

## SBI Card unveils new brand identity

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**OUR BUREAU**

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SBI Card has unveiled its new brand identity, designed to appeal to the millennial generation. The new identity reflects the brand's contemporary and youth-focussed outlook, and its endeavour to build a stronger connect with millennials.

"We are delighted to unveil our new brand identity, which, we believe, will appeal to the modern sensibilities of the new India. With the millennial consumer segment set to increase to 410 million by 2020, we have, over the past few years, been focussing our efforts at developing best-in-class solutions designed to meet their needs,"

said Hardayal Prasad, MD and CEO, SBI Card.

"As a brand, we aspire to play a key role in enhancing and enriching their lives and fuelling their ambitions. Our new identity reflects that we are ready for the young India, building on the solid legacy we have developed over two decades."

As part of the brand makeover, SBI Card has also unveiled a new logo. The logo retains the blue keyhole and SBI wordmark for the immense trust, credibility and heritage that the mother brand SBI lends to the brand, while the styling for the word 'card' has been changed to a more approachable typeface.