



We're really wearing our heart on our sleeves. New look more than a coat of paint.



It's been a huge year for SBS Bank. Our team have introduced some significant changes to our banking services – think credit card*, digital onboarding for saving and transaction accounts. But we also underwent a branding refresh.

It's more than just changing our logo – it's a reflection of our people, our business, our decision-making and our future. We're putting a line in the sand about who we are.

We want to show New Zealand what's really at the heart of our business. We feel we're the only bank that can genuinely wear its heart on its sleeve.

It's also about reflecting balance. We see that time and time again with people questioning the purpose, impact and values of who they deal with. There is a real quest for a deeper, more authentic and genuine relationship with businesses – customers want to deal with people with that human touch, and we want that to be SBS Bank.

While the new heart logo reflects externally who we are and where we're going, our research has shown our Members want to deal with organisations that have a clear commitment to social responsibility. So we're working hard to fulfill the expectations of our Members .

*The SBS Bank Visa Credit Card is issued by SBS Money Limited a 100% Subsidiary of SBS Bank. SBS Visa Credit Card Conditions of Use and Fees and charges apply, are subject to change and can be found here or alternatively are available on request and free of charge from any branch of SBS Bank.