



Pakistan's iconic brand HBL, unveils Refreshed Brand identity

Karachi, Pakistan — HBL, one of Pakistan's most iconic brands, unveiled its refreshed brand identity, marking a defining moment in its evolution as Pakistan's premier financial services group.

For more than eight decades, HBL has shaped Pakistan's financial landscape and contributed meaningfully to the country's economic development. The refreshed identity honours this heritage while expressing clarity of purpose and confidence in the future.

The 'HBL' wordmark remains unchanged, preserving the trust and institutional equity built over generations. The addition of a distinctive design device, inspired by the calligraphic precision of the HBL mark, introduces a contemporary visual language that conveys clarity, movement and progress.

HBL's signature 'Turquoise' color continues to anchor the identity, complemented by 'Light Lemon Yellow' color to enhance vibrancy while remaining unmistakably HBL. Together, these elements create a unified and cohesive visual system across the institution.

The refreshed identity will be implemented across branches, ATMs, digital platforms, mobile applications, websites and customer-facing environments over the coming months, ensuring consistency and recognisability at every touchpoint.

The Refreshed Brand identity will also be rolled out across HBL's subsidiaries, including HBL Microfinance Bank, HBL Asset Management, HBL Zarai Services Limited, HBL Currency Exchange, and HBL Bank UK.

The brand refresh is not a reinvention of HBL. It is a sharper expression of who it is today.