marketing Centre at:
www.marketingcentre.hsbc.com

Photography	19
Print advertsing	21
In branch	23
Events	27
Stationery	33
Contacts	34



Master Brand visuals and photography seek to celebrate life and cultural diversity throughout the world. Therefore, images selected should be simple, clean and bold with a single point of focus containing either a person or an object or capturing a unique situation. Photography should be immediately clear and easily understood.

Images should be visually compelling and attractive to look at.

HSBC should strive to use full, multi-colour photography wherever possible.

HSBC has considerable equity in colourful photography. Therefore, we have left the use of illustration, clip art etc. to our competitors.

However, where full colour photography cannot be used, a typographic approach should be used.

This can be achieved by selecting images that;

- have one point of interest, rather than cluttered or busy photography
- tell an immediate story
- contain an interesting object or an intriguing view of an object or person or capture a unique moment in time that is both realistic and authentic
- feature striking colour(s) or shapes to achieve stand out.

HSBC Brand identity photography should illustrate that the brand is:

- curious about the world in which its customers live
- open to new ideas, people and cultures
- prepared to look at all aspects of the world with a fresh pair of eyes
- eager to celebrate variety and values diversity.



✗ This image has **no** vibrance or strong dominant colour.



✗ This image is too staged and lacks a cultural context.



✗ Images should **not** be taken from any clip art library.

On these pages are examples of incorrect image styles, and a description of why they are incorrect.



✗ Images should **not** appear to be shot in a studio and staged.



✗ This image is **not** simple enough. It does not have one point of focus.



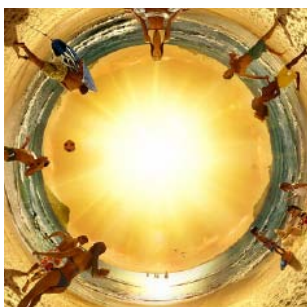
✗ Images should **not** be cluttered or busy.



✗ Imagery should **not** be any form of illustration.



✗ Images should **not** be of abstract patterns.



✗ Images should **not** be manipulated and artificial.



✗ Images should **not** be overtly conceptual or montaged.



A partnership that enhances your travel experience

HSBC, together with Gulf Air, takes your travelling experience to new heights. HSBC Credit Card customers can now get 12% discount on Falcon Gold and 10% on economy class white booking Airline tickets on www.gulfair.com using HSBC personalised code*.

*Terms and Conditions apply. Offer valid until 30 April 2011.

HSBC 

Call 17 569999
Click www.hsbc.com.bh

Issued by HSBC Bank Middle East Limited, P.O. Box 57, Manama, Kingdom of Bahrain. Regulated by the Jersey Financial Services Commission. CRN1110015BAH

Whole page bleed – left-hand page



Lorestru ptatem qui rest remos ea quiae

Empore nis quam, con estem iusande ped estum aruptasperum eum nonestus enimporum qui comitabit voluptatis incli ma venit omnia de doluptae esperov iderum et qui volidit ilud pelic tem num que miligna tempore moquibus sequeae possinum erupic tem nos sendeap erespelit everos doluptatur am fugia nat

- Ut od eum impor as valor
repre vellaborem fugate
- Ut od eum impor as valor
repre vellaborem fugate
- Ut od euma valor
repre vellaborem fugate
- Ut od euma valor
repre vellaborem fugate

Call 0800 328 1298
Click hsbc.co.uk
Visit your local branch

HSBC 

152x340 – type area



Lorestru ptatem qui rest remos ea quiae

Empore nis quam, con estem iusande ped estum aruptasperum eum nonestus enimporum qui comitabit voluptatis incli ma venit omnia de doluptae esperov iderum et qui volidit ilud pelic tem num que miligna tempore moquibus sequeae possinum erupic tem nos sendeap erespelit everos doluptatur am fugia nat

2.69%

3.19%

3.3% am

• Online tools that aim to change the way you think about money*

• Financial advisers to help you plan your financial future*

• An annual review to make sure your plans stay on track*

Call 0800 328 1298
Click hsbc.co.uk
Visit your local branch

HSBC 

108x200 – type area

Opposite are a few examples of previous campaigns for print advertising incorporating the new core elements.

When producing advertising for local campaigns you should ensure that the HSBC Signature, red line and notch remain in the correct position.

For the current 'In the future' advertising campaign (using icons), please see the HSBC Master Brand 'In the future' print advertising Standards.

Please note that for pages with bleed there are separate artworks for left- and right-hand pages available. For left-hand pages the Signature and red line have been moved to the left to avoid being lost in the fold.

All type area ads must use a holding keyline.

Artwork templates:

Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:

- Master Brand Ad A4 full page shell.indd
- Master Brand Ad A4dps shell.indd
- Master Brand Ad 152x340 shell.indd
- Master Brand Ad 265x100 shell.indd
- Master Brand Ad 108x200 shell.indd

Artwork can be adjusted according to required media size.



Fixed or tracker mortgage? Have both.

Our split loan mortgage is only available direct from us.

HSBC 

An early repayment charge applies during the fixed rate period. Your home may be repossessed if you do not keep up repayments on your mortgage.

Issued by HSBC Mortgage plc. A00000

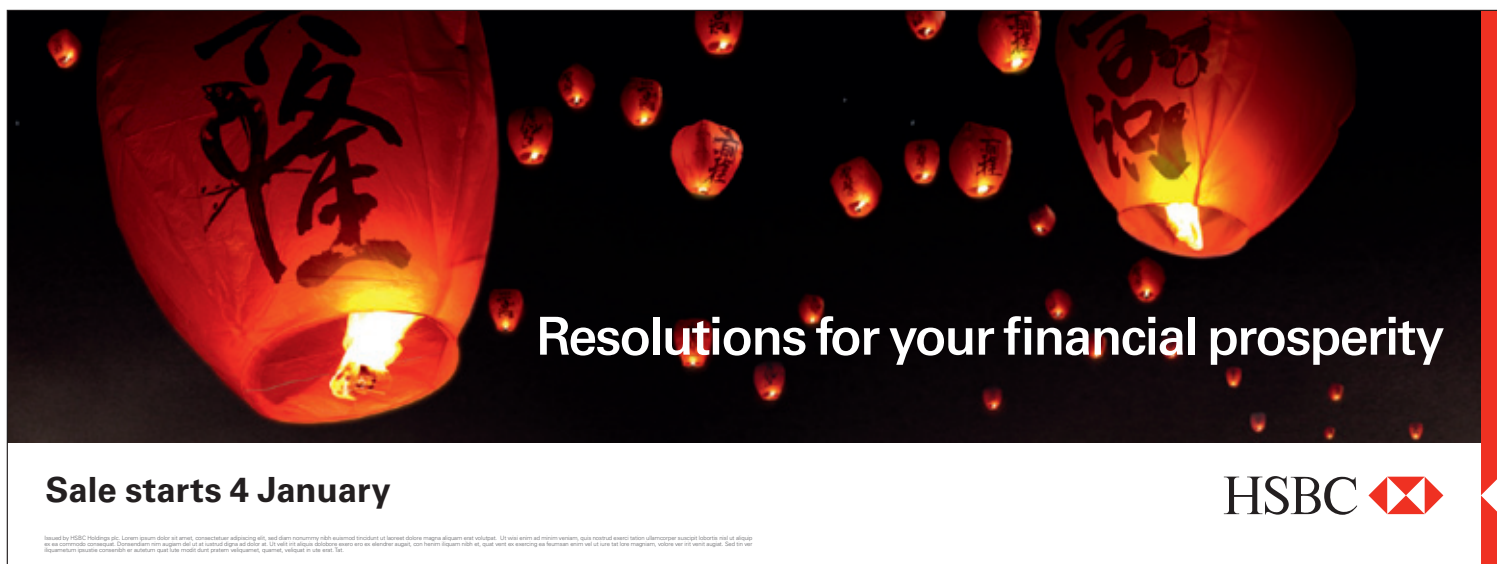
265x100 – type area



48 sheet



16 sheet



64 sheet

Opposite are a few examples of previous campaigns for out-of-home posters incorporating the new core elements.

When producing advertising for local campaigns you should ensure that the HSBC Signature, red line and notch remain in the correct position.

For the current 'In the future' advertising campaign (using icons), please see the HSBC Master Brand 'In the future' print advertising Standards.

Artwork templates:

Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:

Master Brand Ad 16 sheet shell.indd

Master Brand Ad 32 sheet shell.indd

Master Brand Ad 48 sheet shell.indd

Master Brand Ad 64 sheet shell.indd

Master Brand Ad 96 sheet shell.indd

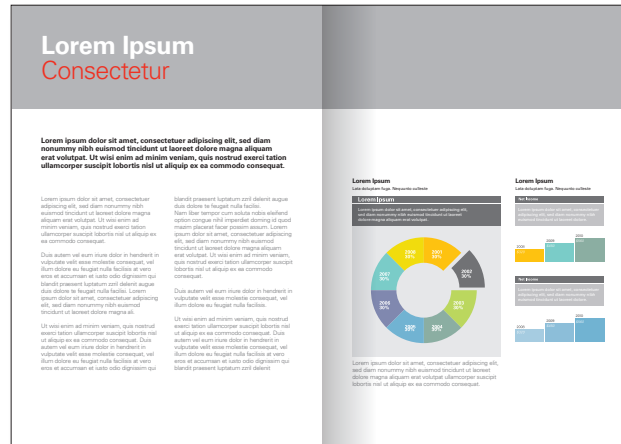
Larger applications for out-of-home allow the signature to be larger in size.

The following section for In Branch collateral shows that by combining the creative principles with the brand identity elements, you can achieve a look and feel which is not only on brand, but compelling, engaging and relevant.

The messaging should clearly be talking to our target audience, and feel like one peer talking to another. Layouts should be calm and clear. This can be delivered by using type in a clean, modern way and a confident use of white.



A4



In literature, where there is a lot of content, each image should tie back to the central theme and try to dramatise the overall content of the brochure.

Imagery should follow the general rules of the agreed photographic style for brand identity marketing communications (please refer to the photography section for details).

In literature, try to include an image on each spread or section to break up text and illustrate relevance to the reader visually. The image selected should relate to the title and content of the spread/section.

Where relevant, to help the reader assess whether a section is relevant to them, a summary paragraph in red should precede all other body copy.

The idea must be communicated quickly and clearly through the image and headline, encouraging the viewer to read the body copy and call to action.

When the red line is used on an inside page it must always align to the base line of a headline. It should be the same thickness as used on the front cover and must always bleed off at the top edge. Its use is not a mandatory requirement.



210 square



DL



Size:

There are four approved size available for in branch brochures:

A4	210 x 297mm
210 square	210 x 210mm
A5	148 x 210mm
DL	99 x 210mm
DL landscape	210 x 99mm

Stock:

Pure white coated paper minimum weight 150gsm.
Please adhere to your local sustainability policy.



A5



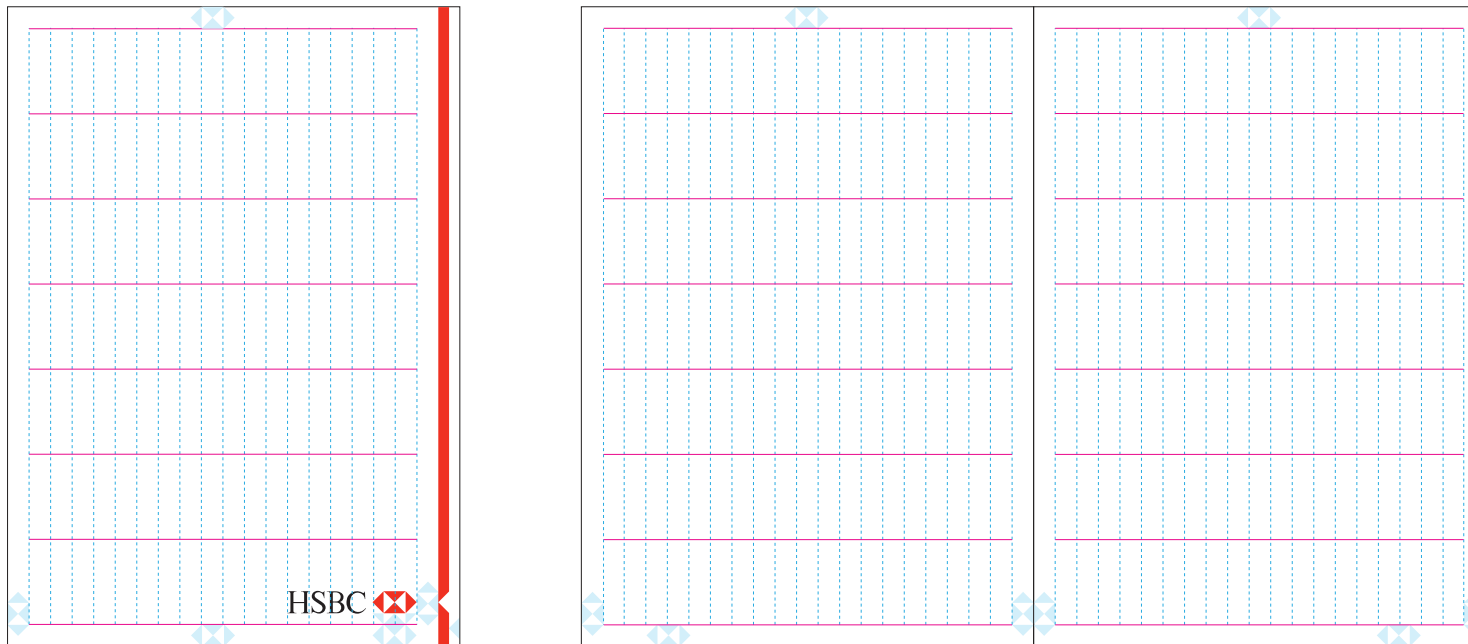
DL landscape



Artwork templates:

Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:

- Master Brand A4 brochure.indd
- Master Brand A5 brochure.indd
- Master Brand 210x210 brochure.indd
- Master Brand DL brochure.indd
- Master Brand DL landscape brchr.indd



The HSBC Brand Identity utilises a grid to structure and control the layout of typography and imagery. The templates available show variations to column widths and depths, but all within the grid system.

The illustration, left, shows how the typographic grid is constructed for an 'A' size document.

The grid size is based on the Hexagon height. The page is also divided into seven vertical columns.

Headlines

Headline copy should be set in Univers 65 Bold.

Body copy

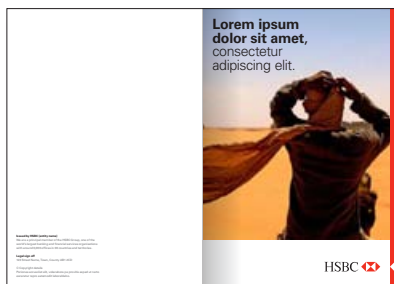
Text should be kept to a minimum using maximum use of white space to give a clean uncluttered layout.

Body text is set in Univers 45 Light, it can be grey or black. Univers 55 Roman should be used for white out body copy.

Subheadings are Univers 65 Bold.

Letter spacing should be tracked at -10 optical. All text should be ranged left.

Single line spaces between paragraphs, without indents.

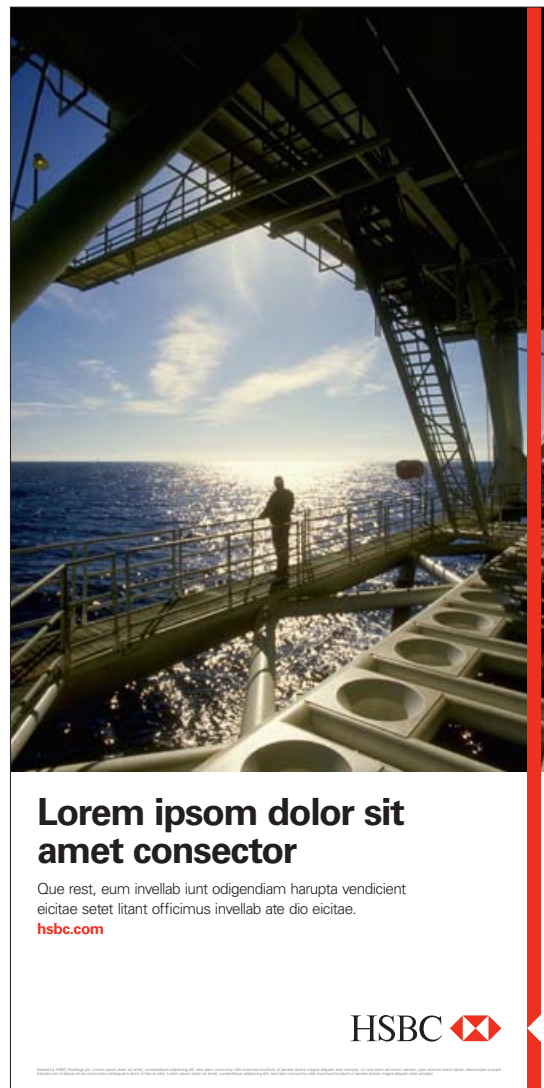




A2 – 594x420



900x450



1800x900

In-branch posters work in a slightly different way depending upon where posters are located.

Outward Facing

Outward facing posters are a broadcast medium targeting all consumers. They are consumed for a short space of time, 3-4 seconds, as consumers pass by and therefore require a single minded message in a clear, concise and attention grabbing way. These communications work best with a single strong visual image and a simple direct and benefit led headline.



900x900

Inward Facing

The majority of people inside a branch will be existing or potential HSBC customers, likely to be more familiar with the brand and having a relationship with the bank. Inward facing posters tend to be consumed over a slightly longer time frame, 6-12 seconds, as there is greater dwell time once inside a branch. The communication in these posters can include additional support points to the core message to help start a conversation with a member of staff. We should not overlook that posters also remind our staff which core messages and products we're promoting at that moment in time.

If you are producing messaging that will run both inward and outward facing (to keep printing costs to a minimum) it is best to base these on the way outward facing posters work and keep the messaging down to a minimum.

All graphic elements should follow current HSBC Group Brand Identity Standards.

Size:

There are four approved size available for in branch posters:

L2 1800 x 900 mm

M2 900 x 900 mm

M4 900 x 450 mm

A2 420 x 594 mm

Stock:

200gsm Revive 50/50 or equivalent. Please adhere to your local sustainability policy.

Artwork templates:

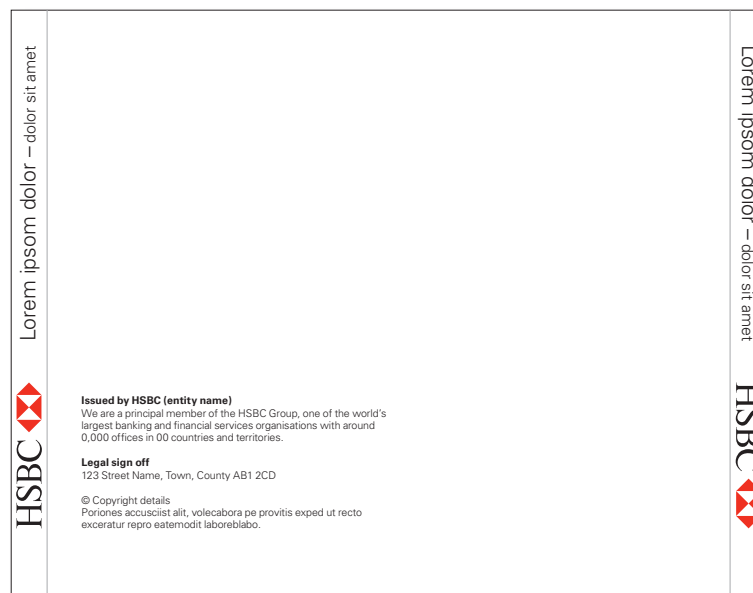
Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:

Master Brand 1800x900.indd

Master Brand 900x900.indd

Master Brand 900x450.indd

Master Brand A2 poster.indd



Where necessary a picture can be added to the front cover of the template.

Artwork templates:

Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:
Master Brand CD Case Cover.indd
Master Brand CD Case insert.indd

Lorem ipsum dolor – dolor sit amet



Quidi omnimin rempos
quisciis estempe riossim



Issued by HSBC (entity name)

We are a principal member of the HSBC Group, one of the world's largest banking and financial services organisations with around 0,000 offices in 00 countries and territories.

Legal sign off

123 Street Name, Town, County AB1 2CD

© Copyright details

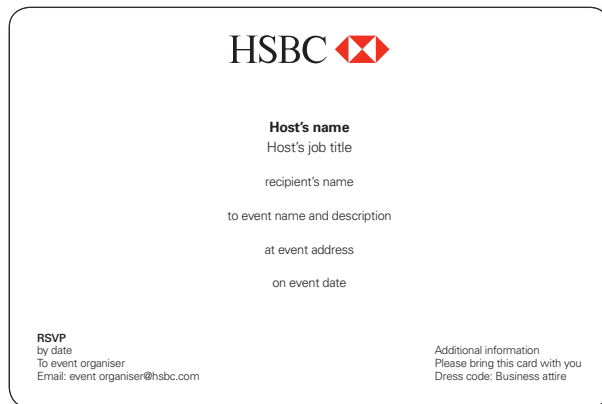
Poriones accusciist alit, volecabora pe provitis expedit ut recto exceratur repro eatemodit laborelabo.

Artwork templates:

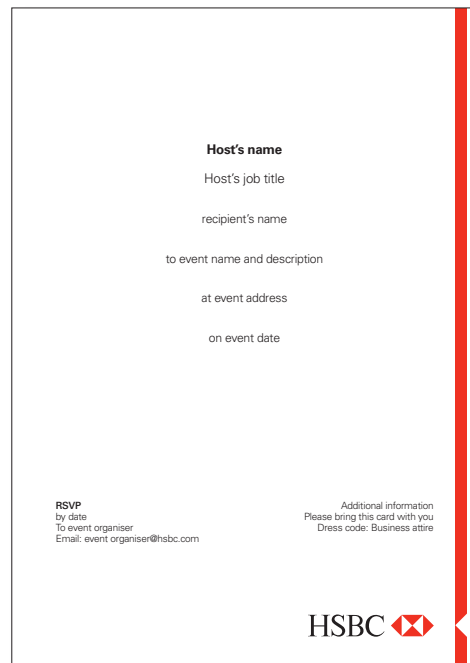
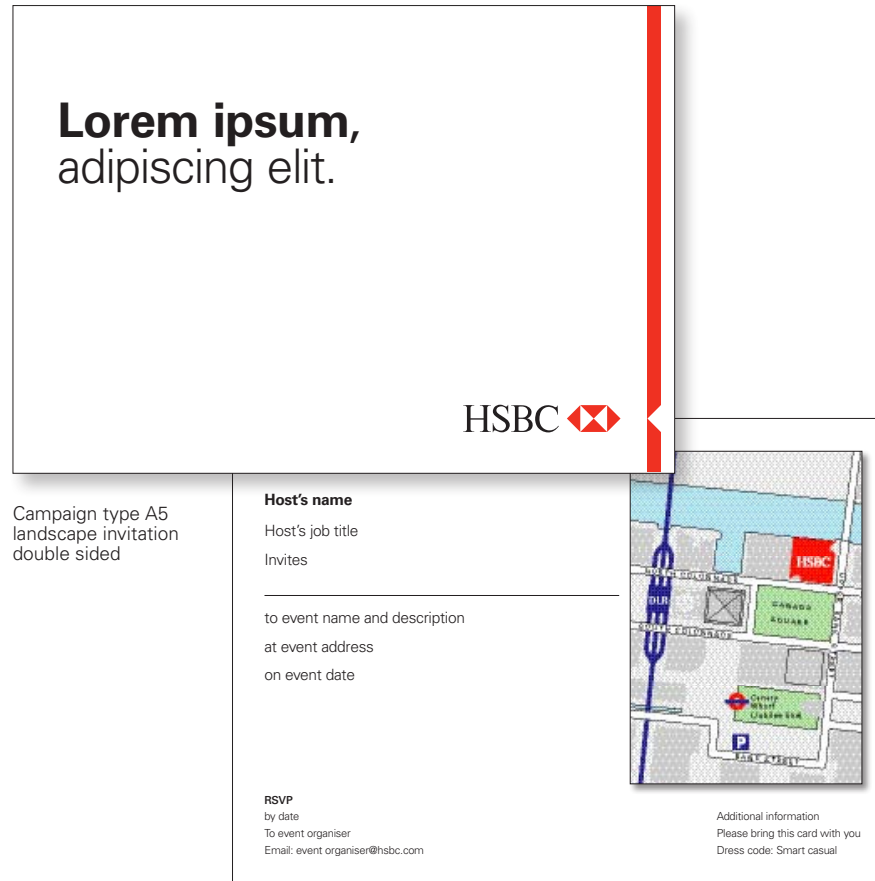
An Adobe InDesign CS4 artwork template is available for download from the HSBC Marketing Centre website, file reference: *Master Brand DVD Cover.indd*

**Artwork templates:**

An Adobe Illustrator CS4 artwork template is available for download from the HSBC Marketing Centre website, file reference: *Master Brand CD&DVD_Discs.ai*



Formal invitation

Campaign type
A5 portrait
single sided
invitationCampaign type A5
landscape invitation
double sided

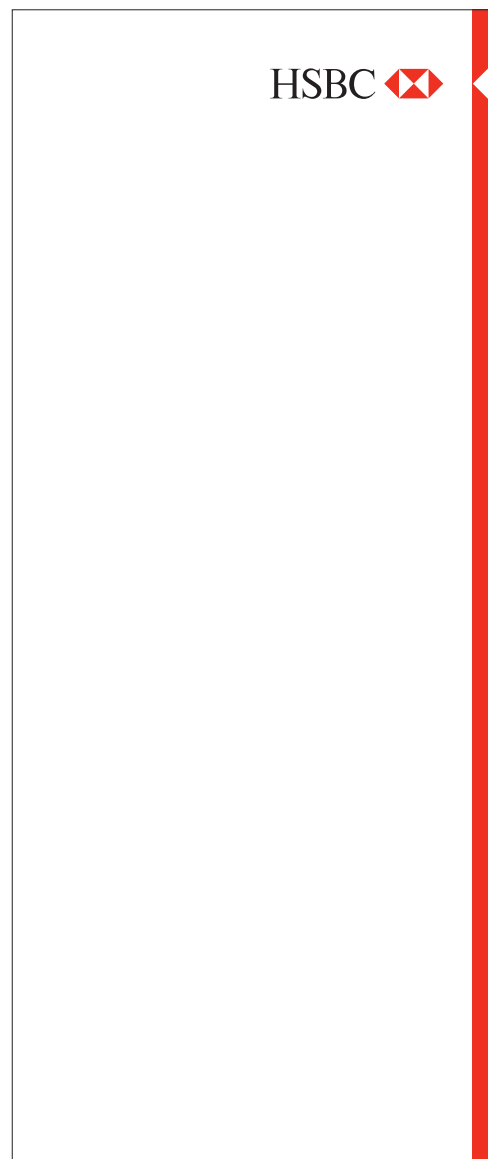
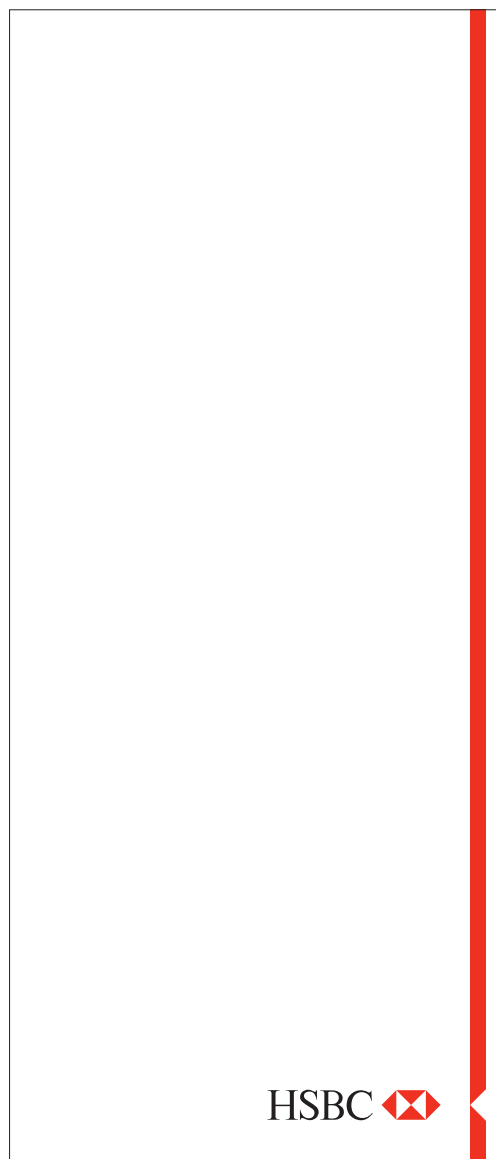
There are two types of invitation, formal and campaign.

Formal invitations are single sided, on a high quality card with rounded corners.

Campaign invitations can be double or single sided and must follow Master Brand guidelines for look and feel.

Artwork templates:

Adobe InDesign CS4 artwork templates are available for download from the HSBC Marketing Centre website, file reference:
Master Brand Formal invite.indd
Master Brand A5 invite front portrait.indd
Master Brand A5 invite landscape.indd



These two banners are available in one artwork and either layout can use a picture as per Master brand guidelines.

Artwork templates:

An Adobe InDesign CS4 artwork template is available for download from the HSBC Marketing Centre website, file reference: *Master Brand Pop-up 2000x850 frame.indd*

News Release

This information is issued by
HSBC Bank plc
Registered Office:
8 Canada Square, London E14 5HQ
Web: www.hsbc.co.uk
Regulated by the Financial Investment Authority and FSA.
HSBC Bank only advises on its own life assurance, pensions and unit trusts.



Fact Sheet

This information is issued by
HSBC Bank plc
Registered Office:
8 Canada Square, London E14 5HQ
Web: www.hsbc.co.uk
Regulated by the Financial Investment Authority and FSA.
HSBC Bank only advises on its own life assurance, pensions and unit trusts.



Information

This information is issued by
HSBC Bank plc
Registered Office:
8 Canada Square, London E14 5HQ
Web: www.hsbc.co.uk
Regulated by the Financial Investment Authority and FSA.
HSBC Bank only advises on its own life assurance, pensions and unit trusts.

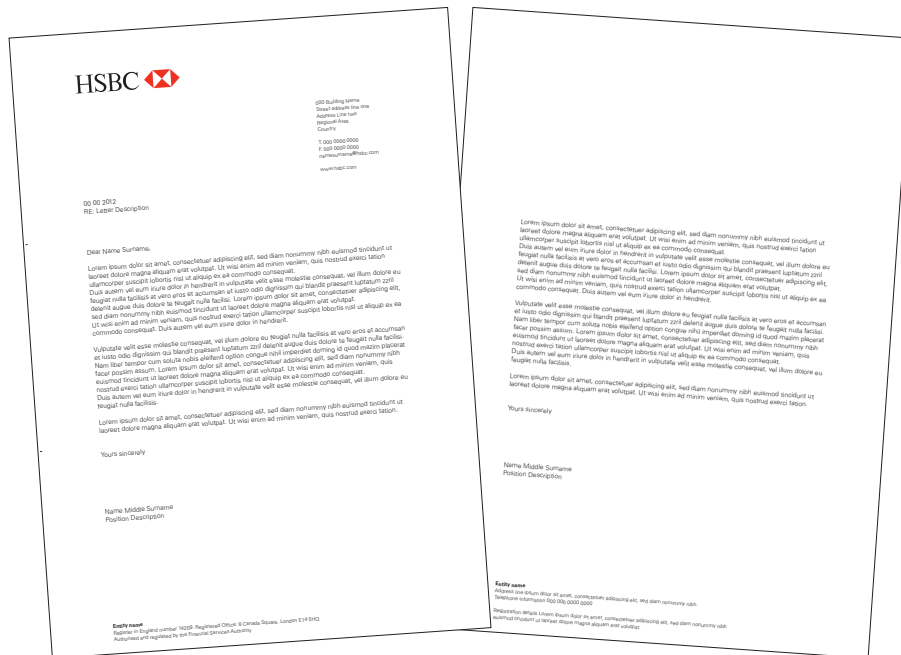


Executive Biography

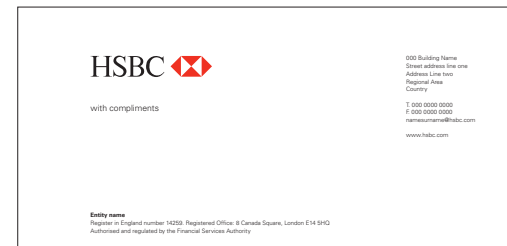
This information is issued by
HSBC Bank plc
Registered Office:
8 Canada Square, London E14 5HQ
Web: www.hsbc.co.uk
Regulated by the Financial Investment Authority and FSA.
HSBC Bank only advises on its own life assurance, pensions and unit trusts.

**Artwork templates:**

An Adobe InDesign CS4 artwork template is available for download from the HSBC Marketing Centre website, file reference: *Master Brand News release etc.indd*



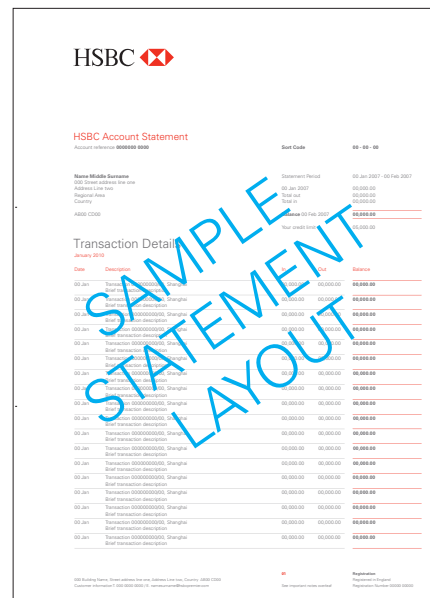
Letterhead and Continuation sheet



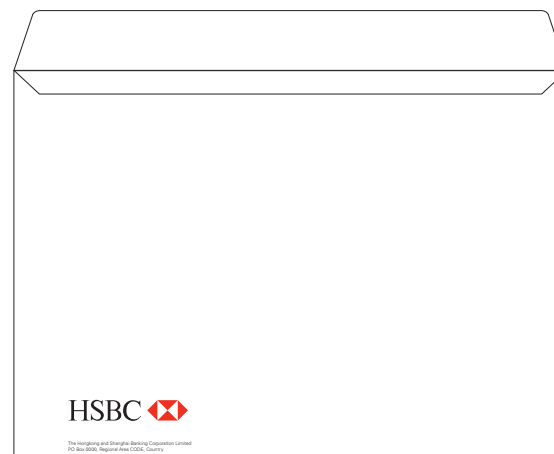
Compliment Slip



Business Card



Statement



C4 and C5 Envelopes



DL Envelope

Stock

Business Card:

340gsm Splendorgel Pure White

Letterhead and Continuation Sheet:

90gsm Splendorgel Pure White

Compliment Sheet:

90gsm Splendorgel Pure White

Statement:

90gsm Splendorgel Pure White

Envelopes:

Stock should match that of the letterhead and all other collateral

Please adhere to your local sustainability policy.

Artwork templates:

All stationery items are available, as either Adobe Illustrator CS4 or Adobe InDesign CS4 files, for download from the HSBC Marketing Centre website, file reference:

Master Brand Business Card.indd

Master Brand C4 Envelopes.ai

Master Brand C5 Envelopes.ai

Master Brand DL Envelope.ai

Master Brand Compliment Slip.indd

Master Brand Letterhead.indd

Master Brand Letterhead Continuation

Master Brand Letterhead Continuation
sheet.indd

Master Brand Statement.indd

Master Brand Statement.indd

If you need clarification or guidance on any item in these design standards, please do not hesitate to contact us.

Group Marketing Communications

(GMO GMO)

8 Canada Square

London E14 5HQ.

Tel: +44(0) 20 799 18528

Tel: +44(0) 20 799 18506

Tel: +44(0) 20 799 25401

e-mail:

group.brand.design@hsbc.com

Artwork templates and PDFs of the examples shown in this document are available for download from the HSBC Marketing website at:

www.marketingcentre.hsbc.com