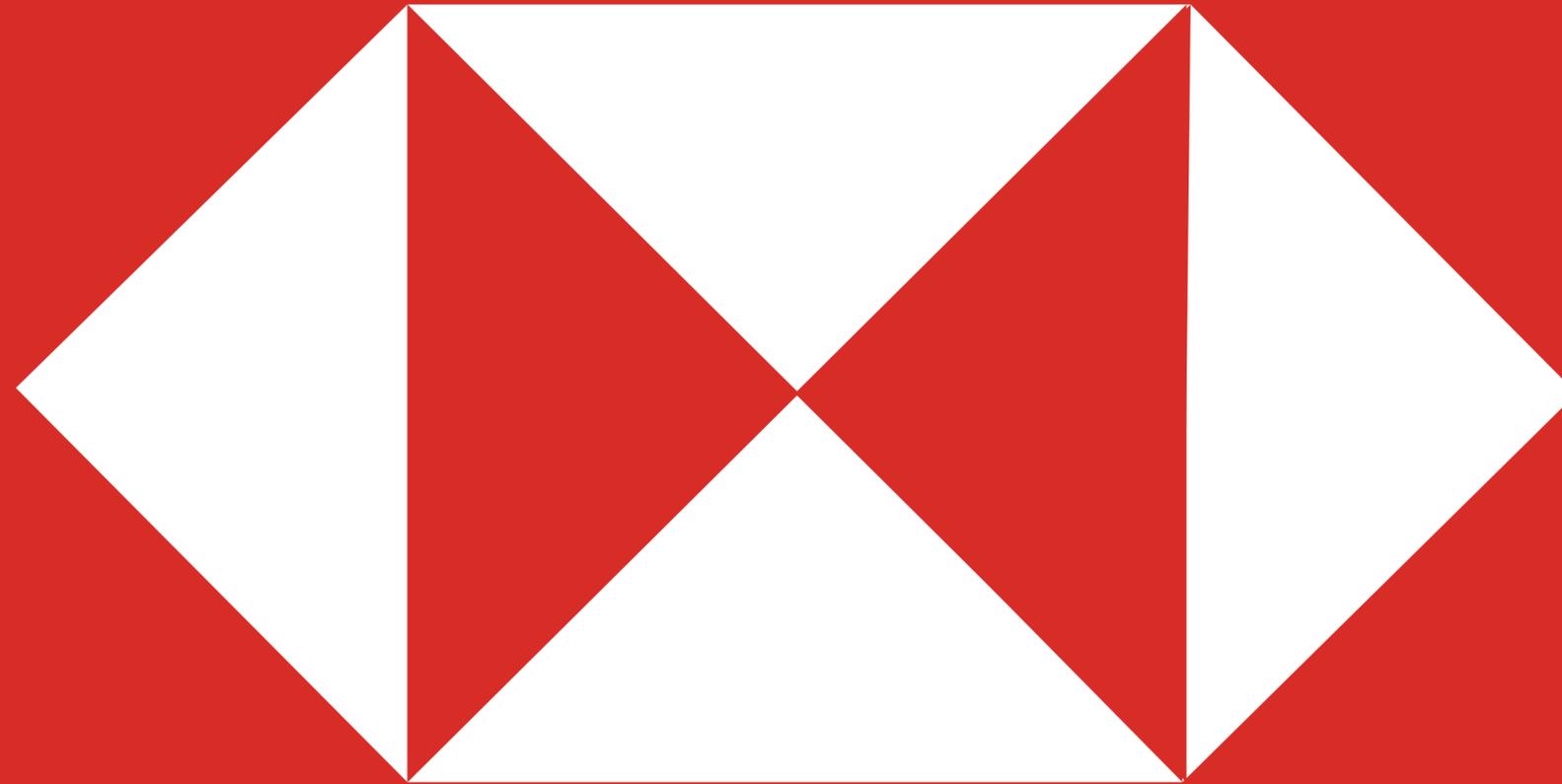


HSBC Private Bank Promo Campaign

Module Code: EE3616

1612956 Cynthia Olemoh-Odunuyi



Introduction And Marketing Awareness

I have been tasked to create a concept for HSBCS private banking . This consists of a logo indent and promotional video.

My designs were developmed in an app called 'procreate' which allowed me to create digital drawings on my ipad. These drawings where then inported into Adobe illustrator to be coloured and vectorised ready for animaiton in Adobe After effects

Throughout this assignment I have tried to keep things minimalistic and classy using simple shapes and non complex movements that will best represent not just HSBC private banking but HSBCs branding style as a whole .

Design principals such as :

- white space
- rule of thirds
- colour and contrast
- Hierarchy
- Repetition

were also added to keep my outcomes as close as possible to HSBCS branding style

HSBC Private Banking Guide



Here is the branding guide that i follwed for my design concepts from colours to font and spacing.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary



Should be used wherever possible. It is used on white backgrounds.

Mono reserved



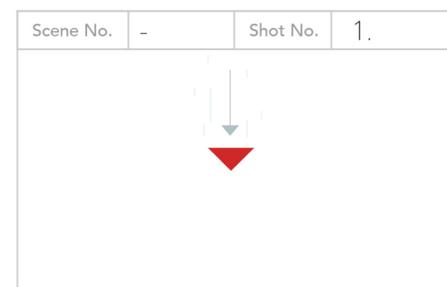
Usage depends on legibility against the background colour or the image it is placed on.

Logo Indent : Concept one

Design and marketing concept purpose

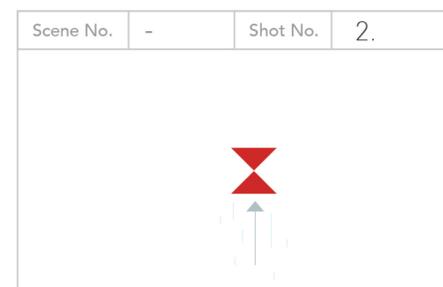
The idea behind this concept is it displays the origins of the way the HSBC logo was created by adding the additional triangles (which represent connections), on the side inspired from the scottish flag. The emission in frame 5 emphasis the connection further by representing one of HSBCS principals 'we are global'.

Title: HSBS indent Version 1 Page: 1/2



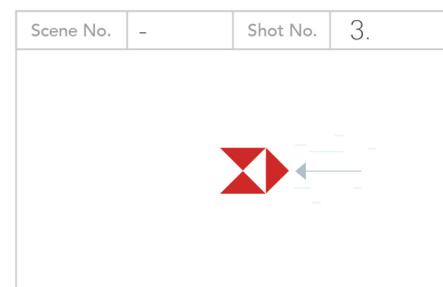
Triangle flies into scene from the top

Time: 0.5 Seconds



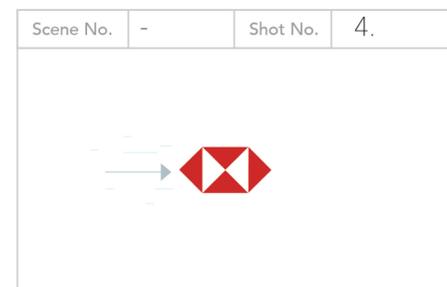
Triangle flies into scene from the bottom

Time: 0.5 Seconds



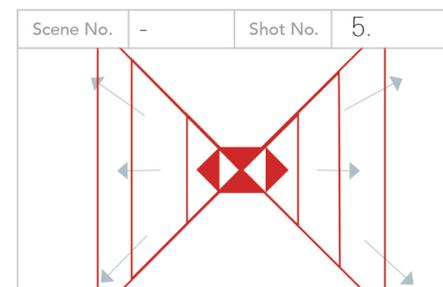
Triangle flies into scene from the right

Time: 0.5 Seconds



Triangle jumps into scene from the left

Time: 0.5 Seconds



Cente of HSBC logo emits lines shaped like the centre piece.

Time: 1 Second



Logo moves to the right, 'HSBC' text is gradually revealed from a track matte

Time: 0.5 Seconds

Title: HSBS indent Version 1 Page: 1/2



'private banking' is gradually revealed from a track matte

Time: 0.5 Seconds



Full logo and text is revealed

Time: 2-3 Seconds



Logo Indent : Concept Two

Design and marketing concept purpose

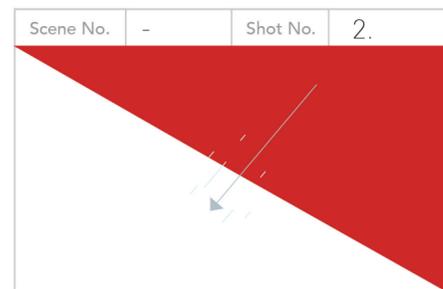
The meaning behind this indent style is that other people don't realise it's there but you the user does. This represents security, privacy and safety. It also gives a sense of personalisation exclusively for the clients that they alone have the key to access too. The red around the logo can also represent the hidden security and trust HSBC has built around their clients.

Title: HSBS indent Version 2 Page: 1/2



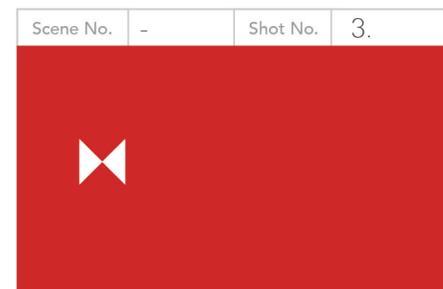
starts of with white background

Time: 0.5 Seconds



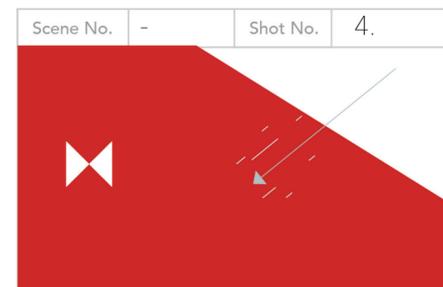
red background comes in and fills screen

Time: 0.5 Seconds



with the red screen now filled the logo is partially revealed

Time: 0.5 Seconds



white background comes in and fills the screen

Time: 0.5 Seconds



with the white screen now filled the full logo is now visible. 'HSBS' text opacity slowly rises

Time: 1 Second



'private banking' opacity slowly rises

Time: 0.5 Seconds

Title: HSBS indent Version 2 Page: 2/2



'private banking' is now fully revealed

Time: 2-3 Seconds

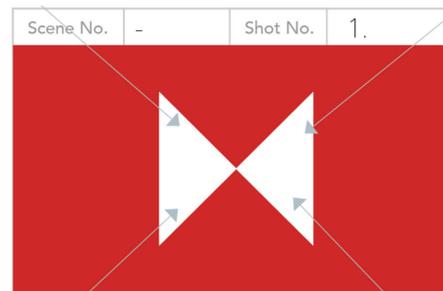


Logo Indent : Concept Three

Design and marketing concept purpose

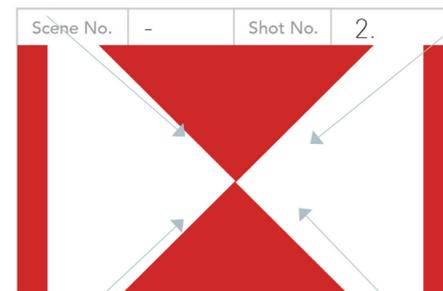
The idea behind this one is that, the opening works as the start or end of a promotional video using the HSBC hexagon as a window effect from the footage making a clean cut transition.

Title: HSBS indent Version 3 Page: 1/2



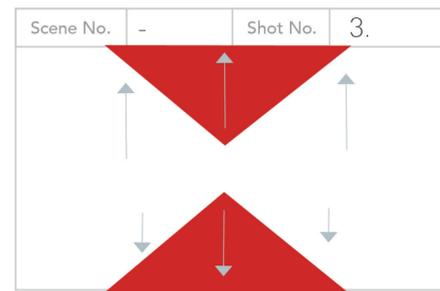
camera zooms into the logo

Time: 0.3 Seconds



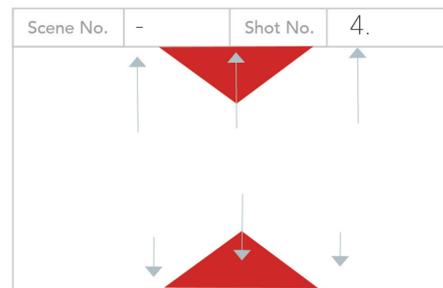
camera continues to zoom into the logo

Time: 0.3 Seconds



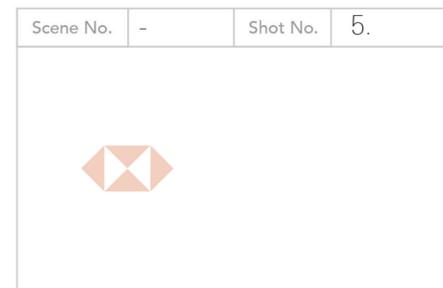
bottom and top half of logo withdraw

Time: 0.3 Seconds



bottom and top half of logo withdraw
scene is now fully empty

Time: 0.5 Seconds



logo appears with gradual transparency

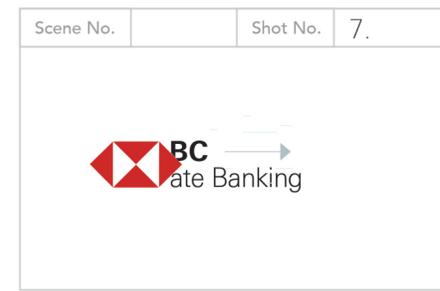
Time: 1 Second



'private banking' opacity slowly rises

Time: 0.5 Seconds

Title: HSBS indent Version 3 Page: 2/2



Text flies from mask behind HSBS logo

Time: 0.3 Seconds



text is now fully revealed

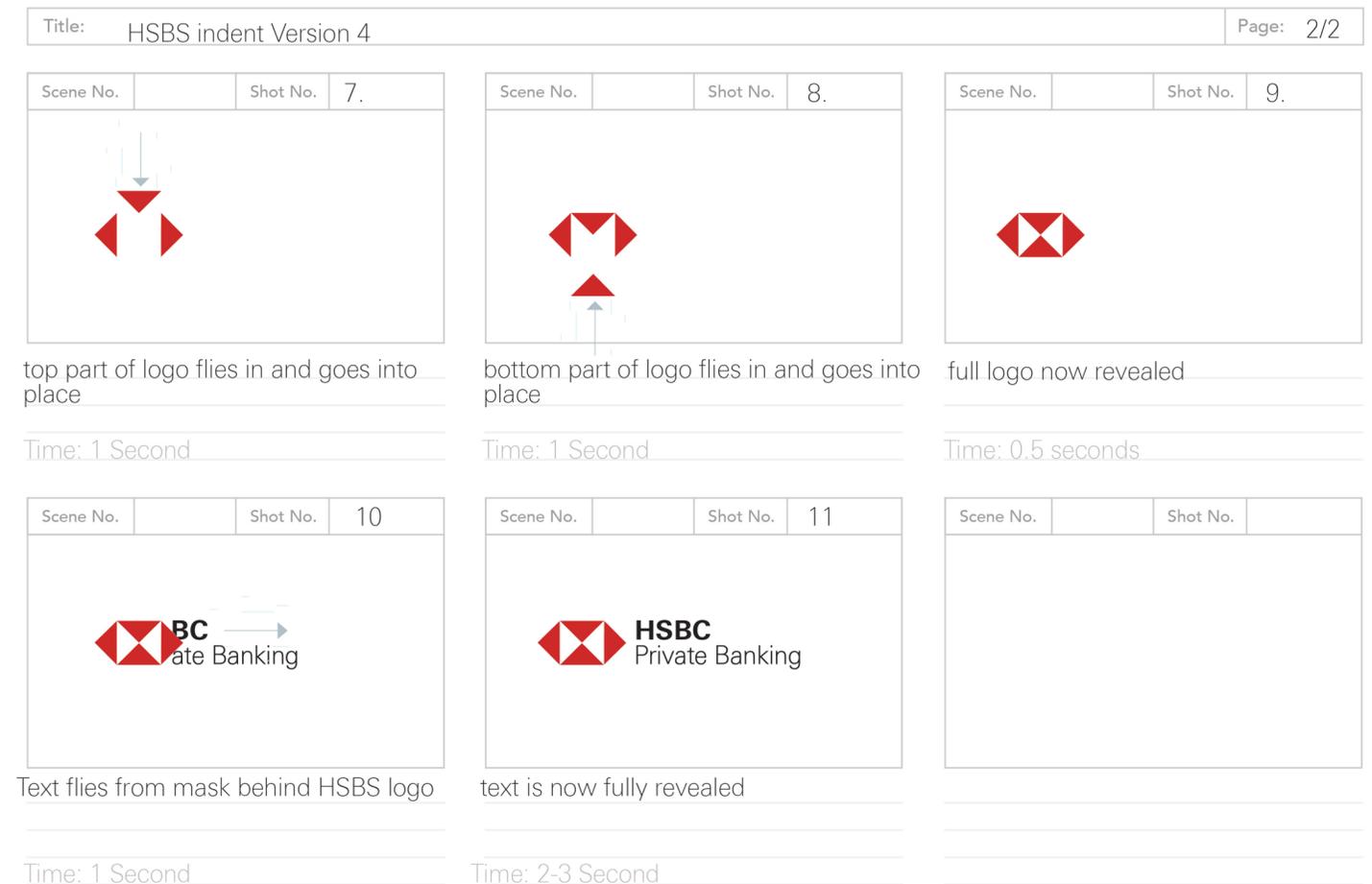
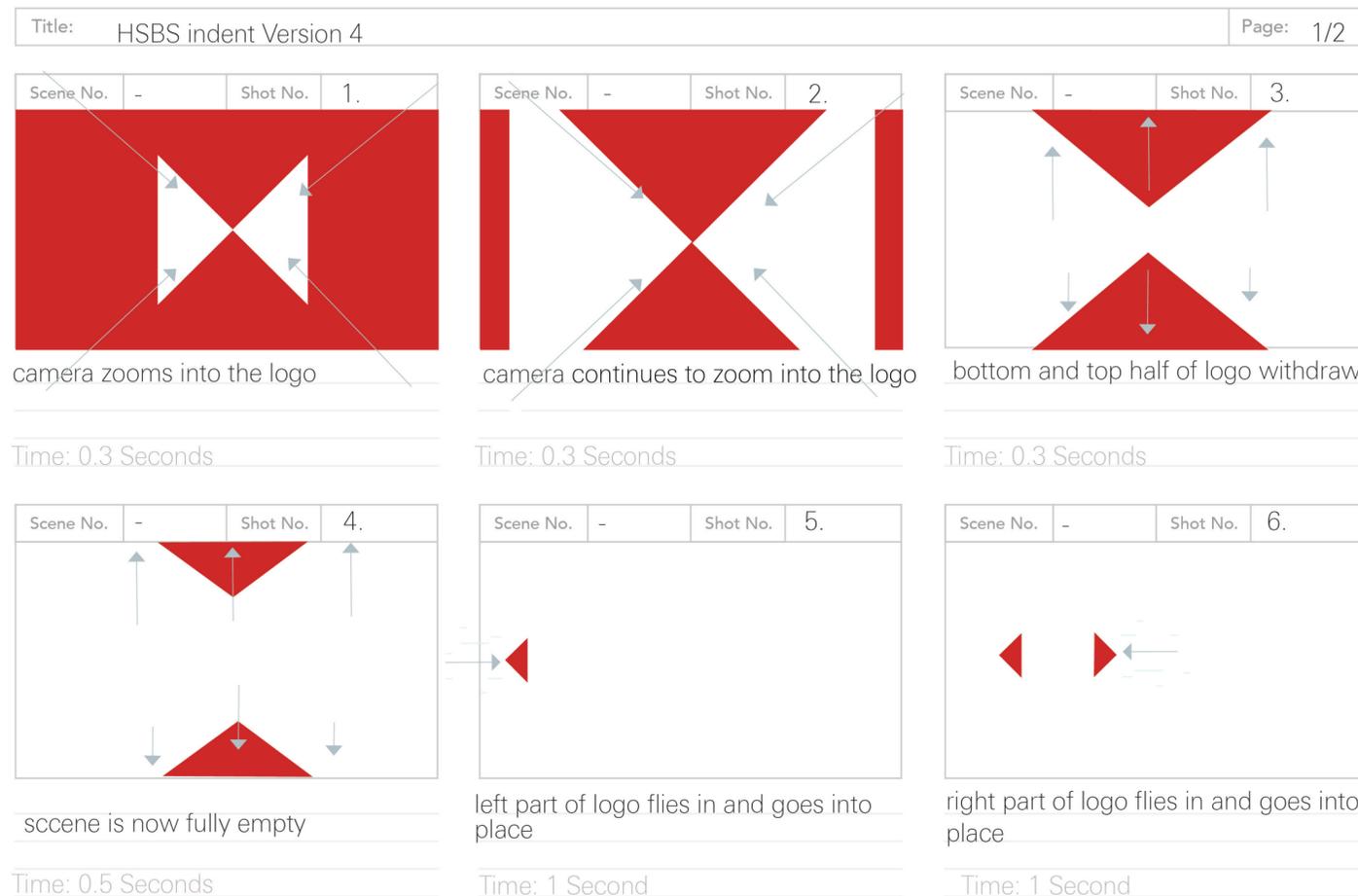
Time: 2-3 Seconds



Logo Indent : Concept Four

Design and marketing concept purpose

This concept is a cross combination on the previous concept and concept one. This was done to make the indent slightly more interesting while still keeping it clean and minimalistic.



Logo Indent : Animatic

Animated test versions of the storyboarded indents

I have created a quick rough guide of how the final animatic versions will look like.

The sounds will also be determined by HSBC guidelines or the video that these indents are inserted into if part of a intro or outro.



ident 1
Cynthia Odunuyi



indent 4
Cynthia Odunuyi



ident 3
Cynthia Odunuyi



ident 2
Cynthia Odunuyi

Video links :

Indnet One : <https://vimeo.com/331660827>

Indent Two : <https://vimeo.com/331660874>

Indent Three : <https://vimeo.com/331660893>

Indent Four : <https://vimeo.com/331660910>

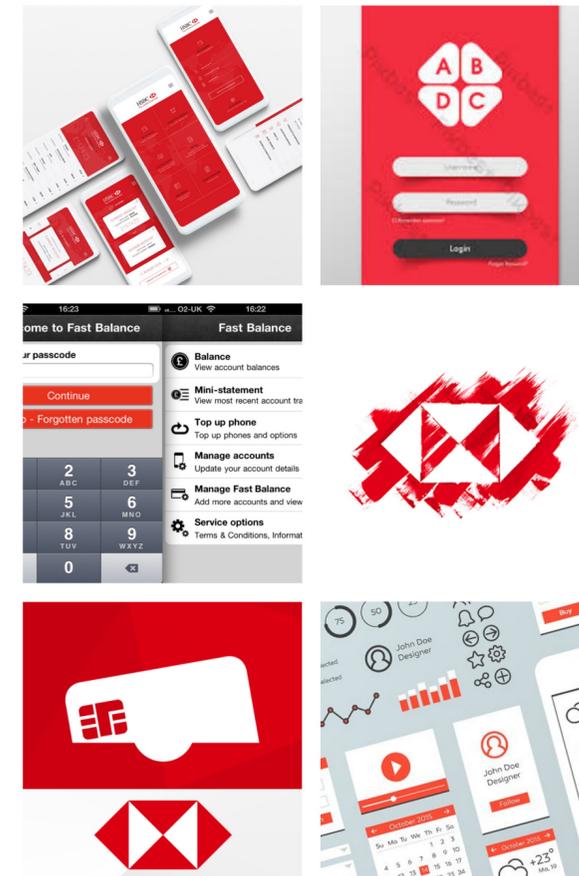
Promotional Video : Moodboard

HSBC Private Bank: colours and contrast

For the animaiton i decided to use a blend of the HSBC private bank guidelines and intergrate it into a form of user interface to create an inforgraphic animaiton. Although the colours were already set, i had to figure out how to intergrate them in the animaiton and ensuring that things such as :

-Readability - text and image always clearly visible

-Contrast /Aesthetics - ensuring that there isnt too much of one colour that will ruin the asethetic of the aniamiton yet sticking to the branding guide

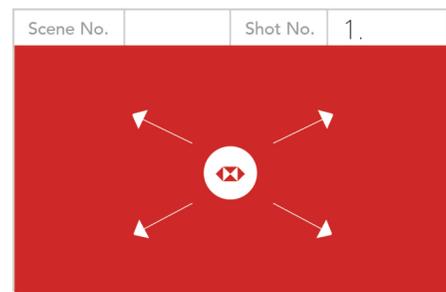


Promotional Video : 2D Motion piece

HSBC Private Bank: 'Sharp Focus'

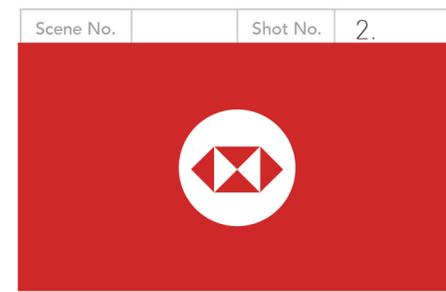
The concept behind this was to put a twist in visual style. Instead of having a purely visual piece, the animations goal is to mimick the design of the possible user interface for the private banking app. clients will be able to see their investments income generation, and have features such as being able to call their banker through the app. Meanwhile the narration of the voice over is heard in the background explaining private banks principal of 'sharp focus' forming a bridge between their message and the animation.

Title: HSBS Animated promotional video Page: 1/4



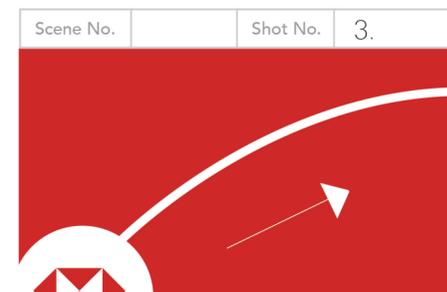
logo scales up to be visible

Time: 3 Second



voice over : 'with private bank'

Time: 2 Second



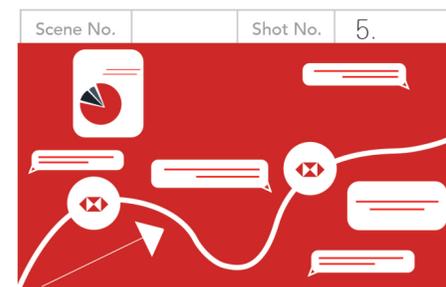
path gradually draws on camera begins to follow path

Time: 3 seconds



voice over: 'we provide our clients with the sharpest focus'
camera follows path, speech bubbles and other background elements pop up

Time: 7 Second



voice over: 'On their investment activity'

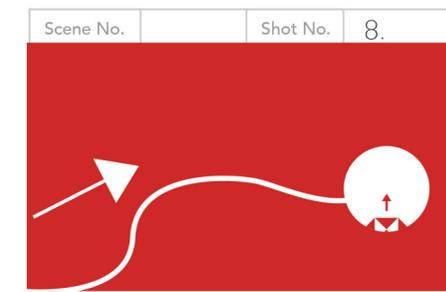
Time: 5-7 Second

Title: HSBS Animated promotional video Page: 2/4



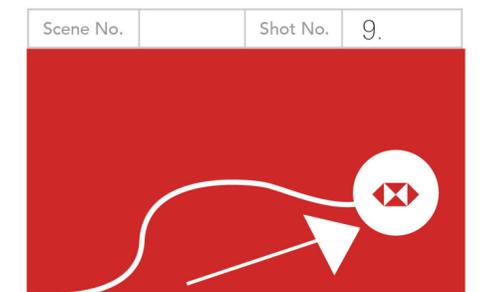
voice over: 'and leverage the rest of the bank'
camera follows path, elements pop up

Time: 3 Second



voice over : 'to shine light on industries'
camera follows path ,HSBS logo shoots up into centre of circle

Time: 2 Second

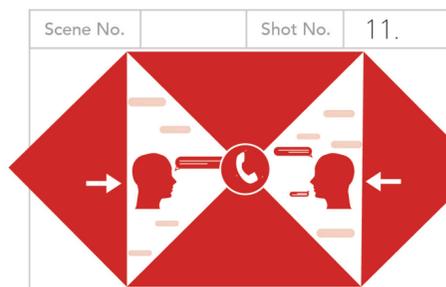


Time: 3 seconds



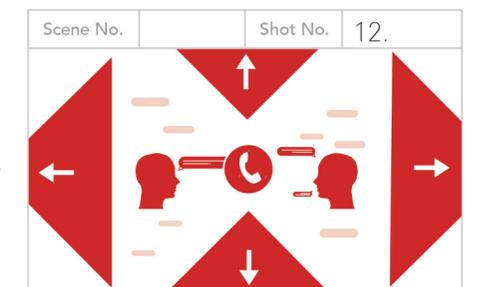
voice over : 'and investemnt opportunities'
camera zooms into circle, 'call banker' shoots up, phone icon scales up

Time: 3 Second



voice over : 'outside their world'
heads come through the logos sides background elemnts fade into scene

Time: 3-5 Second



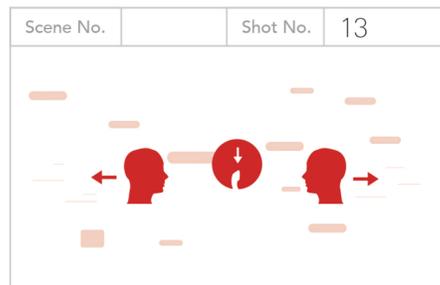
HSBC logo opens up

Promotional Video : 2D Motion piece

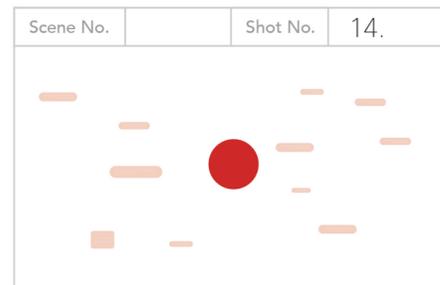
HSBC Private Bank: 'Sharp Focus'

I have also included a fifth hybrid version of the logo indent by putting multiple concepts together and also showing what i ment by the window concept used as an intro or outro from concept three. (demonstrated from scene 18-24)

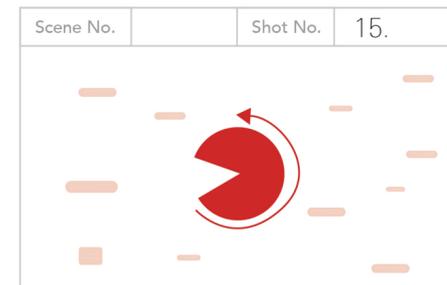
Title: HSBS Animated promotional video Page: 3/4



heads shoot out of scene, phone icon shoots out of circle
Time: 3 Second



voice over : 'we bring simplicity to complicated situations'
circle rotates and opens up, background elements float around
Time: 2 Second



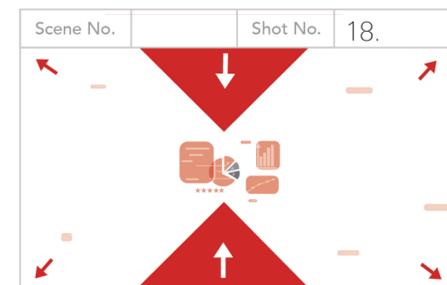
Time: 3 seconds



voice over : 'And define strategic paths that are tailored for our clients needs'
circle opens up into pie chart, other elements pop up one by one,
Time: 3 Second



statistic bar appears in foreground
camera zooms out
Time: 3-5 Second

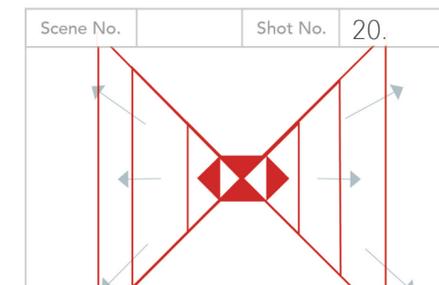


HSBS logo begins to lock into the foreground
Time: 1-2 Seconds

Title: HSBS Animated promotional video Page: 4/4



voice over : 'We are strategic global thinkers'
logo is now fully put together
camera still panning out
Time: 2 Second



logo emits its shape
Time: 1.5 Second



logo moves to the left
Time: 0.5 Second



'HSBC' comes out to the right
Time: 0.5 Second



'private banking' comes out to the right
Time: 0.5 Second



Time: 2-3 Second

Promotional Video : SWOT

HSBC Private Bank: 'Sharp Focus'

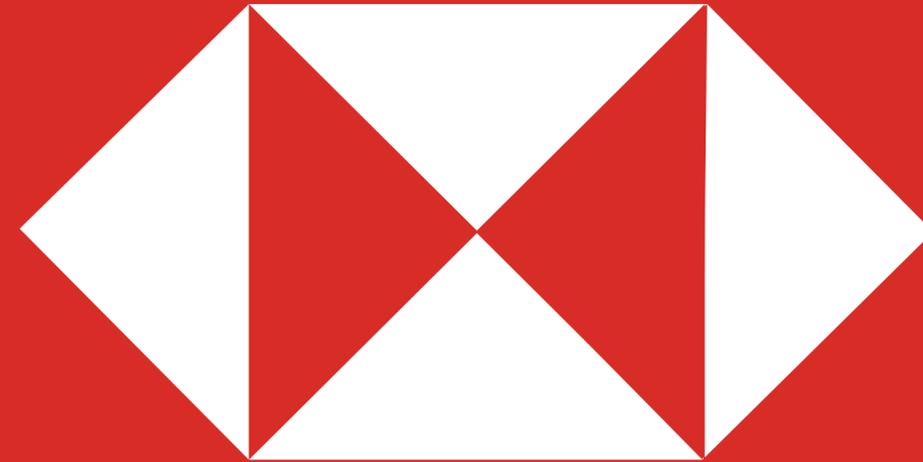
There are some additional things i had to think about when designing the promotional video especially with the speciifc target audience the pomotional video is aimed for.

Strength- Easy guided animaton with voice over for better understanding with visuals that explain 'sharp focus'.

Weakness - Should be fine for target audience but confusing to others who it doesnt apply to.

Opportunities - being able to easily tweak/add new features to the animation.

Threats- tradiitonal banker risk (retail), emerging competitors.



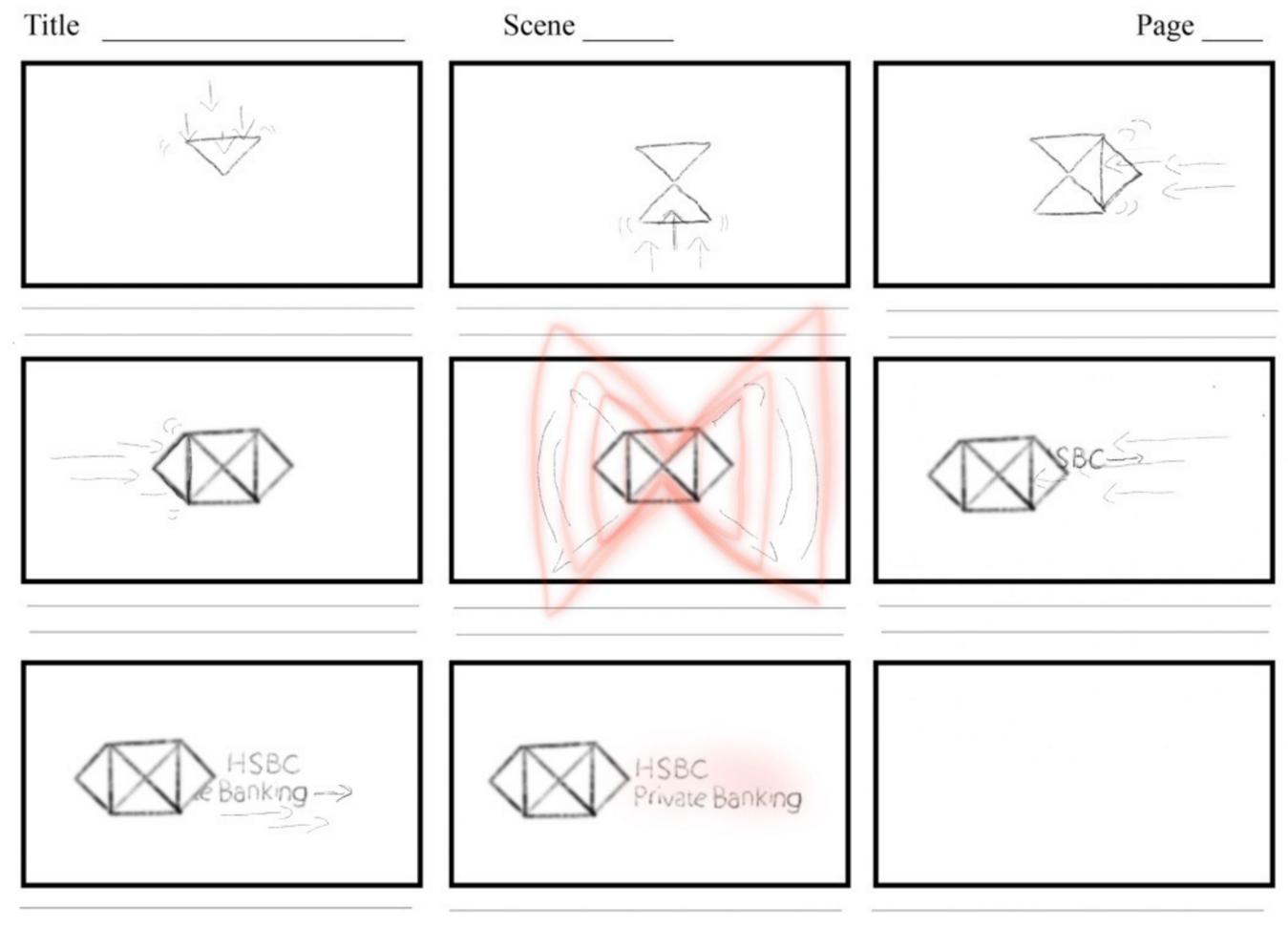
Development Process

Development : Logo Indent

HSBC Private Bank Indent One issues

Due to this being the first indent i designed for HSBC private banking i found it difficult to stick to their minimalistic theme as i am use to creating more abstract and more crazy animated pieces. I therefore had to do bacground research into HSBCs branding guidelines and gert thre overall vibe of ththeir brand

It was difficult to decide if my animation design was 'a bit too much/too simplistic' for the brand but i belive i found a middleground in the end by using their principals into visual play for the indent.



Development : Logo Indent

HSBC Private Bank Indent Two issues

I had noticed that HSBC had an reversed colour version to their logo and decided to use it to make my designs more versatile to take on a new approach.

I decided to focus on playing with colour and contrast. although i liked this idea in theory after animating it i felt like it doesnt portray HSBC in the best way compared to the other indents it feels a bit 'cheap' but perhaps it can be incorporated in another way to make it look more elegant.

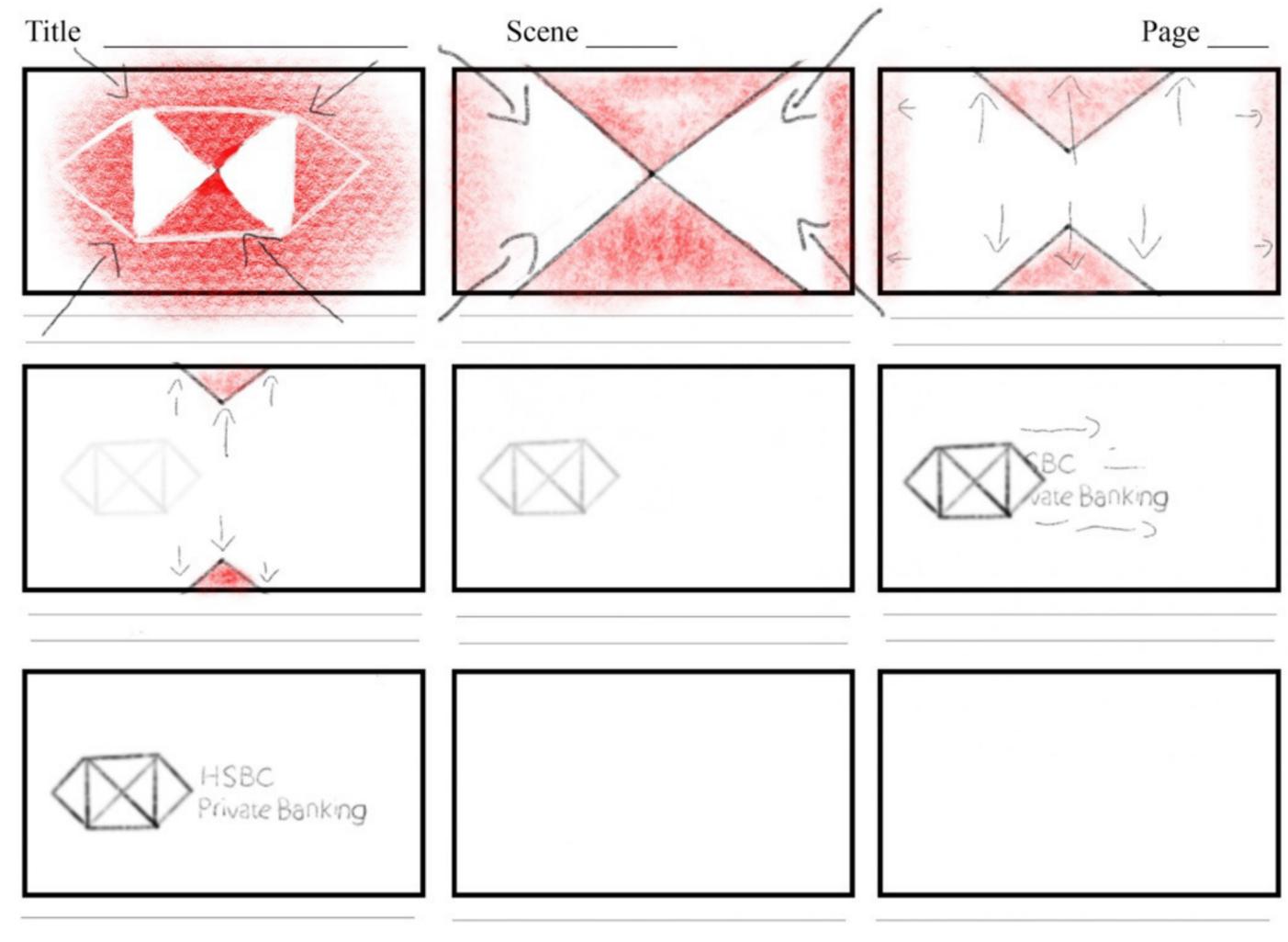


Development : Logo Indent

HSBC Private Bank Indent Three issues

For my third design i wanted to again add something different so my indents dont all feel too similar

During the storyboarding process initially i really liked this one, however i felt like the gradual reveal of the logo through opacity increase felt a bit too basic but then again this could be due to being use to make things look more animated, therefore i decided to keep this indent and create another one with a more interesting twist.

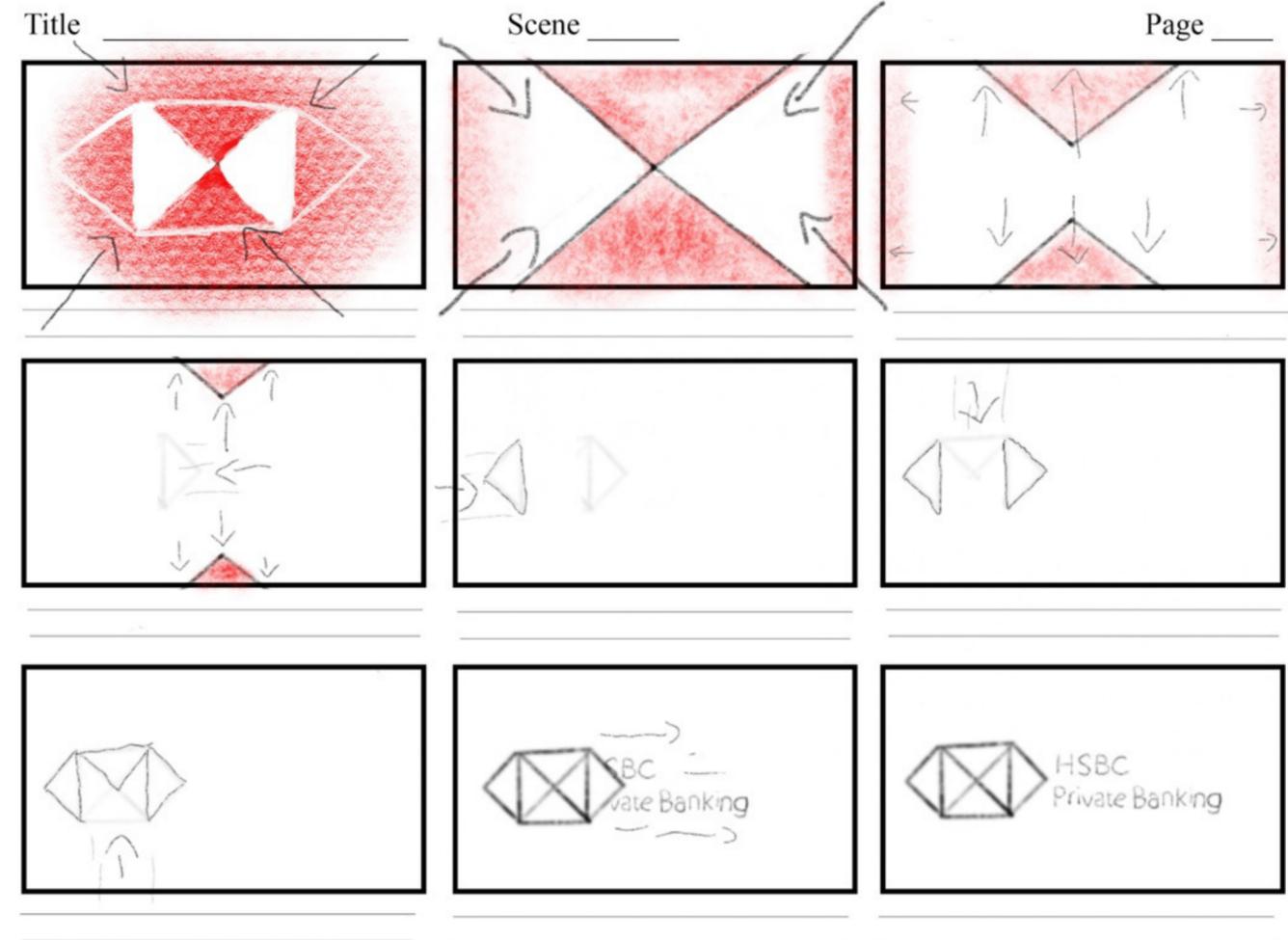


Development : Logo Indent

HSBC Private Bank Indent Four issues

Based on combining previous concepts together.

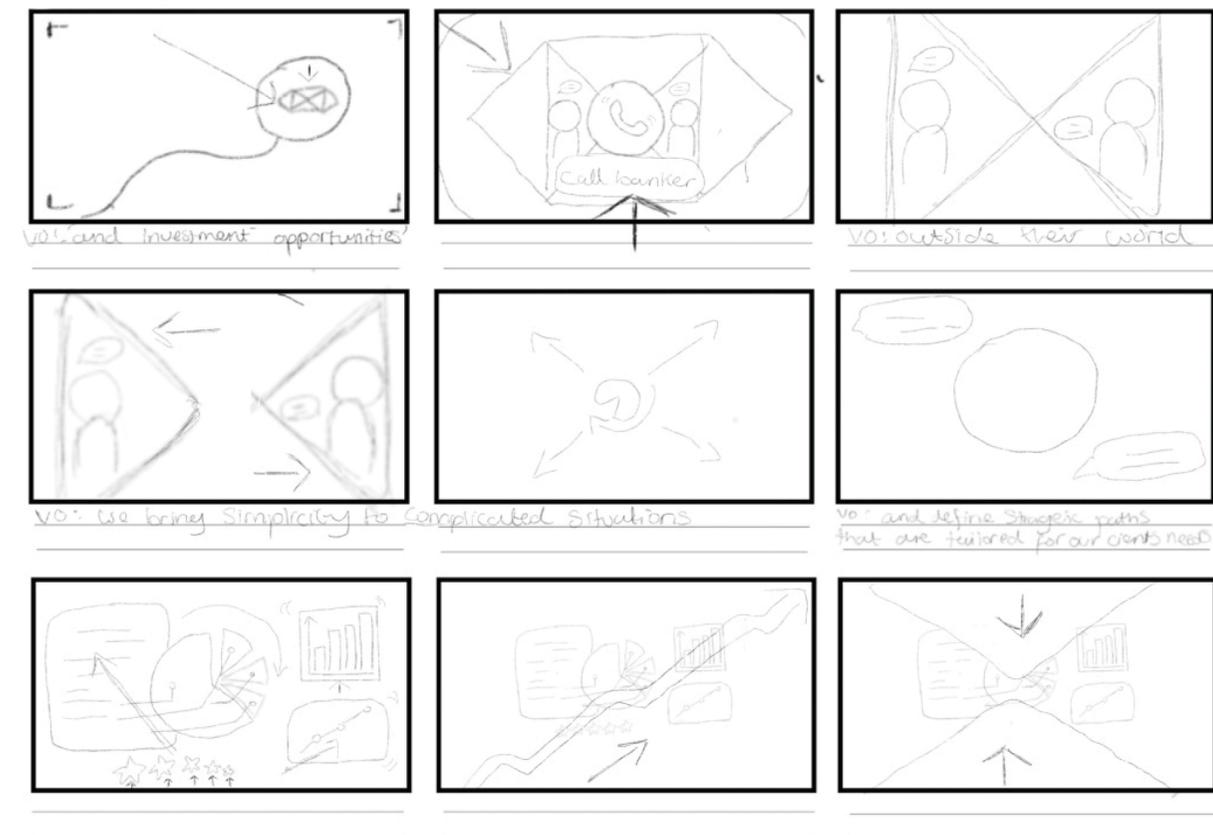
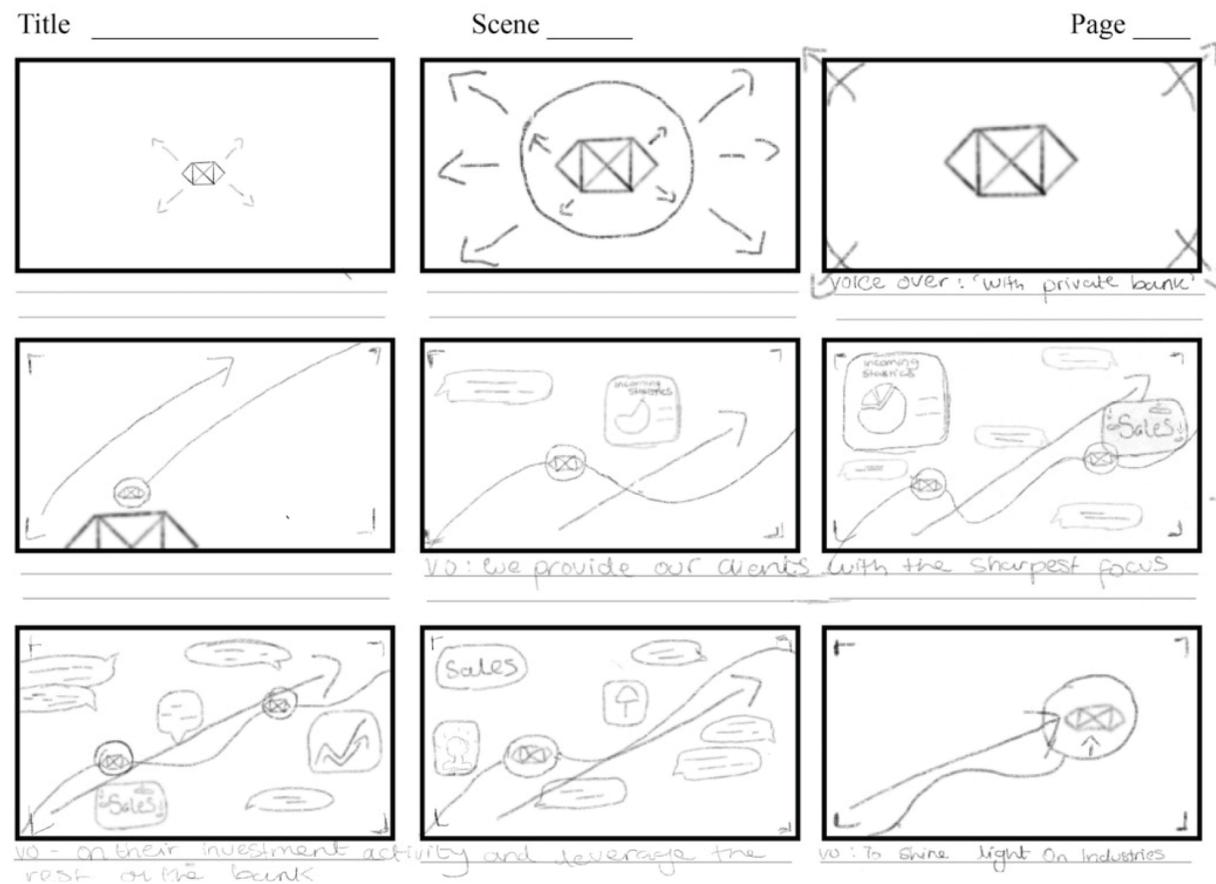
After animating this one i felt much better about it as it is still simple but not too boring and sticks to the HSBC private bank guidelines.



Development : Promotional Video

HSBC Private Bank: 'Sharp Focus' issues

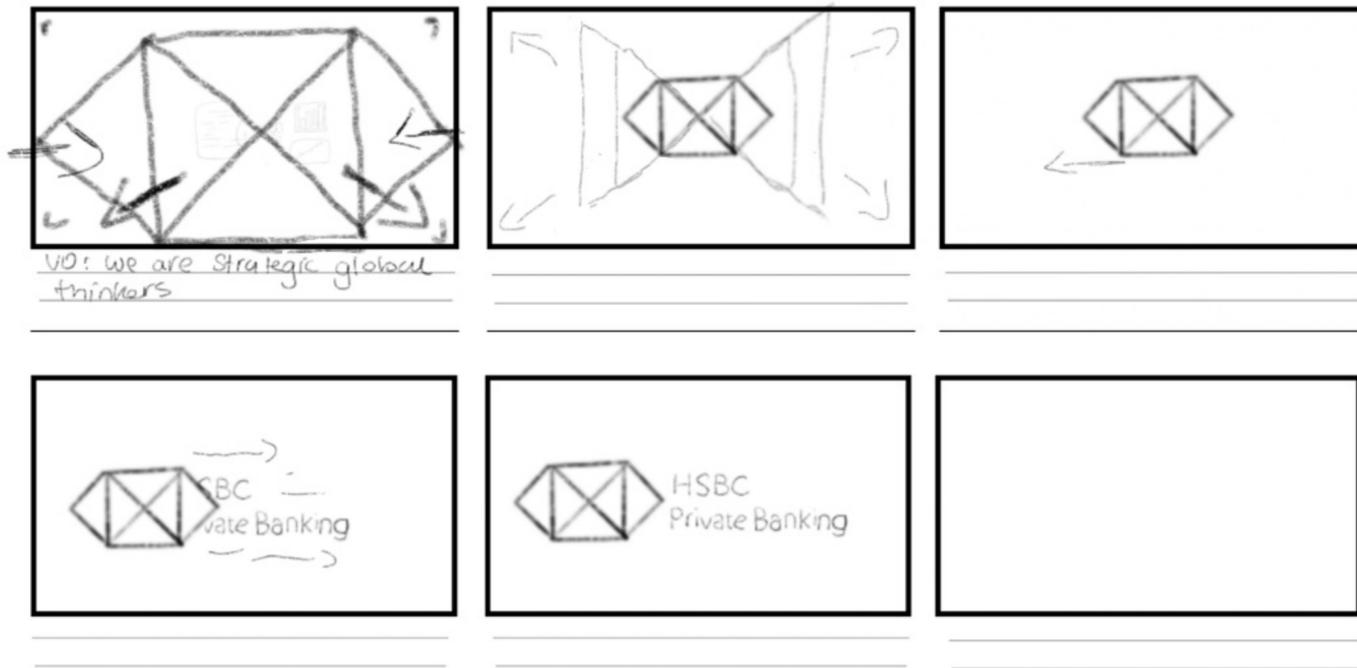
it was difficult to come up with the concept initially as mentioned previously i wanted to incorporate some sort of mobile banking user interface. As the app does not exist/ i don't have access to it i had to make up some features i assume private bankers would want.

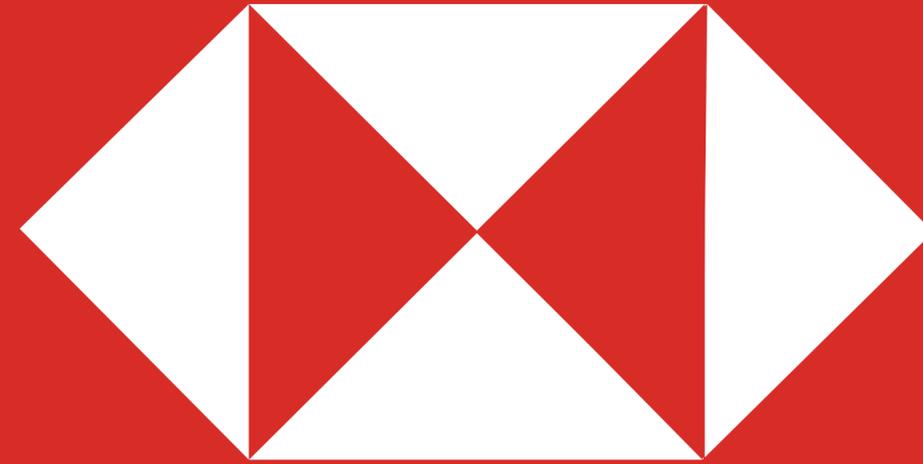


Development : Promotional Video

HSBC Private Bank: 'Sharp Focus' issues

despite not making a purely visual piece i still had to time the voice over to the images to give correct visual references to help inform the audience which meant having to think more strategically.





Conclusion

Conclusion and Evaluation

Through the implementation of this assignment i have learned various design skills from the inportance of having a purpose behind designs, thinking about the bigger picture (marketing/audiences/viewers prespective), and adapt my workflow to their guidelines and finding ways to get around design issues. I have also realised the challenges that come with adapting ones own design to an already established brand.

In conclusion although the project was challenging as i have not worked on corperate designs before i enjoyed the challenge of having something new especially as this has pushed me to broaden my design and thinking skills to be more out of the box especially with the challege of the promotional video being more open.

Portfolio: Part 2 And Other Links

360 poster campaign And HSBC Private Banking

PDF Portfolio Attached To Wiseflow Appendix

360 Poster campaign- <http://www.cynthia-designs.co.uk/copy-of-style-book>

HSBC Private Banking- <http://www.cynthia-designs.co.uk/copy-of-360-campaign>

Portfolio

www.cynthia-designs.co.uk

or

<http://cynthia-designs.wixsite.com/cynthia-designs>

Vimeo Video Links

Indnet One : <https://vimeo.com/331660827>

Indent Two : <https://vimeo.com/331660874>

Indent Three : <https://vimeo.com/331660893>

Indent Four : <https://vimeo.com/331660910>