

The Evolution of the SVB Logo



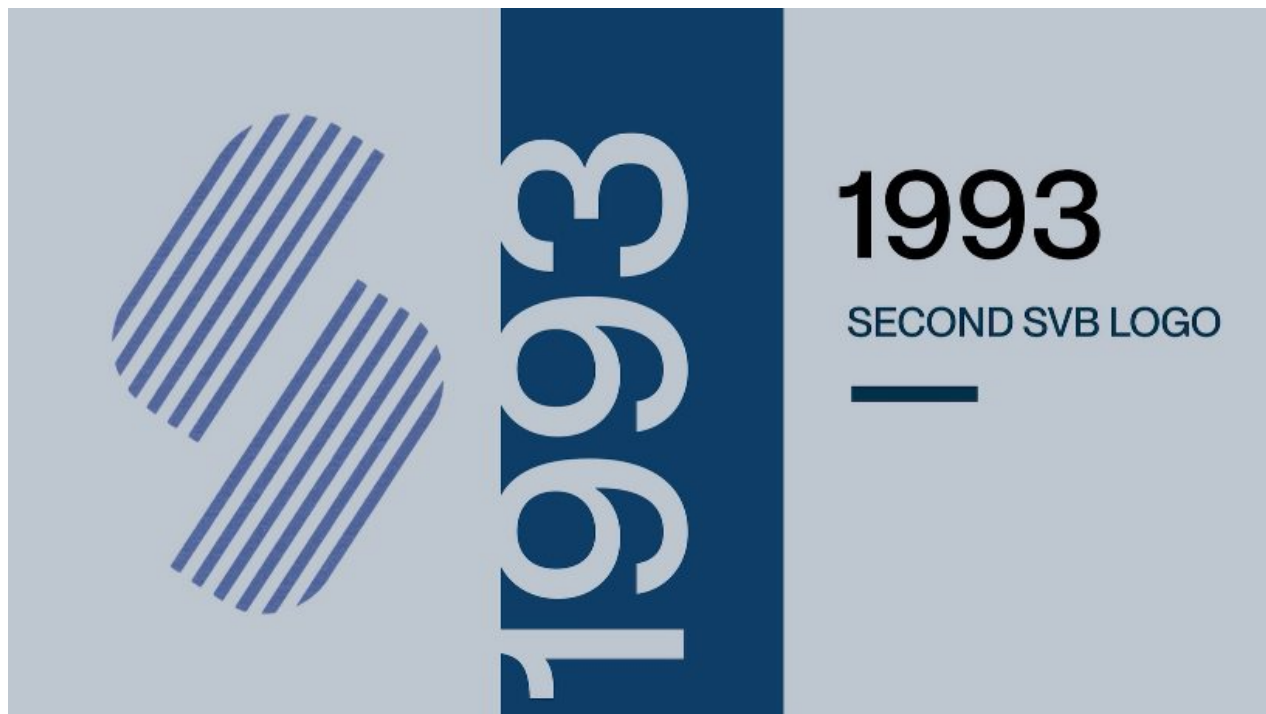
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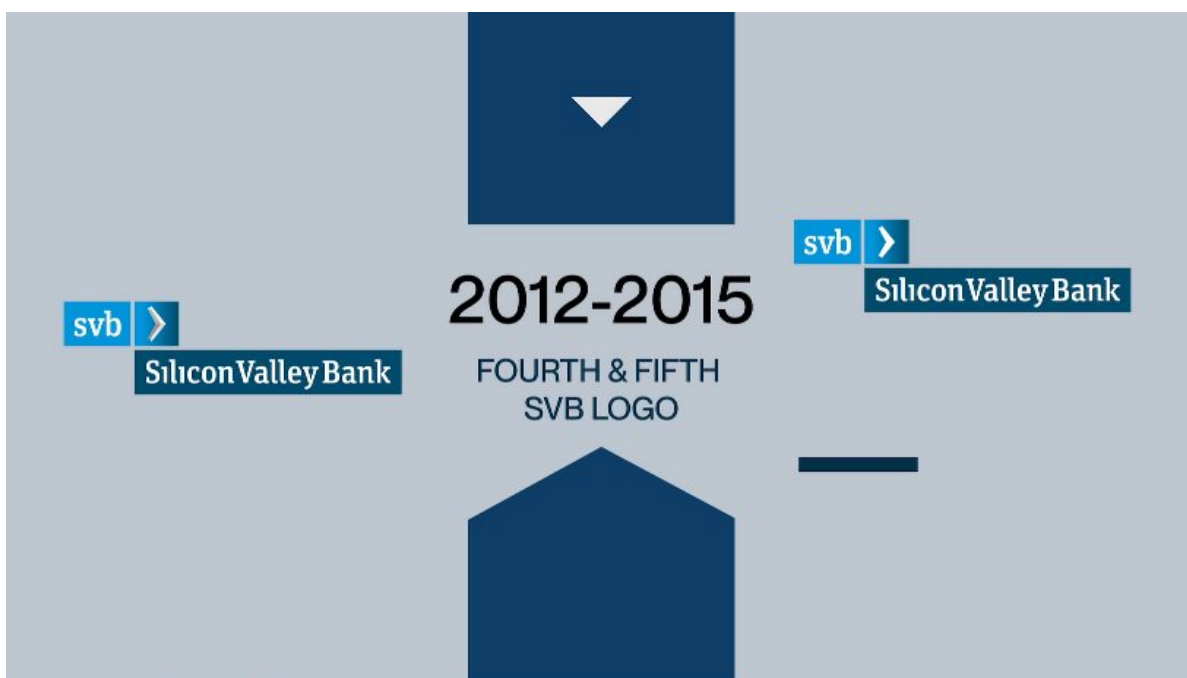
Since SVB was founded nearly 40 years ago, its logo has reflected the company's objective to serve the innovation economy. As the company has grown in size and our services have evolved to meet the changing needs of our clients, the logo has also changed to best represent SVB's purpose, mission, vision and values.



For the company's first 23 years, the focus of the logo was on SVB's "S", making clear both where SVB is headquartered and reflecting the innovation industry that we serve. Notice the technological imagery used in the design. In the 1983 and the 1993 version the "S" resembled a semi-conductor/microchip – an iconic image representing the origins of Silicon Valley that clearly differentiated SVB from the more traditional banks.



The next version of the logo, launched in 2006, expressed SVB's international expansion and increased name recognition. The full "SVB" initials are integrated into the logo and the microchip imagery is replaced with the chevron graphic still used today to symbolize the forward-looking vision and drive we bring to our clients and industry.



As SVB continued to expand its services, the versions launched in 2012 and 2015 introduced a very different look. In the 2012 version, notice the beveled design of the chevron and a gradient shading in the top box. While eye-catching, the design is not easy to replicate. The chevron was soon updated with a non-beveled version.

In 2022, having launched the [OneSVB](#) program, SVB introduced the current family of logos, one for each of the four business units and one for the overall enterprise. Now with a modern sans-serif font and a bold blue chevron image,

the logo continues representing the innovation we fuel for a better world making today's SVB logo stand strong and vibrant.

Learn more about the [SVB Brand](#) including where we are and where we are going as we stay ahead of the innovation economy while delivering for our clients.



Show your SVB pride!

Visit the SVB Promo Store for pre-approved, ready-to-ship branded merchandise.



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