



Brief set by
HSBC

HSBC Red: Owning a Pantone

Additional Languages

This brief is also available in the
following languages:

[Japanese](#), [Standard Chinese](#)

Deadline

17 March 2026, 5pm GMT

The backstory

For 160 years, HSBC's red has been part of their brand story; from their house flag in the 1880s to their logo and brand identity today. In 2025, in collaboration with the Pantone Color Institute, "HSBC red" was officially named. This makes it the first bank to have its signature colour recognised in partnership with Pantone.

This iconic colour has been at the forefront of the business, from everyday banking to years of innovation. And red is a hugely important colour in the history of Hong Kong, HSBC's home. It represents prosperity, good fortune and, in the case of HSBC, global connection.

To celebrate the milestone, HSBC has launched a series of HSBC Red products, from tote bags to laptop sleeves. But they want to go further. How can you help the bank to own red around the world in a way that makes it synonymously theirs?

What's the challenge?

Create a graphics-led campaign that uses storytelling and symbolism to help HSBC own "HSBC Red" around the world, make it uniquely theirs and celebrate their Pantone colour launch. You will need to differentiate HSBC red in countries where red is widely used, particularly in the financial market, and create something that speaks specifically to audiences with high disposable incomes.

Your campaign will need to work across all of HSBC's core markets (and beyond):

- UK
- Hong Kong
- Singapore
- UAE
- India
- USA

Who are we talking to?

HSBC are a global bank, so your idea should have international appeal. They are specifically looking to target those with an international mindset, a love of travel who are excited about the opportunities the world has to offer, and especially those with significant disposable incomes, such as those who may be due to inherit significant wealth, have large savings or investments. They are looking for a bank that can offer them premier services and bespoke financial strategies.

Things to think about:

Uniquely HSBC

No matter what your idea is, it is important that your audience can see HSBC in your response (see *The important stuff* for more details).

Location, location, location

How can your campaign work in touchpoints that are synonymous with HSBC? For example, airports, from jetbridges to walkways, are owned by HSBC all over the world. How could you make the most of these already-owned spaces to give HSBC even more ownership of their colour? How can you capture your audience and really take them on a journey? And how can you choose locations that will specifically resonate with this specific audience?

A point of difference

Red is a common brand colour, especially in Asia. It is used in hundreds of spaces. Simply using red isn't enough to stand out. How can your design-led campaign elevate HSBC's red (Pantone 1795C) through storytelling, symbolism and distinctive design execution in a way to make it feel uniquely HSBC?

How to be global

You need to make sure your idea can be seen by, and works for, audiences around the world. How can you ensure it resonates with as wide an audience as possible and gains enough traction to grow?

Make the most of Pantone

Remember, this brief isn't just about HSBC. They have launched the colour with the renowned Pantone Color Institute. How can you use this to your advantage and maximise on the premium brand quality and heritage of Pantone as well as HSBC?

The important stuff

Create a design-led campaign that makes "HSBC Red" uniquely HSBC around the globe and resonates with individuals who have a significant disposable income. It's up to you what form this takes, but you should make sure you include multiple touchpoints (especially those synonymous with HSBC) to land your message.

Present:

Your creative. Clearly explain your idea and showcase your creative solution.

How your idea will work around the world. This brief is all about being global, so you need to showcase how your idea will work across different markets.

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

Further information:

You can find everything you need to know about entering the New Blood Awards, including the *Preparing your entries* guide, plus any supporting documents for this brief in [this supporting folder](#).