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NATIONAL BANK OF ETHIOPIA

Brand Guidelines

| This document contains the guidelines for a visual communication system.
| Follow these rules strictly to maintain brand consistency.
| This includes all of the elements you may need: logos, typefaces, colours, and more to create a consistent tone, look, and feel for National Bank of Ethiopia.
| We invite you to absorb this information and reference it often to become an informed keeper of the brand.

This brand manual sets out the basic rules that build a consistent brand image for the National Bank of Ethiopia.

NATIONAL BANK OF ETHIOPIA

National Bank of Ethiopia

Core Values

→ Accountability

→ Pursuit of excellence and professionalism

→ Transparency

→ Strong team spirit

→ Confidentiality

→ Dynamism and adaptability

→ Pursuit of financial discipline

Logo

Main Version
logo + logotype

Positive Colors

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Color Variations

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**Landscape Logotype
version**

This is a secondary version,
and it's only for use in situations
where the space doesn't allow
for any of the other versions.

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Logo Version

Monochrome Version

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NATIONAL BANK OF ETHIOPIA

Minimum Space Around the Logo

The logo should always be placed in a prominent position, so it appears clear and distinct.

Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of logo icon and must not be altered.

Logo Icon =

X

X

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Minimum Space Around the Logo

The logo should always be placed in a prominent position, so it appears clear and distinct.

Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the logo and must not be altered.

Logo Icon =

X

X

Minimum Size

Always adhere to the logo's minimum size and clear space guidelines to maintain legibility and the logo's integrity.

The NBE logo should appear no smaller than 180 pixels for the primary logo and 200px for the landscape logo version across for all digital platforms and 20 mm for the primary logo and 25mm for the landscape logo version across for printing purpose.
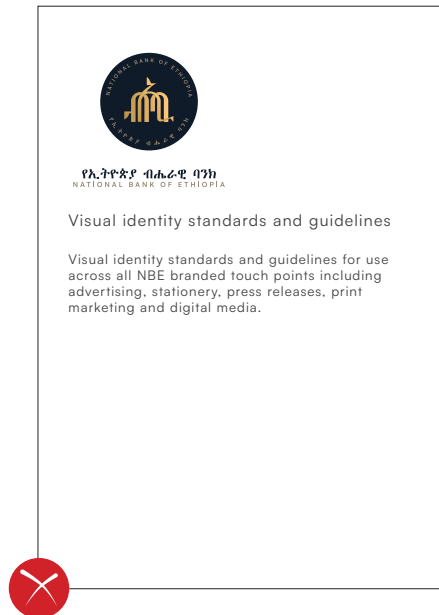
For Digital

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180 px

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200 px

For Print

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NATIONAL BANK OF ETHIOPIA
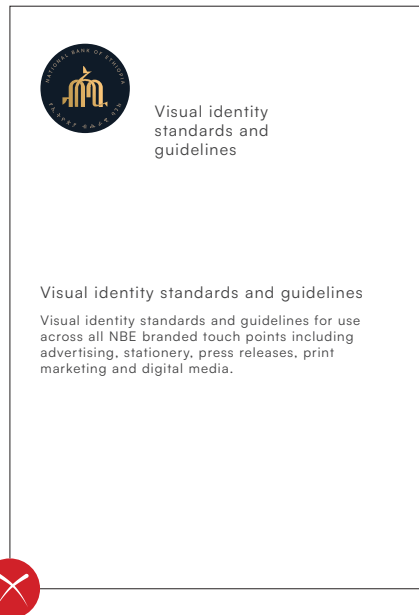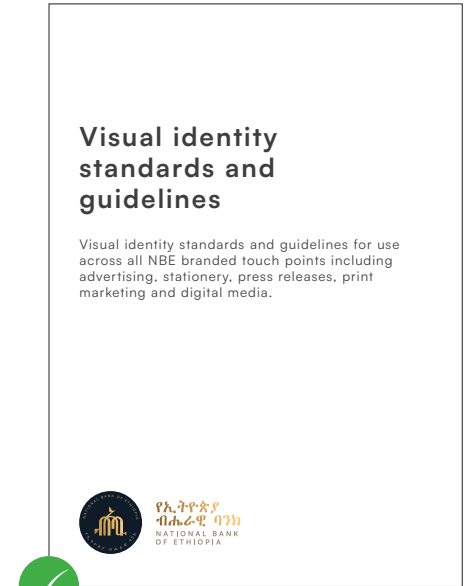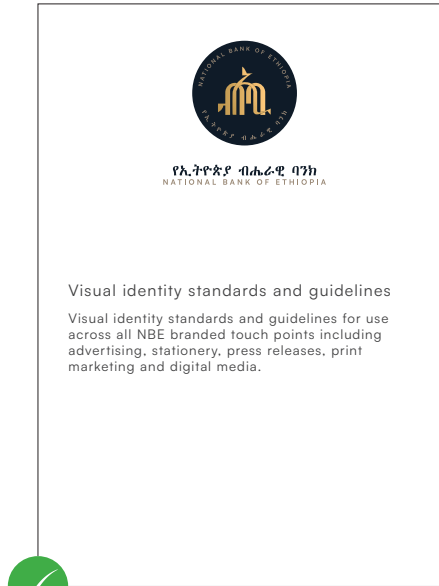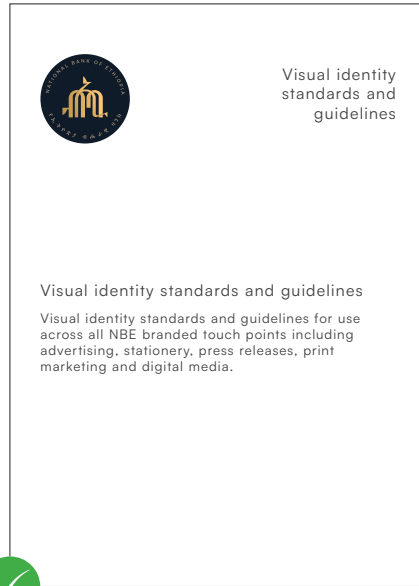
20mm

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OF ETHIOPIA

25mm

Logo Placement

Though dependent on the context and format of the communication, the NBE logo can be placed flexibly as guided by the following principles:

Wherever possible, the NBE logo should not be placed together with a headline or paragraph of copy. The logo should be placed away from the headline as a separate visual element.

Visual identity standards and guidelines

Visual identity standards and guidelines

Visual identity standards and guidelines for use across all NBE branded touch points including advertising, stationery, press releases, print marketing and digital media.

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Visual identity standards and guidelines for use across all NBE branded touch points including advertising, stationery, press releases, print marketing and digital media.

Dont's

Use appropriate background color or image that can clearly show the logo.

Dont's

It is not allowed to alter the structure, color, proportions, elements or the direction of the logo.

Do not strech the logo

Do not add stroke

Do not use backround color that hides all or part of the logo

Do not transform part of the logo

Do not change the colors of elements of the logo

Do not place the logo on busy images

Do not add shadows

Do maintain the visibility of the logo in different backgrounds

Dont's

Use appropriate background color or image that can clearly show the logo.

Dont's

It is not allowed to alter the structure, color, proportions, elements or the direction of the logo.

Do not **strech the logo**

Do not **add stroke**

Do not **use backround color that hides all or part of the logo**

Do not **transform part of the logo**

Do not **change the colors of elements of the logo**

Do not **place the logo on busy images**

Do not **add shadows**

Color

Dark Blue (Kon)

Main color. Logo. Backgrounds. Headings and paragraphs. Buttons. Design elements. Icons. Max 80% of presence.

Camel

Logo. Accent elements. Small backgrounds. Buttons. Icons. Headings or highlight texts. Design Elements. Max 70% of presence.

White

Backgrounds. Texts over dark background. Design elements. Monochrome logo versions. Max 70% of presence.

Black

Backgrounds. Headings and paragraphs. Monochrome logo versions. Buttons. Design Elements. Max 50% of presence.

Light Grey

This color is an alternative to white.

NATIONAL BANK OF ETHIOPIA

Web Colors:
HEX and RGB

Print Colors:
Pantone and CMYK

Dark Blue (Kon)

Pantone 7547 C
CMYK: 86/73/56/69
RGB: 19/30/42
HEX: #131e2a

Camel

Pantone 465 C
CMYK: 30/44/78/7
RGB: 174/135/79
HEX: #ae874f

White

Pantone 663 C
CMYK: 0/0/0/0
RGB:0/0/0
HEX: #ffffff

Black

Pantone Black C
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Light Grey

Pantone 7502 C
CMYK: 12/8/8/0
RGB: 223/223/224
HEX: #dedfe0

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Gradients should be generated only using
the following colors.

Hex: #7f5523

Hex: #fcc676
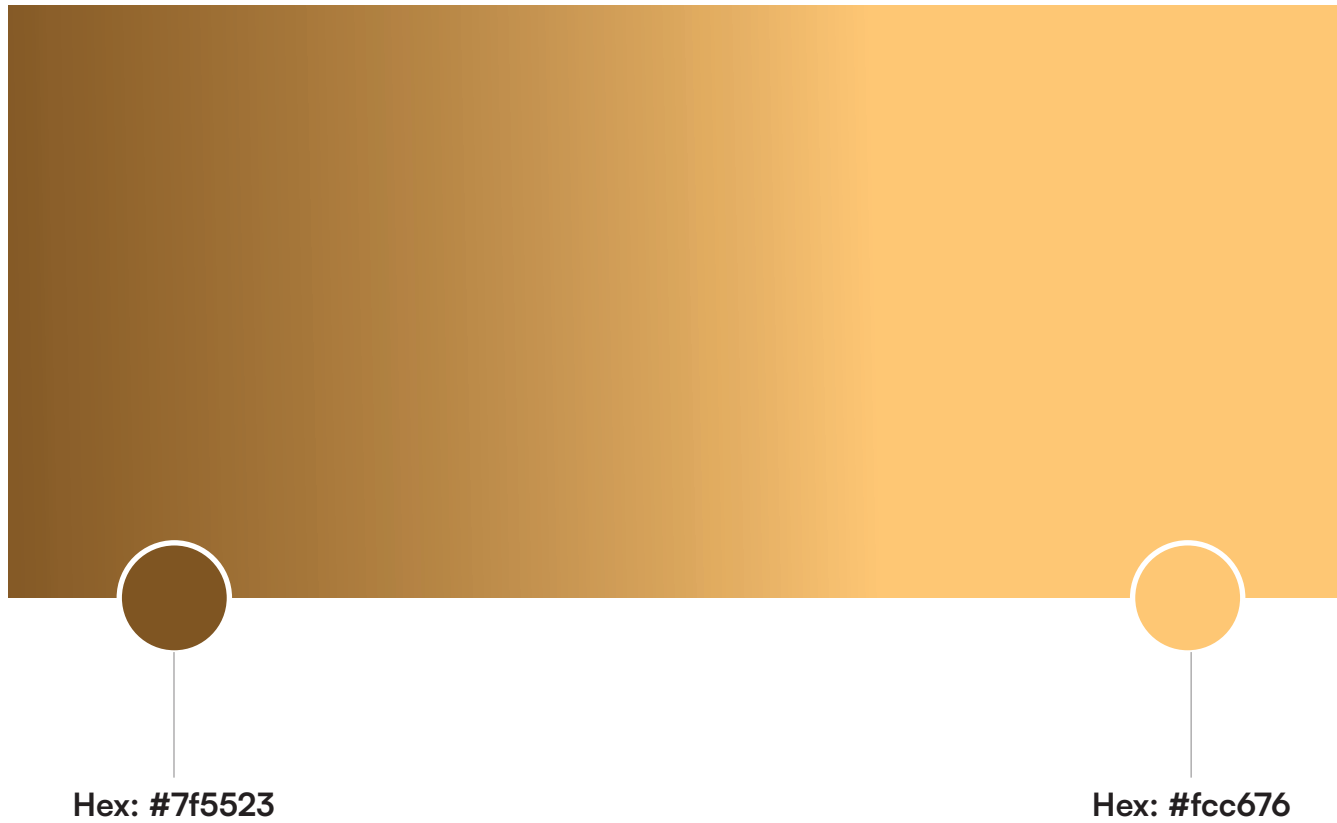
Font

Abc
123

Poppins

Light. Regular. *Italic.* Medium. **Bold. Black.**

About

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Poppins Bold _____

Poppins Bold _____

Poppins Regular _____

Poppins Bold _____

Our Vision

To be one of the strongest and most reputable central banks in Africa.

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Learn More

Poppins Bold

Poppins Bold

Poppins Bold

About Us

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→ nbe.gov.et

Brand Elements

The layout design style of the National Bank of Ethiopia is minimalistic, elegant, clean, and organized, using grids to distribute the elements over the space to ensure a good visual balance and order.

Clear information hierarchies with big headings and different levels of reading enrich the experience of interacting with the brand's graphic materials.
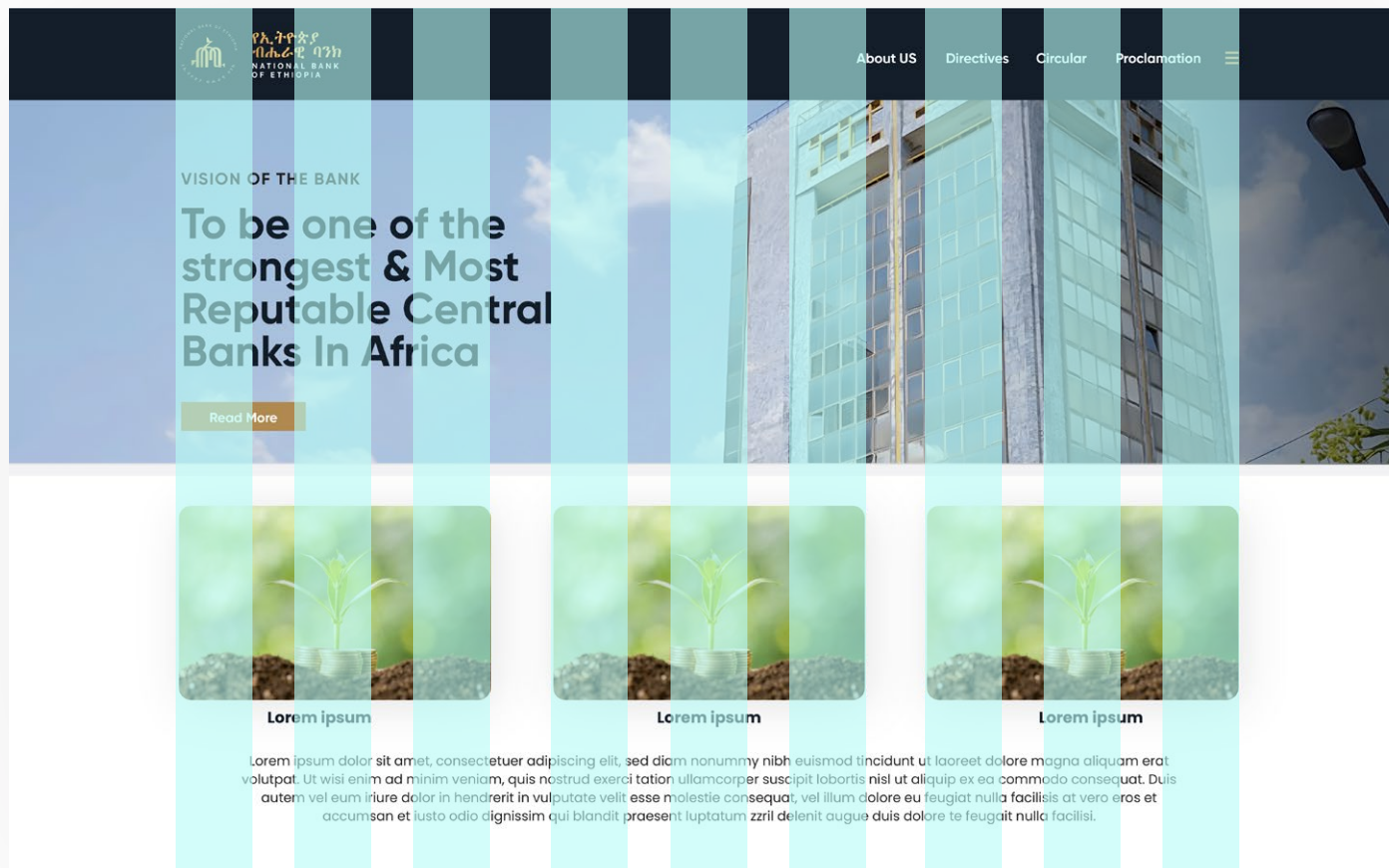
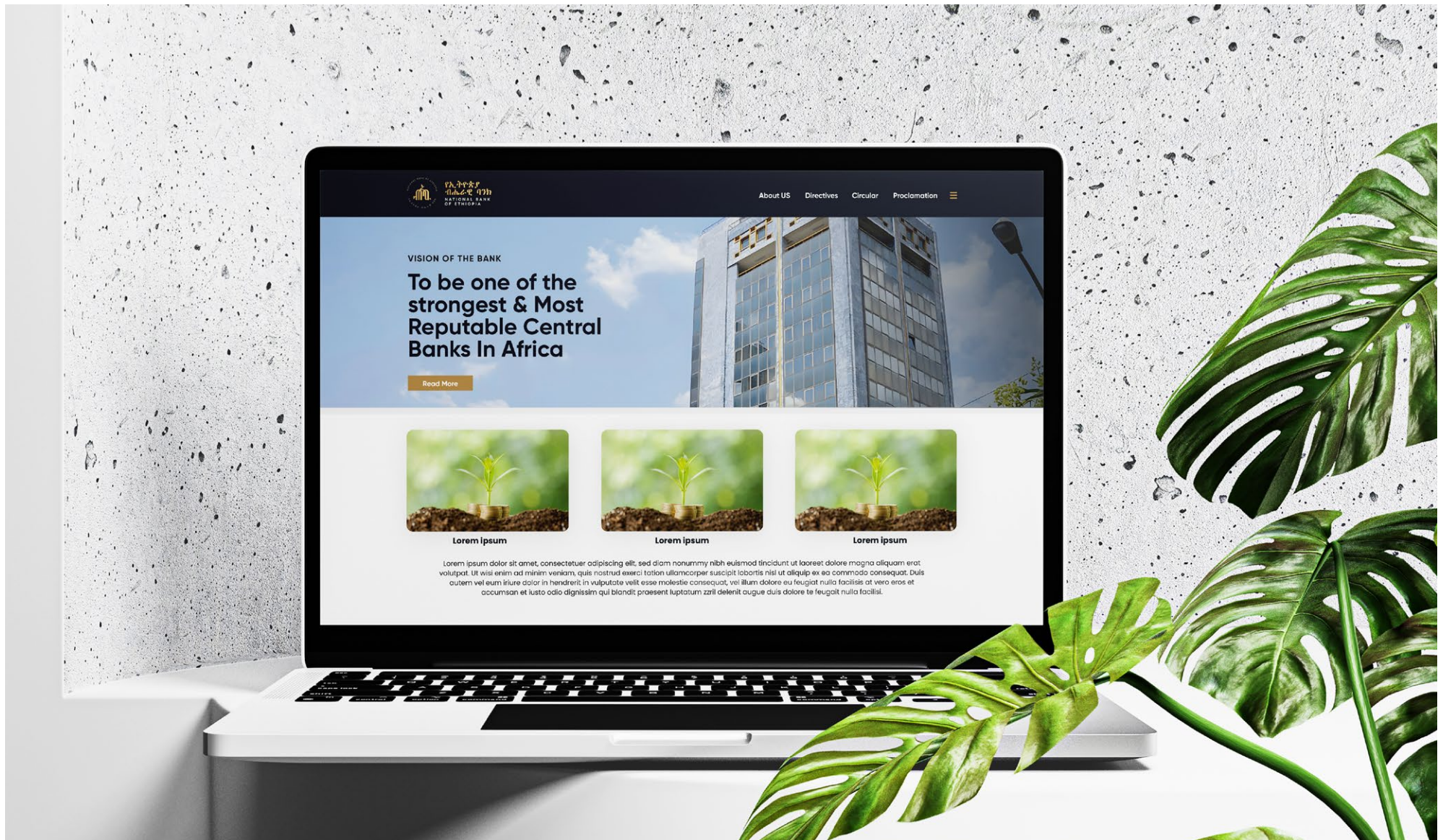**Main Icons Style**

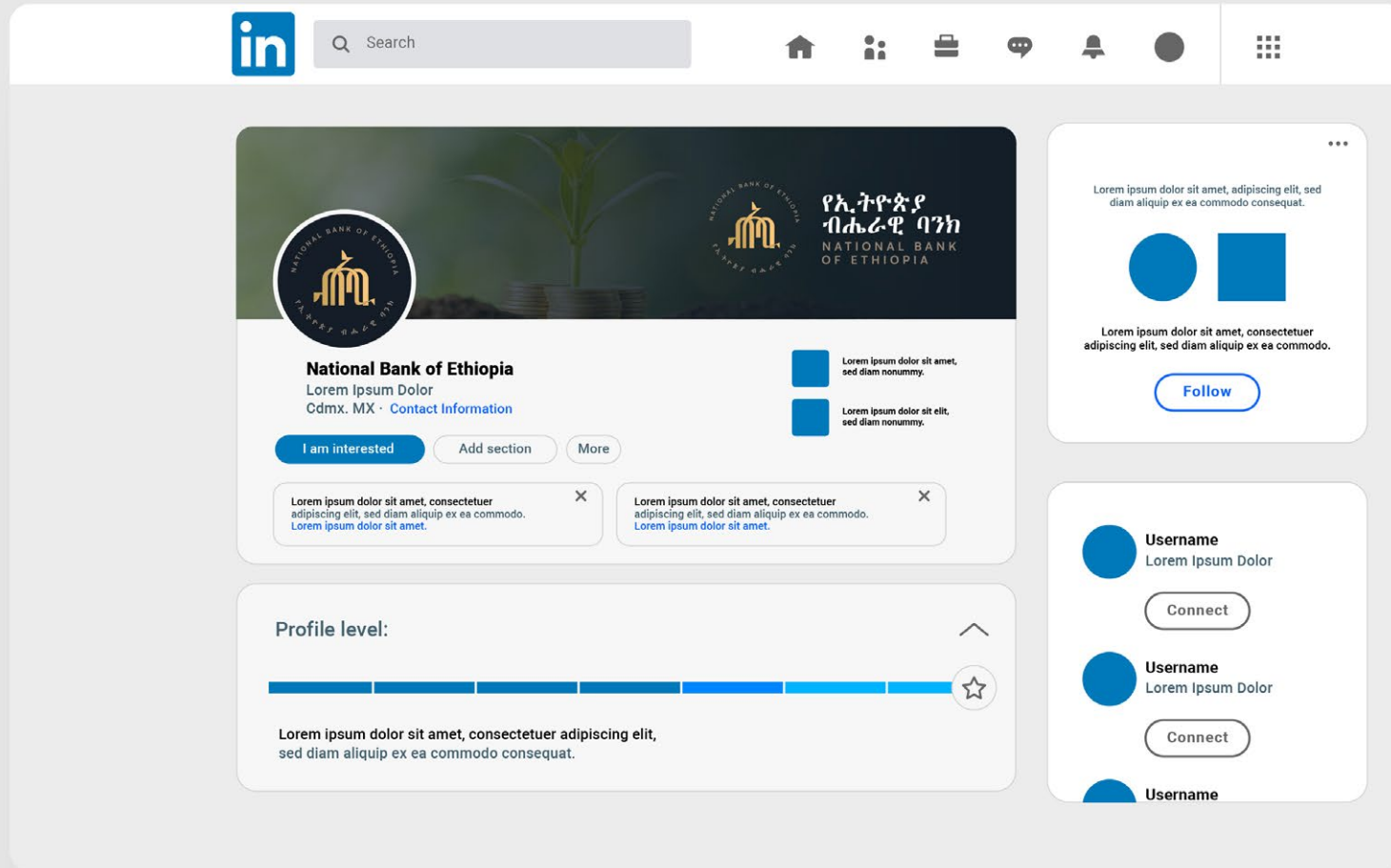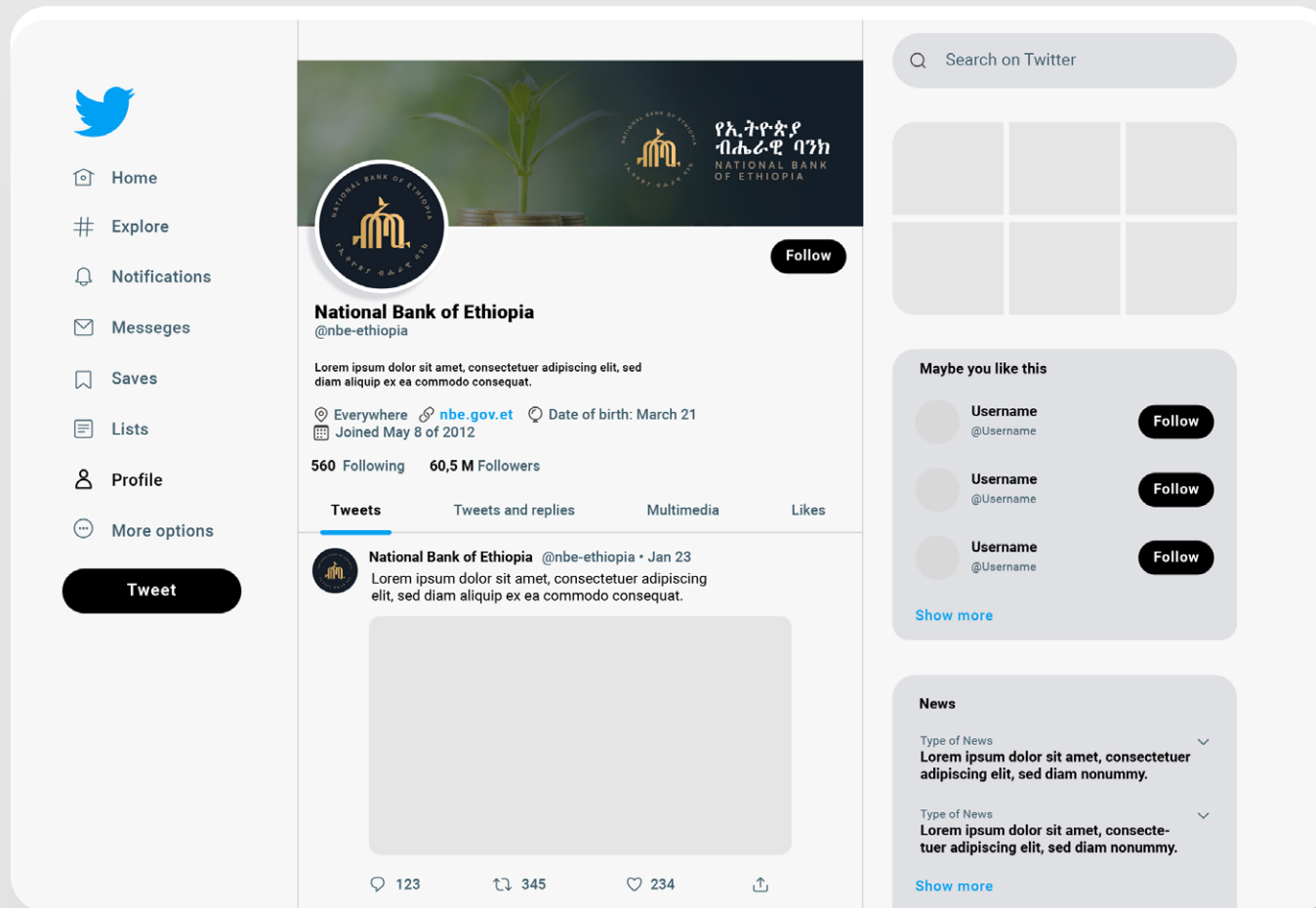**Social Media**

05.
Graphic Applications
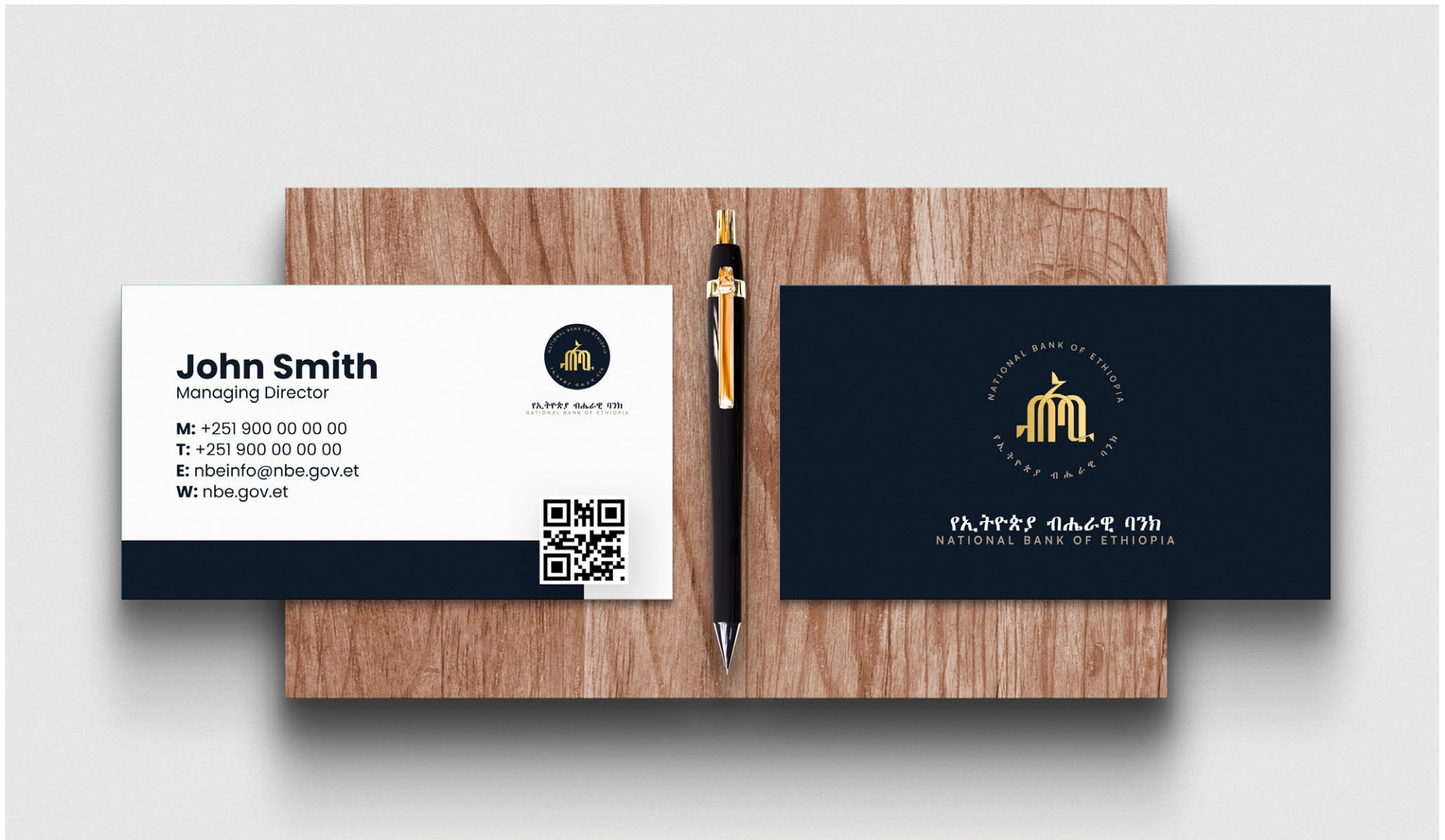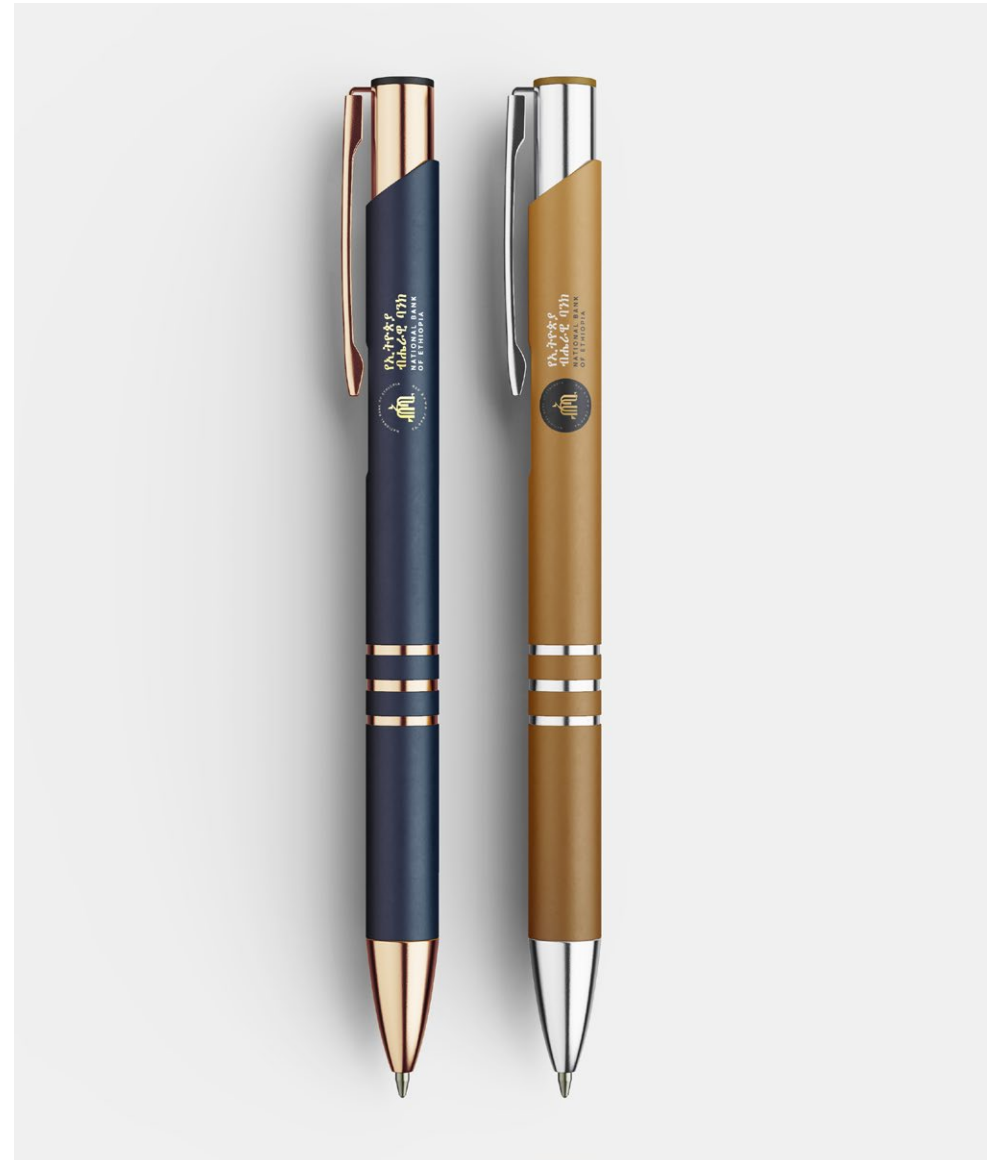
Images

Corporate Headshots

All **NBE** Images must be:

- Must be high resolution (300dpi)
- Have sufficient backgroundspace
- Have neutral background with even lighting
- Focus should be on the subject

Group Photography

- Group photos should be taken indoor or outdoor in a well lit environment.
- The focus should be on the subject

Event

- Ensure the colors are with natural contrast, without any filters and high resolution.

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