Standard Bank – South African trademarks

Updated 8 November 2026

Standard Bank is Africa's largest bank by assets and is listed on the JSE. It offers personal, business, corporate and investment banking in South Africa and across the continent.

How Standard Bank has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#8
largest trademark owner in South Africa (of 121,626)

2,309
trademarks filed

12
different logos published since 2020

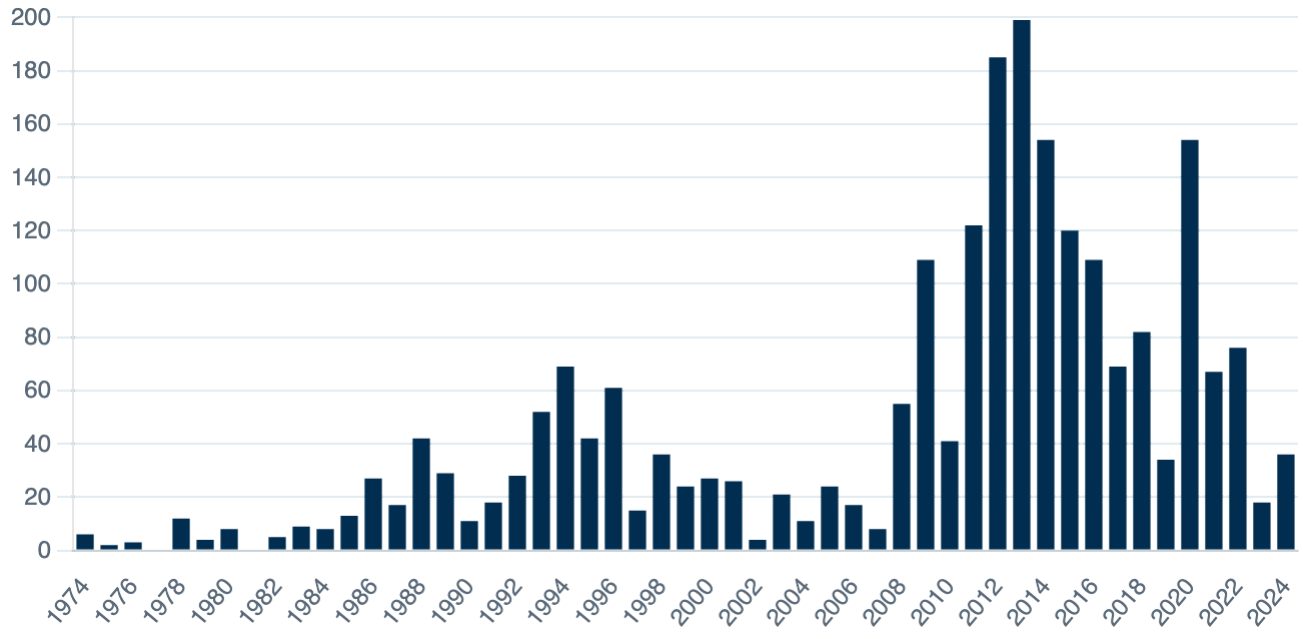
19
of 45 classes used

1974
first trademark filed

645
filed in the last 10 years

A portfolio built over time

Standard Bank filed its first South African trademark in 1974 and has filed 2,309 since; its busiest year was 2013, with 199 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

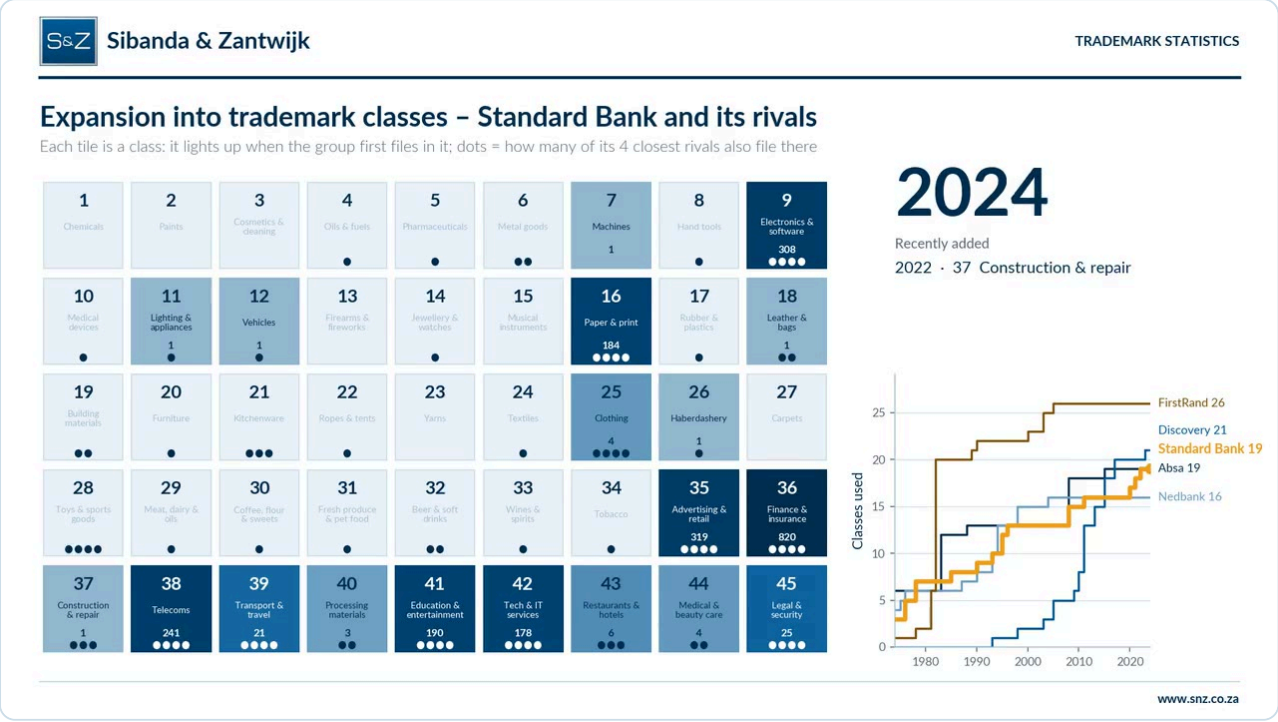
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Standard Bank	2,331	1974–2024
Standard Bank Income Protection Plan	9	1988–2008
Standard Bank of South Africa Limited and Ginsburg Malan and Carsons …	3	1996–1996
Standard Bank of South Africa Ltd and Edgars Consolidated Stores	2	2001–2001

Where Standard Bank expanded its business

Trademark classes show what a business sells. Standard Bank's portfolio is concentrated in finance & insurance (class 36), advertising & retail (class 35), electronics & software (class 9). Its most recent moves were into construction & repair (2022), medical & beauty care (2021), processing materials (2020).

Standard Bank trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/standard-bank-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS		MARKS	SHARE	SINCE
36	Finance & insurance	820	35.5%	1974
35	Advertising & retail	319	13.8%	1978
9	Electronics & software	308	13.3%	1985
38	Telecoms	241	10.4%	1978
41	Education & entertainment	190	8.2%	1990
16	Paper & print	184	8.0%	1976
42	Tech & IT services	178	7.7%	1974
45	Legal & security	25	1.1%	2008

The brands Standard Bank protects most

The word marks and logo names Standard Bank has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MELVILLE DOUGLAS	30	6	2013–2017
2	STANDARD BANK	29	9	1978–2015
3	CASHLESS, CARDLESS WAY TO PAY (THE)!	25	5	2009–2009
4	MIMONEY	20	5	2008–2009
5	ACCESSACCOUNT	14	7	2012–2013
6	EXPRESSLINE	14	7	2013–2013
7	INSTANT MONEY	11	5	2009–2011
8	SBG	10	8	2009–2024
9	1INVEST	10	5	2018–2020
10	BLUEBEAN.COM	10	5	2000–2000
11	BIBI - BEYOND INSURANCE, BANKING, INVESTMENTS	9	9	2021–2021
12	STANDARD	9	7	2008–2015
13	PLAYROOM	9	5	2014–2014
14	MIMONEY WALLET	9	3	2009–2009
15	BALANCE PEEK	8	8	2015–2015

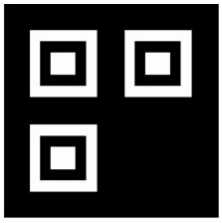
Logos filed most often (since 2020)



8 filings · 8 classes



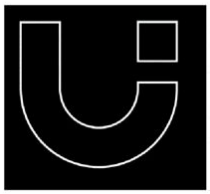
7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



5 filings · 5 classes



5 filings · 5 classes



1 filing · 1 class



1 filing · 1 class

Standard Bank's logos

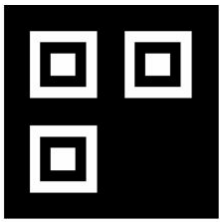
The 12 different logos Standard Bank has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



8 classes



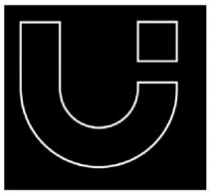
7 classes



7 classes



7 classes



7 classes



7 classes



5 classes



5 classes



1 class



1 class



1 class

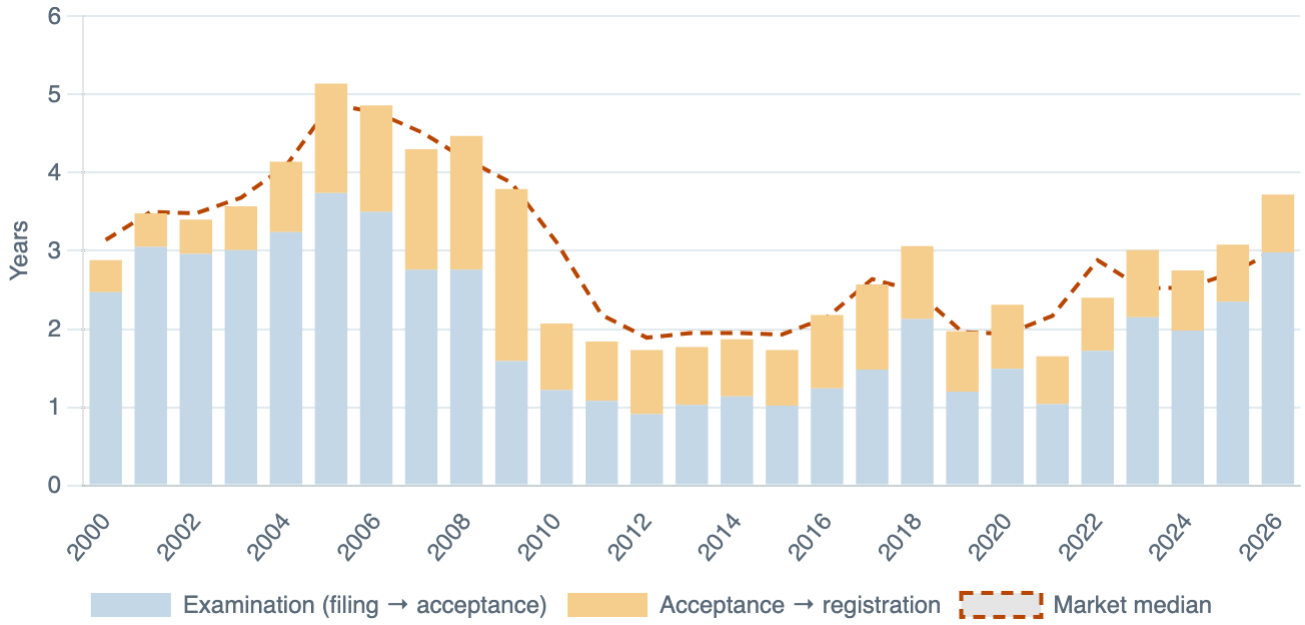


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Standard Bank's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

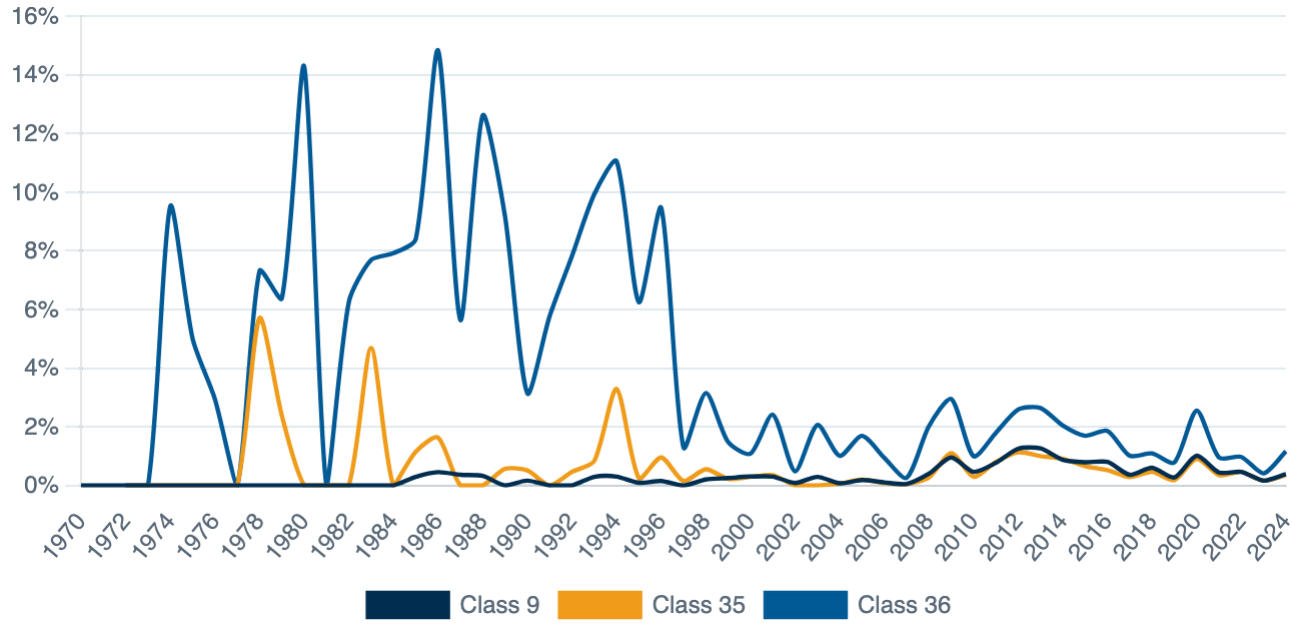


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Standard Bank's classes

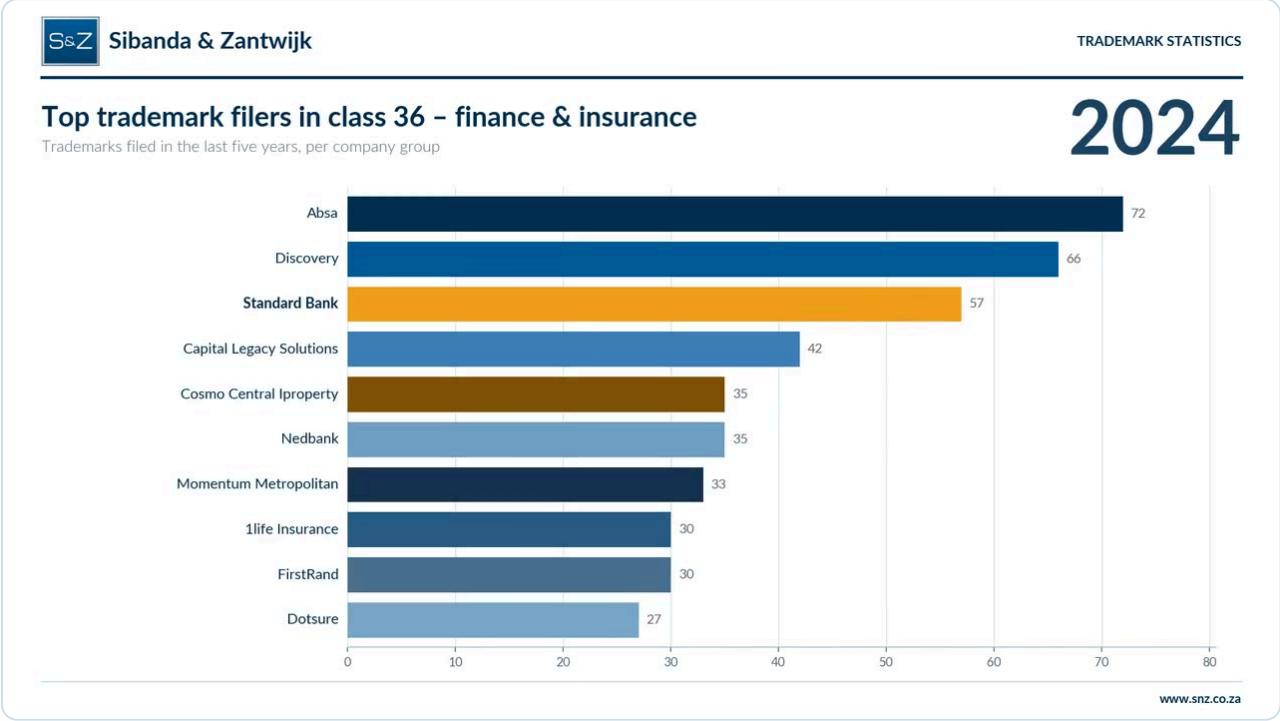
> Ranked by **number of trademarks filed in Standard Bank's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Standard Bank's market position, not who is most like it.

In the last five years, Standard Bank was **#3** of 1,944 filers in class 36 (finance & insurance), with 57 of 4,422 trademarks; **#5** of 5,866 filers in class 35 (advertising & retail), with 53 of 11,124 trademarks; **#8** of 4,926 filers in class 9 (electronics & software), with 53 of 10,252 trademarks.



Standard Bank's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 36 (finance & insurance), South Africa 1975–2024: Standard Bank



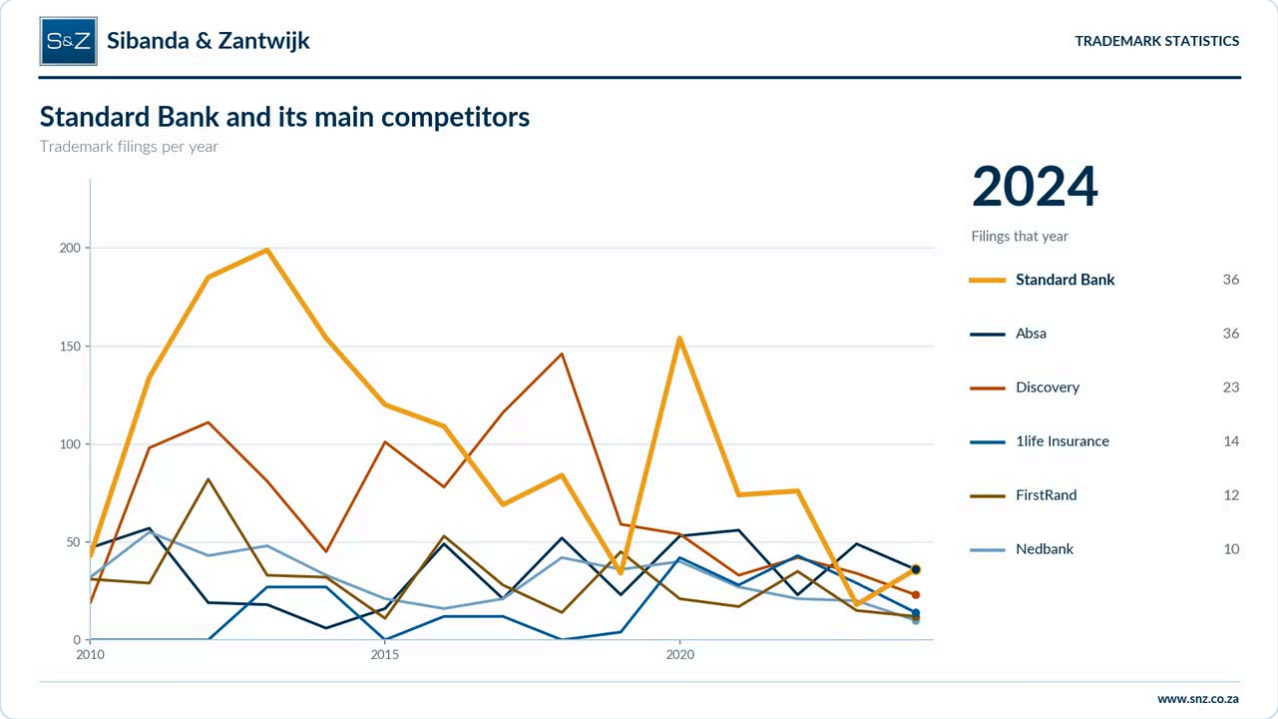
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/standard-bank-south-african-trademarks/class-36-race-video.html

Main competitors – the companies most like Standard Bank

> Ranked by **how similar their whole trademark portfolio is to Standard Bank's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Standard Bank's closest competitors in South Africa are Absa, Discovery, Nedbank and FirstRand.

Standard Bank trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/standard-bank-south-african-trademarks/competitors-video.html

Trademark filings per year: Standard Bank (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Absa	Direct competitor	86%
2	Discovery	Direct competitor	80%
3	Nedbank	Direct competitor	78%
4	FirstRand	Direct competitor	75%
5	1life Insurance	Related field	78%
6	JSE	Related field	71%
7	Blue Label Distribution	Related field	70%
8	Shoprite	Retailer's own brands	76%
9	BMW	Other field	78%
10	Henkel	Other field	73%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Standard Bank – relevant export countries

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	European Union	75	US$83 m	-1%	National	US$1,594
2	United States of America	75	US$37 m	+5%	National	US$1,400
3	United Kingdom	66	US$16 m	-3%	National	US$833
4	India	63	US$5.7 m	+1%	National	US$563
5	Hong Kong SAR	60	US$2.2 m	+8%	National	US$807
6	Japan	59	US$1.3 m	+2%	National	US$893
7	Canada	58	US$4.9 m	-4%	National	US$1,338
8	Australia	58	US$14 m	-2%	National	US$1,300
9	Singapore	57	US$2.2 m	+14%	National	US$888
10	Namibia	57	US$152 m	+15%	ARIPO	US$290

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 2 CLASSES
1	Namibia	57	US$152 m	+15%	ARIPO	US$290 S&Z
2	Zimbabwe	57	US$149 m	+8%	ARIPO	US$290 S&Z
3	Nigeria	51	US$17 m	-16%	National	US$406 S&Z
4	Mozambique	50	US$88 m	+10%	ARIPO	US$290 S&Z
5	Botswana	48	US$116 m	-14%	ARIPO	US$290 S&Z
6	Egypt	48	US$4.1 m	-5%	National	US$950
7	Morocco	48	US$2.6 m	+7%	National	US$856
8	OAPI (17 states)	48	US$30 m	+3%	National	US$1,009 S&Z
9	Tanzania	47	US$28 m	-1%	ARIPO	US$290 S&Z
10	Eswatini	47	US$62 m	-0%	ARIPO	US$290 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 2 classes; ARIPO costs are per country, plus US$269 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
MELVILLE DOUGLAS	6	US$1,218	US$1,748
STANDARD BANK	9	US$1,827	US$2,302
CASHLESS, CARDLESS WAY TO PAY (THE)!	5	US$1,015	US$1,563
MIMONEY	5	US$1,015	US$1,563
ACCESSACCOUNT	7	US$1,421	US$1,932

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Standard Bank's five most-filed brands: word marks of **other companies** (not Standard Bank's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to MELVILLE DOUGLAS (classes 9, 16, 35, 36, 38, 41; searched 2024-08-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to STANDARD BANK (classes 9, 35, 36, 38, 41; searched 2018-04-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to CASHLESS, CARDLESS WAY TO PAY (THE)! (classes 9, 35, 36, 38, 42; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MIMONEY (classes 9, 35, 36, 38, 42; searched 2020-09-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to ACCESSACCOUNT (classes 9, 16, 35, 36, 38, 41, 42; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

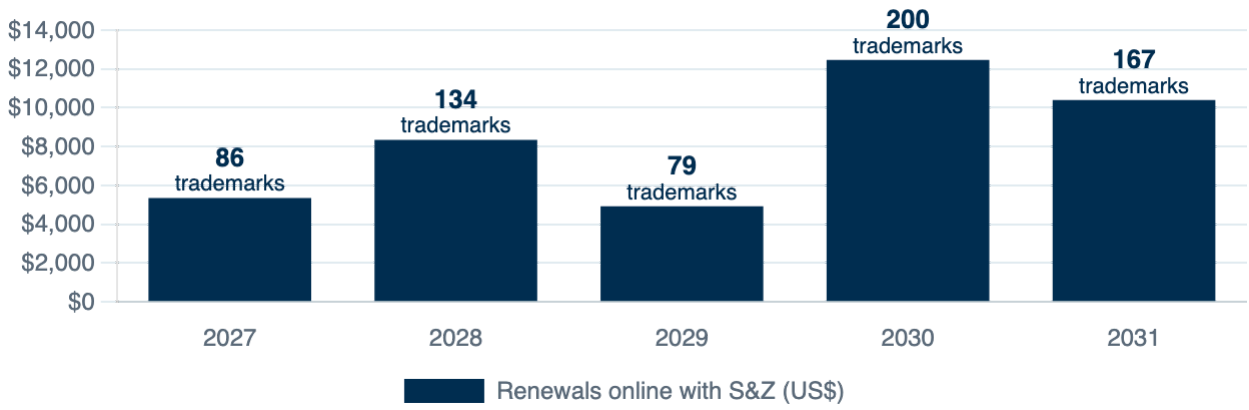
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Standard Bank's next five years of renewals

666 of Standard Bank's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$41,485** over the five years.



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