For over half-a-century the Midland Bank displayed on
cheques, statements and other documents,
as well as on premises, a device in the
form of a shield, which was regarded as a symbol
of the origin and growth
of the Bank. In this device were included
elements from the arms of the cities
of London and Birmingham, and use of it seems
to have begun after 1899, when the London
and Midland Bank, as it then was,
absorbed the City Bank.
During the ensuing years, several versions
of the shield were used, though it appears that they
were not in true heraldic form.

Under guidance from
Chester Herald, the Bank, in
June 1952, addressed a Memorial to the
Earl Marshal for a grant of Letters
Patent which would permit the
use of a Coat of Arms. To this end the
shield device was replaced by one
conforming with the principles of heraldry, a crest
and supporters were added, and an associated
distinctive badge designed. After approval
by Garter King of Arms, a Grant was made
by the three Kings of Arms,
embodying the Coat of Arms which is
now used by the Bank.

Heraldry uses a language of its own
by which every detail in a coat of arms can be
described precisely. The
Letters Patent includes a blazon, or formal heraldic
description of the Coat of Arms, and for the
Bank this is as follows:
Within a circlet of bezants a griffin segreant Or.

In July 1965 the Midland Bank adopted a new house symbol. This is a stylised version of the badge and is used on all official publications, displays and premises.

Quarterly 1st and 4th azure a bend of lozenges conjoined Or 2nd and 3rd per pale indented of the last and gules over all a cross also gules thereon in chief a sword erect proper, hilt and pomel of the second and in fesse a mural crown between four ermine spots gold. And for the Crest: On a wreath of the colours issuant from a mural crown proper a dragon’s wing gules bezantee. 

Supporters: On the dexter side a dragon and on the sinister side a griffin argent each collared and with chain reflexed over the back Or.

THE MOTTO - "Vis Unità Fortior" - has long been that of the Bank, and may be translated as "Strength united is yet stronger."
The Coat of Arms, Badge and Motto illustrate the history and purpose of the Bank. It was founded in 1836 in Birmingham, and in 1891 the Head Office moved to London. Largely by absorbing other banks and uniting them into one organization, a branch system was established providing a country-wide banking service. Thus the shield bears symbols corresponding to those on the Coats of Arms of the cities of London and Birmingham: the red cross and the sword are from the arms of the City of London, and the quarterings are from those of Birmingham, whence also are derived the crown and ermine. As supporters, the dragon is from the arms of the City of London, and the griffin is the traditional guardian of treasure. On the crest, the dragon’s wing again is from the City of London, but for the Bank it is marked with gold bezants, representing gold coins or treasure. The badge, with griffin and bezants, likewise represents the banking service.