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NATIONAL BANK OF ETHIOPIA

# BRAND GUIDELINES & VISUAL IDENTITY

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# BRAND GOVERNANCE FRAMEWORK

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This document establishes the official visual identity and brand governance framework of the National Bank of Ethiopia.

As the monetary and regulatory authority of the Federal Democratic Republic of Ethiopia, the National Bank of Ethiopia carries a responsibility to communicate with clarity, consistency, and institutional authority. Our visual identity reflects the stability, transparency, and credibility that define our mandate.

These guidelines set the standards for the correct application of all brand elements; including logo, typography, color systems, imagery, and

co-branding protocols across all physical and digital touchpoints.

Adherence to this manual is mandatory. Consistent implementation safeguards the integrity of the Bank's identity and reinforces public trust in Ethiopia's monetary and financial systems.

Every user of this guideline is entrusted with protecting and upholding the National Bank of Ethiopia's brand.

***Version 2.0 : 2026 Institutional Update***

# National Bank of Ethiopia

## Core Strategic Objectives

- Accountability
- Strong Governance
- Transparency
- Financial Inclusion, Deepening, and Digitization
- Operational Excellence
- Price and External Stability
- Financial Stability

# National Bank of Ethiopia

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## VISION



**TO BE A TRUSTED GUARDIAN OF  
ETHIOPIA'S MONETARY AND  
FINANCIAL SYSTEMS.**

## MISSION



**TO MAINTAIN PRICE AND EXTERNAL STABILITY  
WHILE ENSURING A SAFE, MODERN, AND  
INCLUSIVE FINANCIAL SYSTEM.**

# National Bank of Ethiopia

## ■ BRAND STORY AND HISTORY

The National Bank of Ethiopia was established to oversee the country's monetary policy, regulate banks, and safeguard the financial system. Over the decades, it has guided Ethiopia's economic growth, maintained currency stability, and promoted public trust in the banking sector.

## ■ INSTITUTIONAL ROLE AND MANDATE

As Ethiopia's central bank, the National Bank regulates financial institutions, implements monetary policy, manages currency circulation, protects depositors, and ensures the stability and integrity of the national financial system.

## ■ POSITIONING STATEMENT

The National Bank of Ethiopia is recognized as a trusted and authoritative financial institution, safeguarding the country's economic stability while promoting financial inclusion and sustainable growth. It is perceived as a reliable partner by the government, investors, financial institutions, and citizens alike.

## ■ KEY ATTRIBUTES

**Trust:** The Bank operates with transparency and integrity to maintain public confidence.

**Stability:** Its policies and oversight ensure long-term economic and financial stability.

**Authority:** As the nation's central bank, it exercises regulatory power with professionalism and accountability.

# Brand Principles



## REGULATION

The National Bank of Ethiopia serves as the guardian of Ethiopia's financial stability, overseeing monetary policy, banking regulation, price stability, and currency management. Through clear and disciplined policy frameworks, it safeguards the country's economic system.

By promoting transparency, accountability, and strong supervision of financial institutions, NBE strengthens investor confidence, protects consumers, controls inflation, and builds a resilient foundation for sustainable economic growth and long-term national prosperity.

## INCLUSION

The National Bank of Ethiopia plays a vital role in strengthening Ethiopia's financial system and promoting financial inclusion. By maintaining a safe, stable, and well-regulated banking environment, it ensures access to essential services such as savings, credit, secure deposits, and digital payments.

Through sound monetary policy and strong supervision of financial institutions, NBE protects citizens' savings, builds public confidence, and safeguards the economy against inflation and instability. By expanding formal financial access and reinforcing clear regulatory frameworks, the Bank supports inclusive economic growth and long-term national development.

## PROTECTION

The National Bank of Ethiopia safeguards Ethiopia's financial system by protecting depositors, financial institutions, and the broader economy from unsafe and fraudulent practices. Through strong regulatory oversight, bank supervision, and clear monetary policies, it ensures stability, transparency, and accountability across the sector.

By enforcing disciplined control and robust compliance frameworks, NBE minimizes systemic risk, prevents misuse of funds, and strengthens public confidence. It stands as a symbol of trust and institutional credibility, ensuring the nation's financial system remains secure and well-regulated.

## EDUCATION

The National Bank of Ethiopia is committed to strengthening financial literacy and improving public understanding of Ethiopia's monetary and banking systems. Through clear communication, accessible educational resources, and awareness programs, the Bank empowers citizens to make informed financial decisions.

By promoting knowledge of savings, inflation, digital payments, and responsible borrowing, NBE supports broader participation in the formal financial system. This inclusive approach enhances economic resilience and contributes to long-term national prosperity.

# Brand Values

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## **Stability**

The Bank stands as a pillar of economic stability. Every action, policy, and communication must reflect confidence, balance, and long-term sustainability.

## **Trust & Integrity**

Trust is the foundation of the financial system. The Bank operates with transparency, accountability, and ethical responsibility to maintain public confidence.

## **Authority & Credibility**

As the nation's central monetary authority, the Bank communicates with clarity, professionalism, and institutional strength.

## **Transparency**

Clear policies, open communication, and accessible information reinforce credibility and reduce uncertainty in the financial system.

## **Financial Inclusion**

The Bank supports equal access to regulated financial services, ensuring all Ethiopians can participate in the formal economy.

## **Responsibility & Protection**

The Bank responsibility is to maintain price and external stability while ensuring a safe, modern, and inclusive financial system.

01.

# Logo System



**MAIN VERSION  
LOGO + LOGOTYPE**

**Positive Colors**



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NATIONAL BANK OF ETHIOPIA

Color Variations



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NATIONAL BANK OF ETHIOPIA

BRAND GUIDELINES / 01. LOGO

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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OF ETHIOPIA

NATIONAL BANK OF ETHIOPIA

BRAND GUIDELINES, RESOURCES, ASSETS AND TEMPLATES ARE AVAILABLE AT: [nbe.gov.et/branding](https://nbe.gov.et/branding)

**EMBLEM-ONLY USE** (Restricted)

The emblem must not be used as a standalone mark in any official communications. Use the approved full NBE logo in all applications to preserve institutional clarity and authority. Any exception requires written approval from the Communications Directorate.



Monochrome Version



### 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 =



### 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 =



## MINIMUM SIZE

Minimum sizes protect legibility and institutional authority. The primary mark shall not appear below 180 px in digital applications (and 20 mm in print).

The landscape version shall not appear below 200 px in digital applications (and 25 mm in print). These thresholds apply to all official NBE communications, including press materials and partner publications.

### For Digital



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180 px



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OF ETHIOPIA

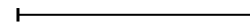


200 px

### For Print



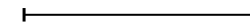
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NATIONAL BANK OF ETHIOPIA



20mm



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NATIONAL BANK  
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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NATIONAL BANK OF ETHIOPIA





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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NATIONAL BANK OF ETHIOPIA



Visual identity standards and guidelines

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### 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.

**DO'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.



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NATIONAL BANK OF ETHIOPIA



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NATIONAL BANK OF ETHIOPIA



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NATIONAL BANK OF ETHIOPIA



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



የኢትዮጵያ ብሔራዊ ባንክ  
NATIONAL BANK OF ETHIOPIA



Do not transform part of the logo



የኢትዮጵያ ብሔራዊ ባንክ  
NATIONAL BANK OF ETHIOPIA



Do not change the colors of elements of the logo



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NATIONAL BANK OF ETHIOPIA



Do not place the logo on busy images



የኢትዮጵያ ብሔራዊ ባንክ  
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Do not add shadows



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Do maintain the visibility of the logo in different backgrounds



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NATIONAL BANK OF ETHIOPIA

BRAND GUIDELINES / 01. LOGO / CORRECT USAGE

**DO'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 stretch the logo



Do not add stroke



Do not use background 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



02.

# Color



### Dark Blue (Kon)

Main color. Logo. Backgrounds. Headings and paragraphs. Buttons. Design elements. Icons. Max 60—70% of presence.

### Camel

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

### Light Grey

This color is an alternative to white.

### White

Backgrounds. Texts over dark background. Design elements. Monochrome logo versions. 20—35% of presence.

### Black

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

### Medium Dark Teal (Cerulean)

Charts and data visualization. Highlights and callouts. Design details. Max 30% of presence.

BRAND GUIDELINES / 02. COLOR / USES

**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: #121E29

**Camel**

Pantone 465 C  
CMYK: 30/44/78/7  
RGB: 174/135/79  
HEX: #AE874F

**Light Grey**

Pantone 7502 C  
CMYK: 12/8/8/0  
RGB: 223/223/224  
HEX: #DEDFE0

**White**

Pantone 663 C  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #ffffff

**Black**

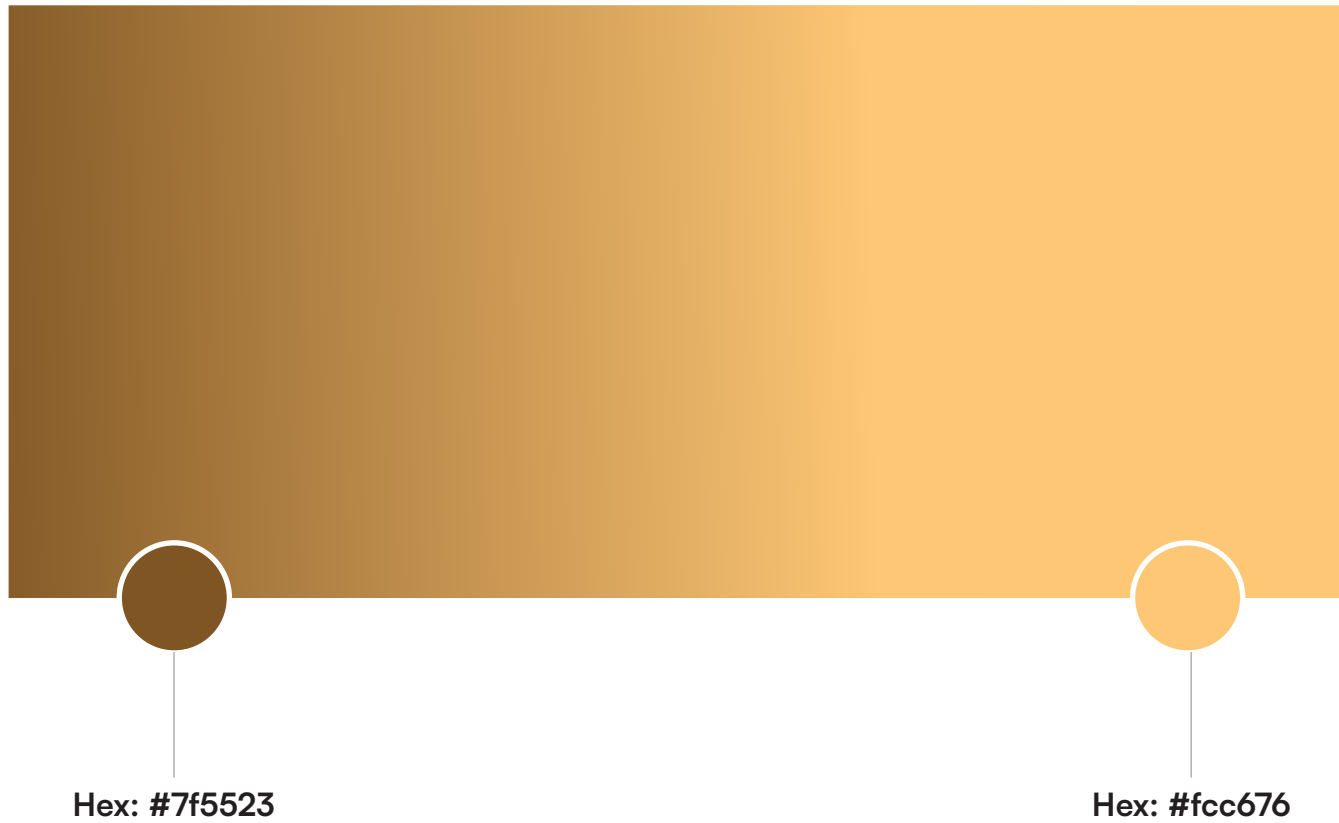
Pantone Black C  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000

**Medium Dark Teal (Cerulean)**

Pantone 7697 C  
CMYK: 87/45/35/9  
RGB: 30/113/137  
HEX: #1E7189

BRAND GUIDELINES / 02. COLOR / GRADIENT

Gradients should be generated only using the following colors.



03.

# Typography



# Typography overview

Font is one of the most important design elements. It is used to differentiate sections of information such as headers, text, or captions. Following standards for font ensures brand consistency across all print and online materials. The font family was selected for clarity and modern visual identity. Satoshi Bold is used in the logo. Where possible, Satoshi should be used in professionally designed and printed communications. Poppins is the default font for desktop publishing.

As a general rule for shorter documents such as fact sheets and

## **Satoshi Fonts**

### **Satoshi Bold**

### **Satoshi Regular (Primary)**

### **Poppins**

PowerPoints, Satoshi Bold is used for headers, subheads, and highlighted text; Satoshi Regular is used for body text; and Satoshi Italic is used for captions. Poppins Regular, Medium, and Italic may be used for body text in longer documents, technical papers, and reports to ensure readability and clean presentation.

When the Satoshi font family is not available, default to Poppins. If Poppins is not available, default to a system sans-serif font such as Arial. The recommended font usage for various materials is included in material examples later in the manual.

Abc  
123

Satoshi

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

## About

Satoshi is a modern geometric sans-serif typeface known for its clean structure and balanced proportions. It blends precise, contemporary forms with subtle humanist details, resulting in a neutral yet approachable tone. Designed for versatility, it performs well across branding, editorial, and digital interfaces, offering strong readability and clear hierarchy through its wide range of weights.

Satoshi Bold



Our Vision

Satoshi Black



# To be a trusted guardian of Ethiopia's monetary and financial systems.

Satoshi Regular



Over the course of past six decades—which have seen several changes in government, ten central bank Governors, and multiple forms of currency notes and coins—the NBE has been entrusted with carrying out a significant set of responsibilities: administering the nation's monetary policy, providing its bank notes and coins, acting as a banker for the government, supervising financial institutions, managing the exchange rate as well as foreign exchange reserves, and undertaking economic research.

Satoshi Bold



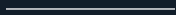
[Learn More](#)

Satoshi Bold



About Us

Satoshi Bold



As the central bank of Ethiopia,  
we work to ensure price stability  
and the safety and soundness of  
financial institutions.

Satoshi Bold



  
[nbe.gov.et](https://nbe.gov.et)

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** \_\_\_\_\_

**Our Vision**

**Poppins Bold** \_\_\_\_\_

# **To be a trusted guardian of Ethiopia's monetary and financial systems.**

Poppins Regular \_\_\_\_\_

Over the course of past six decades—which have seen several changes in government, ten central bank Governors, and multiple forms of currency notes and coins—the NBE has been entrusted with carrying out a significant set of responsibilities: administering the nation's monetary policy, providing its bank notes and coins, acting as a banker for the government, supervising financial institutions, managing the exchange rate as well as foreign exchange reserves, and undertaking economic research.

**Poppins Bold** \_\_\_\_\_

[Learn More](#)

**Poppins Bold**



**About Us**

**Poppins Bold**



**As the central bank of Ethiopia,  
we work to ensure price stability  
and the safety and soundness of  
financial institutions.**



**Poppins Bold**



**nbe.gov.et**

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# Power Geez Unicode1

## About

Power Geez Unicode 1 is a specialized Amharic/Ge'ez font to type Ethiopic script in Unicode format. It ensures text is readable across different systems and applications, unlike older non-Unicode versions, by using standard Unicode encoding. It generally includes phonetic typing methods and is used in Windows environments.

04.

# 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.

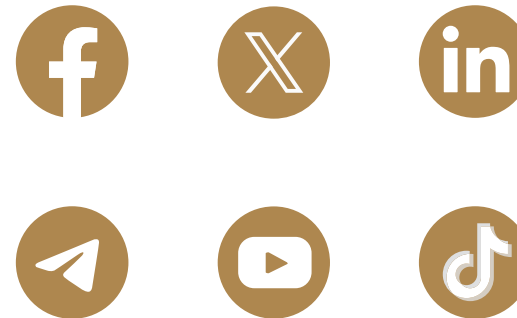
Clear information hierarchies with big headings and different levels of reading enrich the experience of interacting with the brand's graphic materials.



Main Icons Style



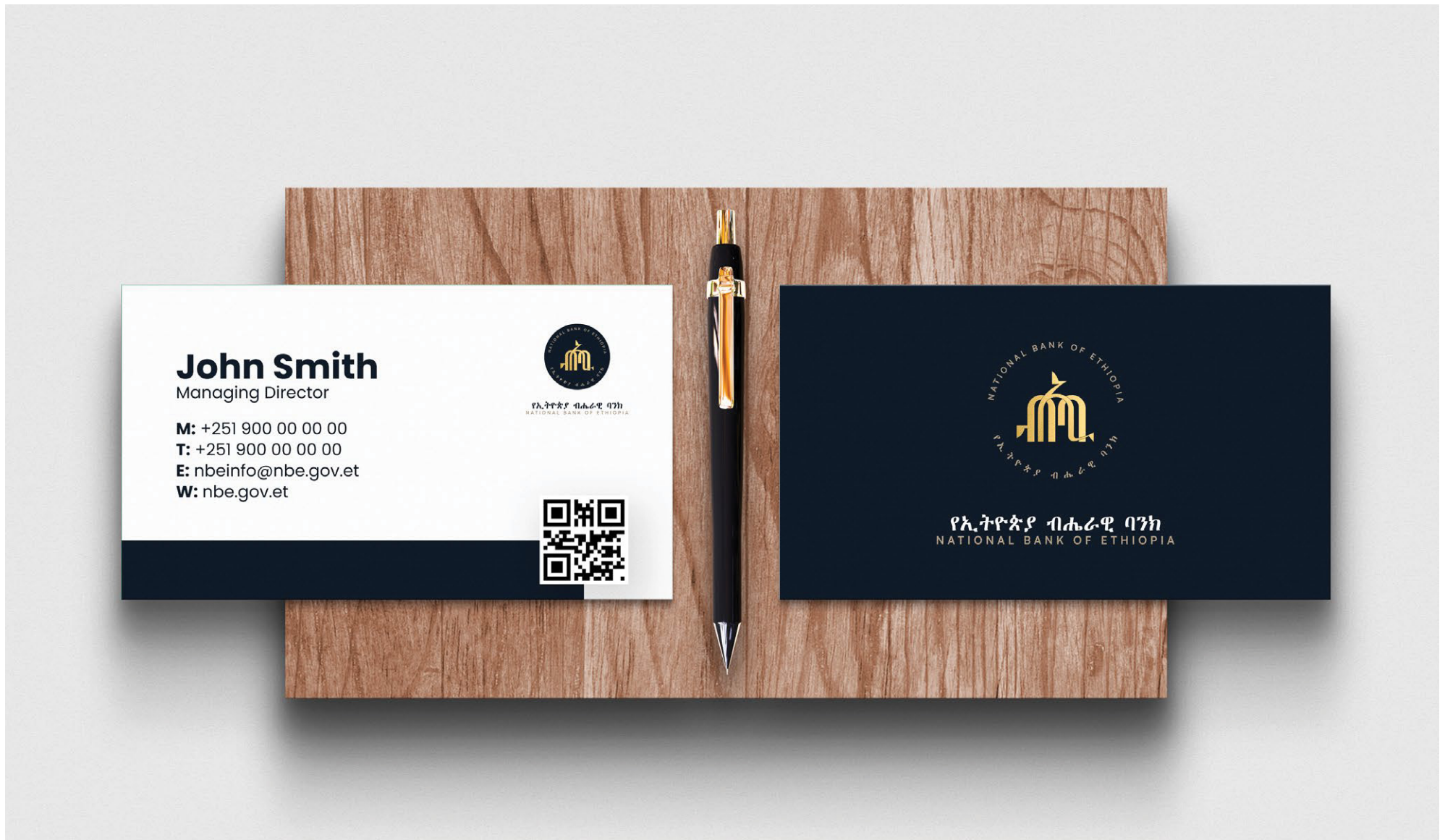
Social Media



05.

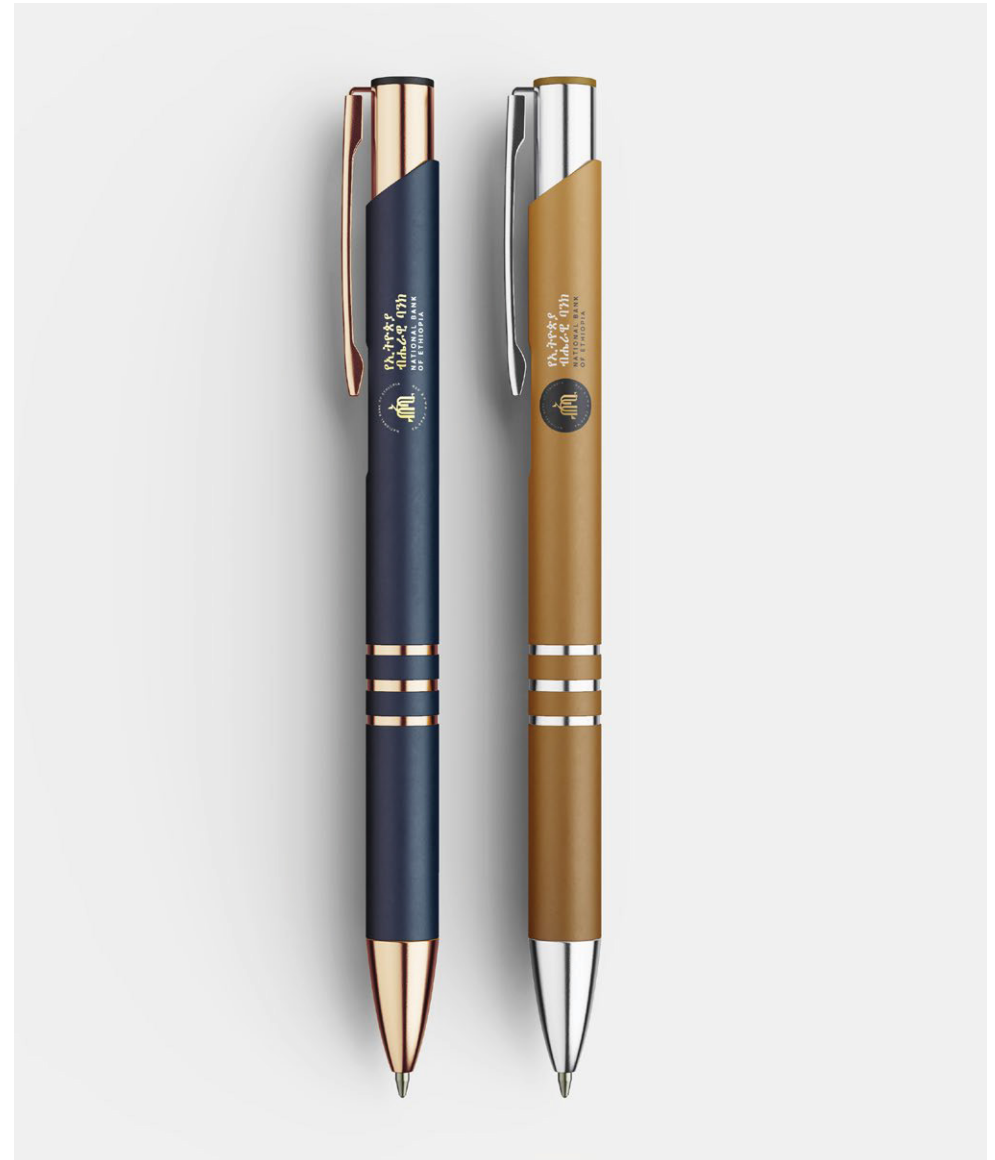
# Graphic Applications











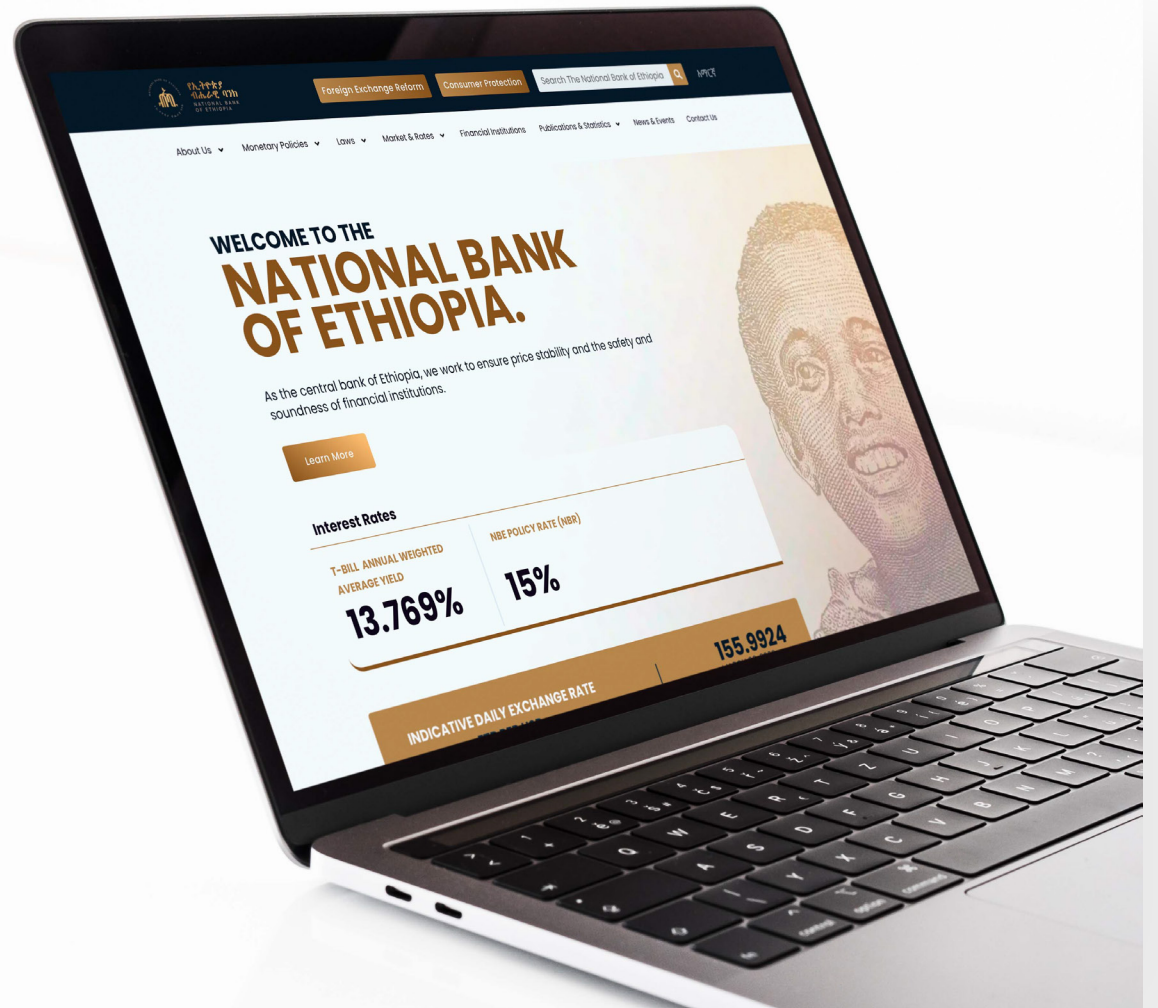
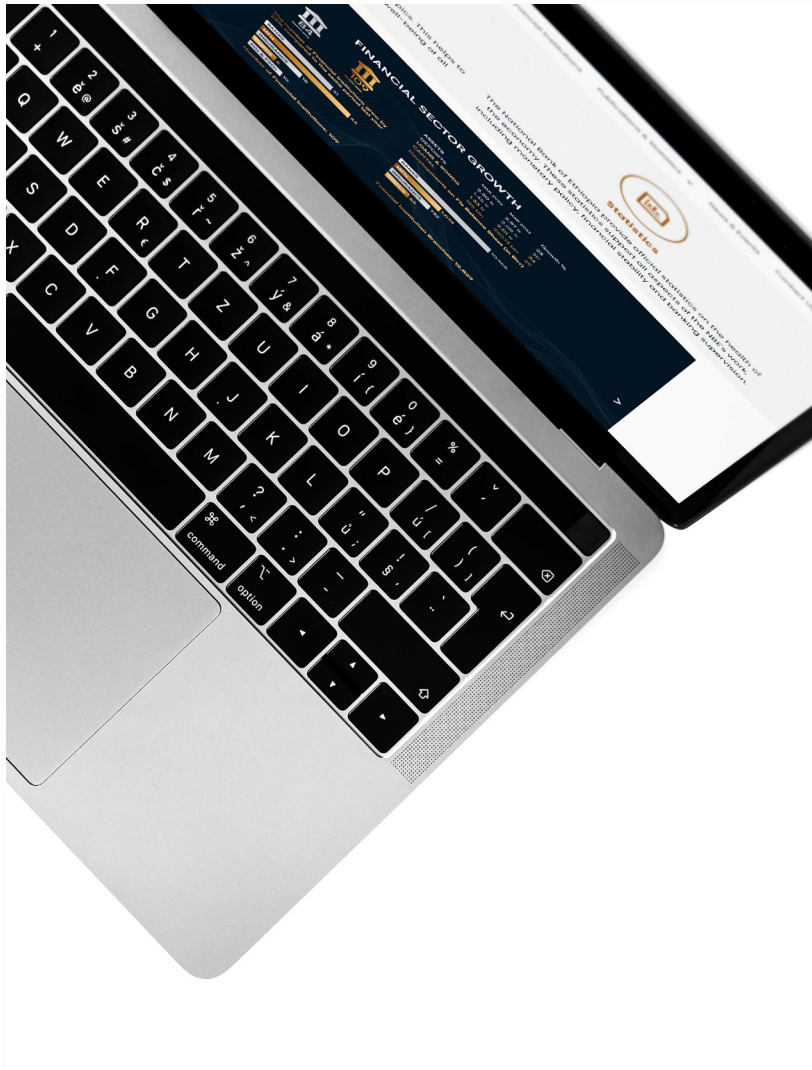






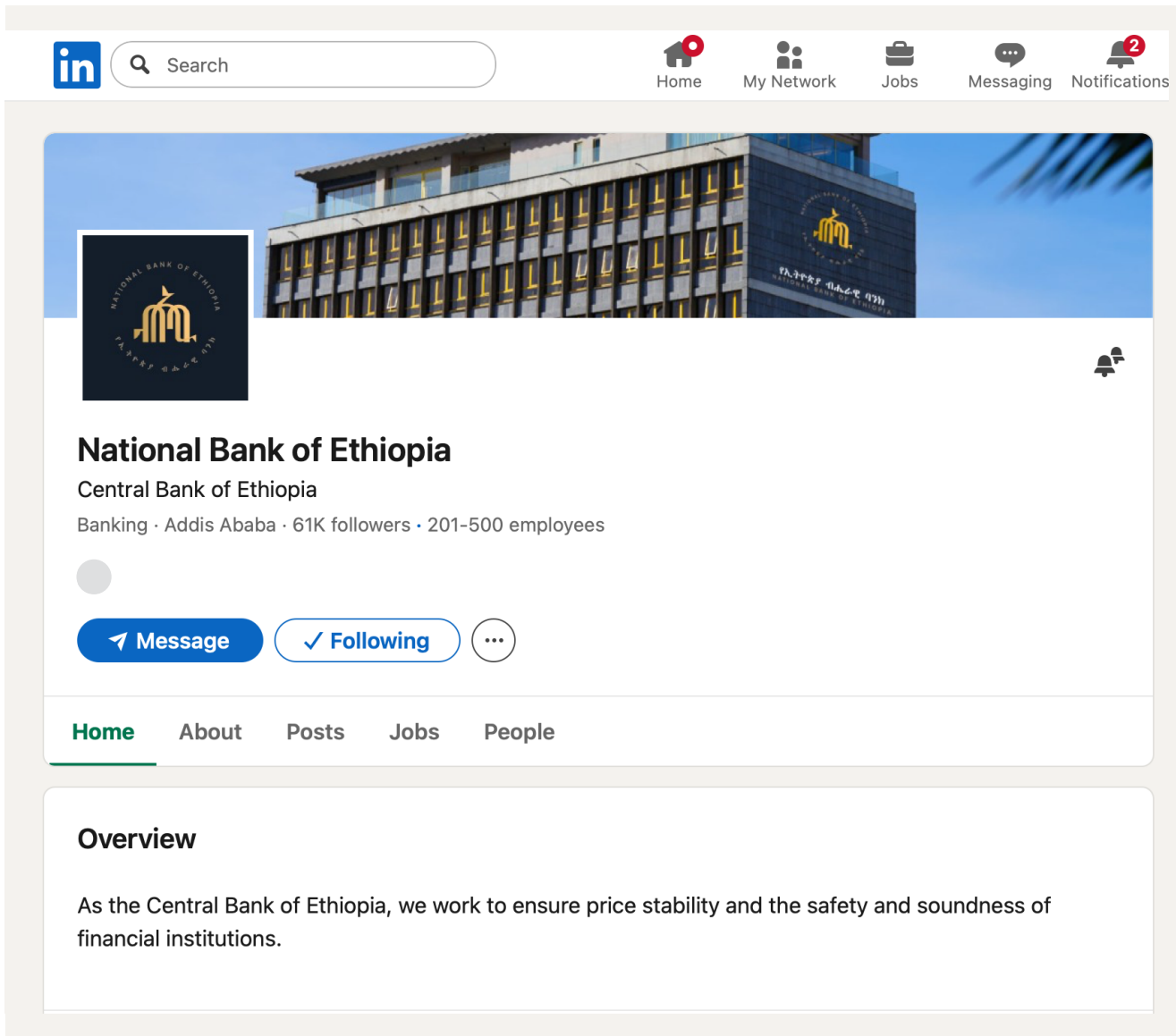


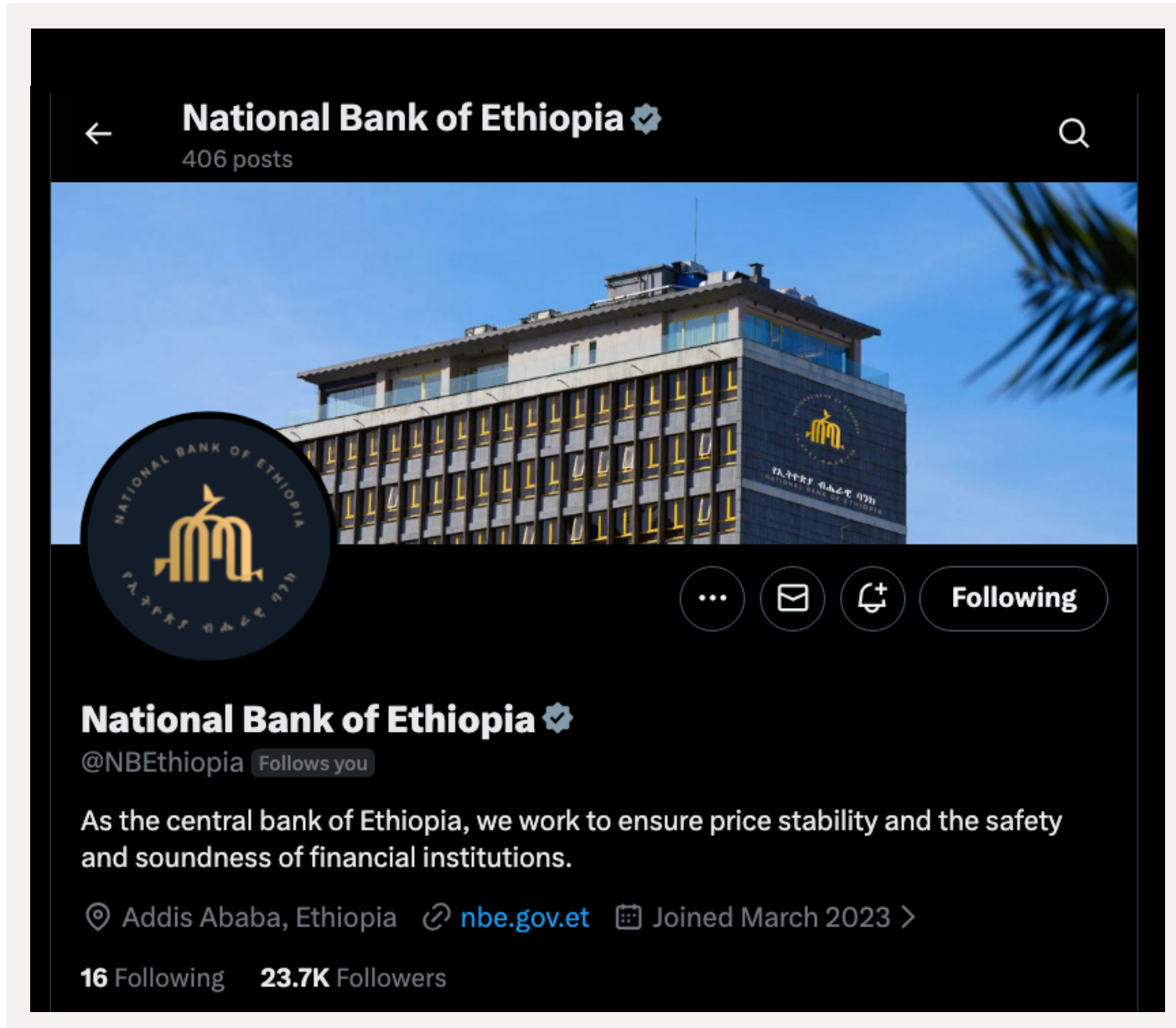


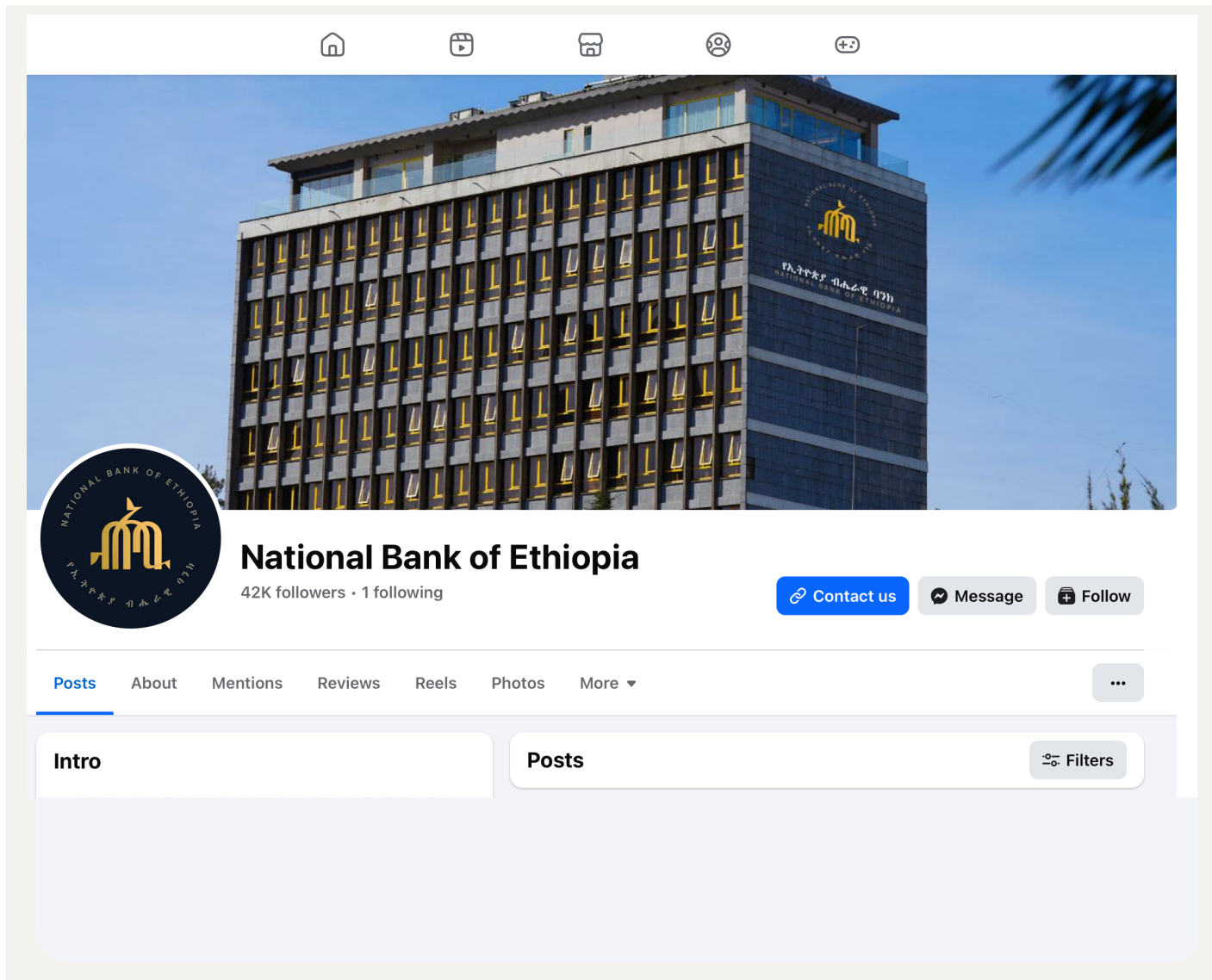


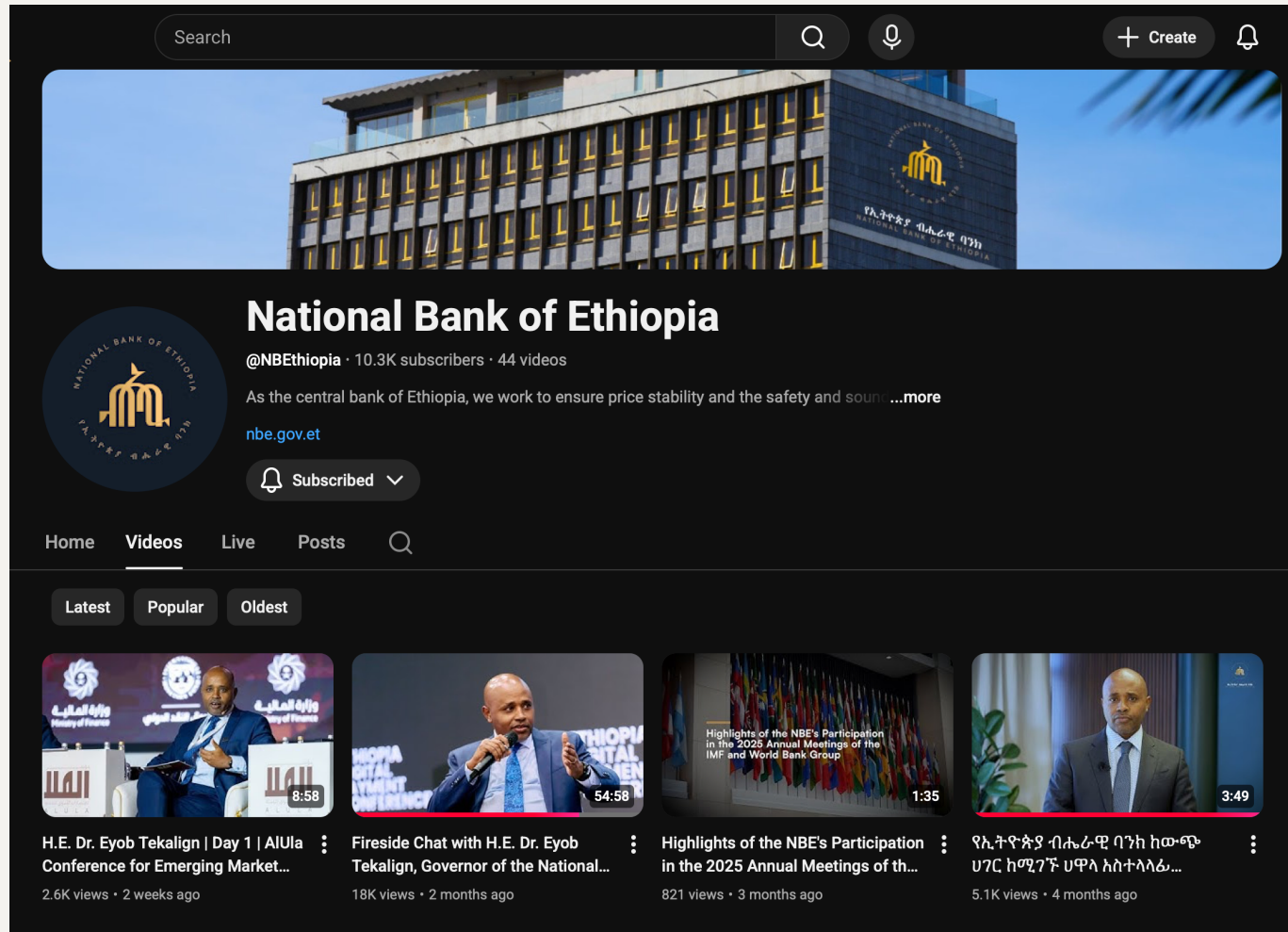
## NATIONAL BANK OF ETHIOPIA

BRAND GUIDELINES, RESOURCES, ASSETS AND TEMPLATES ARE AVAILABLE AT: [nbe.gov.et/branding](http://nbe.gov.et/branding)









06.



# Interagency Branding Framework

# Interagency Branding overview

THE NATIONAL BANK OF ETHIOPIA IS THE MONETARY AND REGULATORY AUTHORITY OF THE FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA.

ANY CO-BRANDING MUST PRESERVE THE INSTITUTIONAL AUTHORITY, NEUTRALITY, AND VISUAL DOMINANCE OF NBE IN ALL OFFICIAL COMMUNICATIONS.

Co-branding must:

- Protect institutional credibility
- Maintain hierarchy clarity
- Ensure optical balance
- Accurately represents the relationship between institutions and/or the programs
- Ensure optical balance



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## BSA USER GROUP MEETING

JULY 2025  
ADDIS ABABA, ETHIOPIA



# NBE Lead Authority

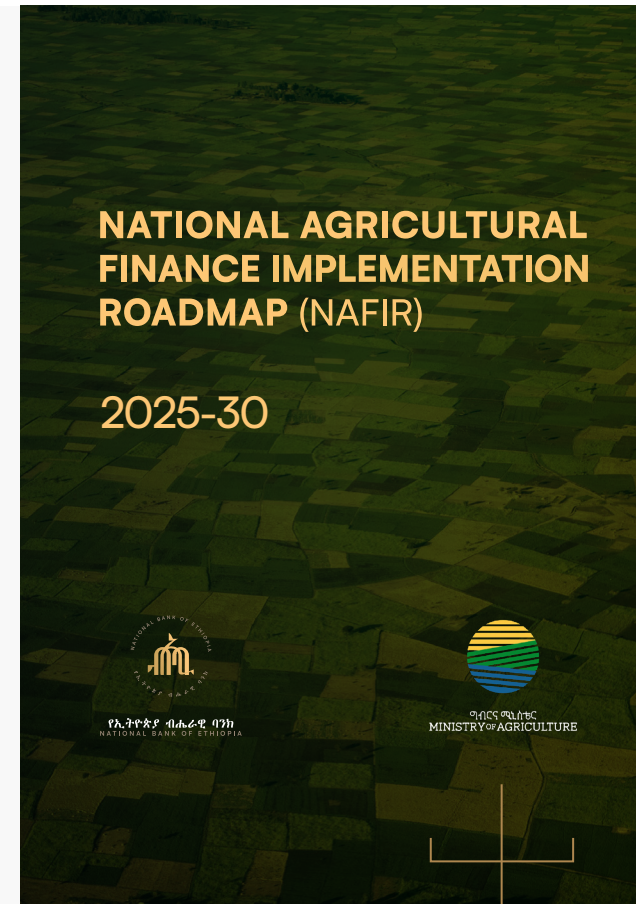
IN CO-BRANDED PARTNERSHIPS WHERE NBE IS THE LEAD.

## USE WHEN:

- Regulatory announcements
- Joint directives
- Monetary policy events

## RULES:

- NBE and partner logo should be optically equal in prominence
- NBE positioned left (horizontal layout) or top (vertical layout)
- Clear separation maintained
- Partnership logos should go in either the bottom-right or top-right corners of a layout
- Partnership logos are optically equal in prominence as the NBE logo



*Always place the partners logos to the right of NBE logo.*

**PARTNER  
LOGO**

# Equal Partnership

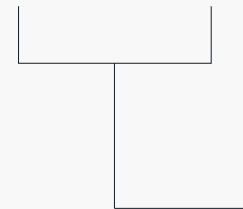
IN CO-BRANDED PARTNERSHIPS WHERE  
CO-BRANDED PARTNERSHIPS / OR BALANCED  
CONTRIBUTION

## USE WHEN:

- Bilateral cooperation agreements

## RULES:

- Equal optical weight (not necessarily equal pixel size)
- Never use a divider line, instead use a structured spacing
- NBE positioned left (horizontal layout) or top (vertical layout)
- Independent exclusion zones maintained
- Use horizontal lockups whenever possible



*NBE logo should be opposite of the partners logos in either the lower-right or upper-right corner and should appear optically equal to the other partners logo.*



*Do not lock up partner logo to the NBE logo with any graphic element such as a keyline*

# Multi-Partner Event Structure

IN CO-BRANDED PARTNERSHIPS WHERE TREATMENT IS NEEDED FOR MULTIPLE PARTNERS

## USE WHEN:

- Multiple partnerships should be grouped together

## RULES:

- To ensure all logos are sized optically equal, place the partner logo on the same baseline as NBE logo (bottom aligned). Then optically size the partner logos to the closest sizing lines
- Do not stack more than 4 logos in one row
- All logos should appear optically equal in size
- Minimum distance between logos = diameter of NBE logo emblem.
- Use neutral or white background whenever possible.



Minimum distance between logos should be the diameter of then NBE logo emblem



07.

# Images



## CORPORATE HEADSHOTS

- Must reflect National Bank of Ethiopia (NBE) professional identity.
- Subject in sharp focus (especially eyes).
- Soft, even lighting; no harsh shadows.
- Neutral, clean background (light gray, white, beige).
- Even background lighting; no patterns or distractions.
- Leave sufficient background space for flexible cropping.
- Head-and-shoulders framing.
- Professional attire (formal, conservative colors).
- Natural expression and posture.
- High resolution: minimum (300 DPI) for print use.
- Minimal retouching; maintain natural look



## GROUP PHOTOGRAPHY

- Must reflect National Bank of Ethiopia (NBE) institutional professionalism.
- Main focus must be sharp on all subjects (front and back rows).
- Prefer indoor settings with controlled, even lighting.
- Outdoor photos allowed only in well-lit, shadow-free environments.
- Use neutral or official institutional backgrounds.
- Avoid cluttered or distracting backgrounds.
- Ensure balanced composition and proper alignment of subjects.
- Maintain professional dress code
- Capture high resolution images (minimum 300 DPI).
- Leave adequate space around the group for cropping and layout flexibility.



## EVENT PHOTOGRAPHY

- Must reflect National Bank of Ethiopia (NBE) professional standards.
- Use high-resolution images (minimum 300 DPI) for print and digital use.
- Avoid heavy filters or artificial effects.
- Maintain natural color balance and contrast
- Ensure accurate skin tones and true-to-life lighting.
- Avoid overexposed or underexposed images.
- Keep focus sharp on key subjects and activities.
- Capture authentic, candid moments with professional composition.
- Ensure backgrounds are clean and not distracting.
- Maintain visual consistency across all event coverage.



08.

# Global Materials



# Press Release

## Formatting Standards

PRESS RELEASES ARE OFFICIAL PUBLIC COMMUNICATIONS OF THE NATIONAL BANK OF ETHIOPIA. THEY MUST PRESENT INFORMATION WITH INSTITUTIONAL CLARITY, NEUTRALITY, AND CONSISTENCY. THESE STANDARDS GOVERN STRUCTURE, TYPOGRAPHY, LAYOUT, AND PUBLISHING CONVENTIONS TO ENSURE EVERY RELEASE IS IMMEDIATELY RECOGNIZABLE AS AN OFFICIAL NBE DOCUMENT.

### DOCUMENT HEADER

Every press release shall begin with a standardized header that establishes authority and origin. The header must include:

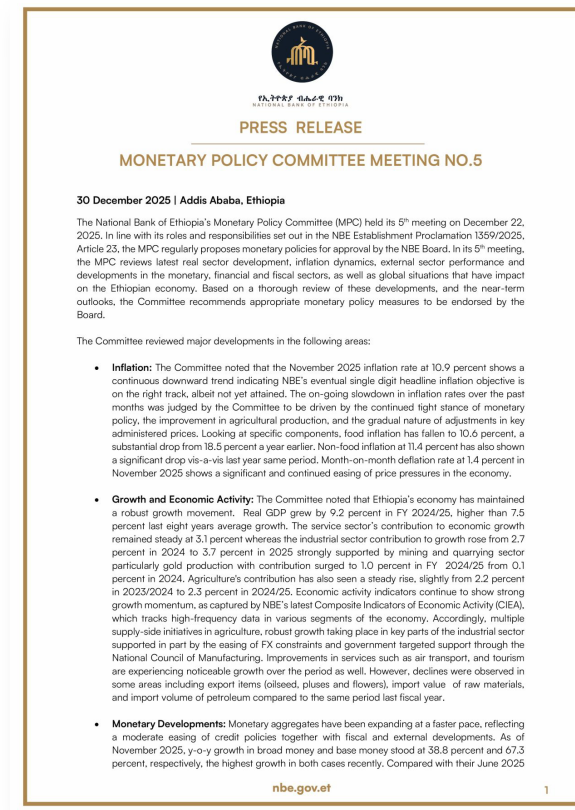
- The NBE logo placed at the top center, respecting minimum clear space and minimum size rules.
- The document type label: **PRESS RELEASE** right below the NBE logo.
- A single rule line is used to separator header from content title.
- Immediately below the separator, include content title.

### DOCUMENT BODY

- Date formatting must be consistent across releases. Location should remain standardized which is the starting first line of the body text followed by city and country **DD Month YYYY | Addis Ababa, Ethiopia**
- Body text must maintain consistent line spacing and paragraph spacing and prioritize readability (avoid tight leading or overly narrow column widths).
- Uses an official gold rectangular border around the page(do not alter thickness, color, or margins).

### DOCUMENT FOOTER

- All releases must include the official website reference in the footer as:  
**nbe.gov.et**



# Directive Formatting Standards

DIRECTIVES ARE REGULATORY INSTRUMENTS ISSUED UNDER THE AUTHORITY OF THE NATIONAL BANK OF ETHIOPIA. THEY REQUIRE A FORMAT THAT REFLECTS LEGAL WEIGHT, INSTITUTIONAL CLARITY, AND VERIFICATION INTEGRITY. THESE STANDARDS GOVERN DIRECTIVE LAYOUT, NUMBERING, REQUIRED COMPONENTS, AND THE USE OF QR VERIFICATION LINKS TO OFFICIAL PUBLICATION SOURCES.

## DOCUMENT HEADER

Every directive shall begin with a standardized header that establishes legal authority and institutional origin. The header must include:

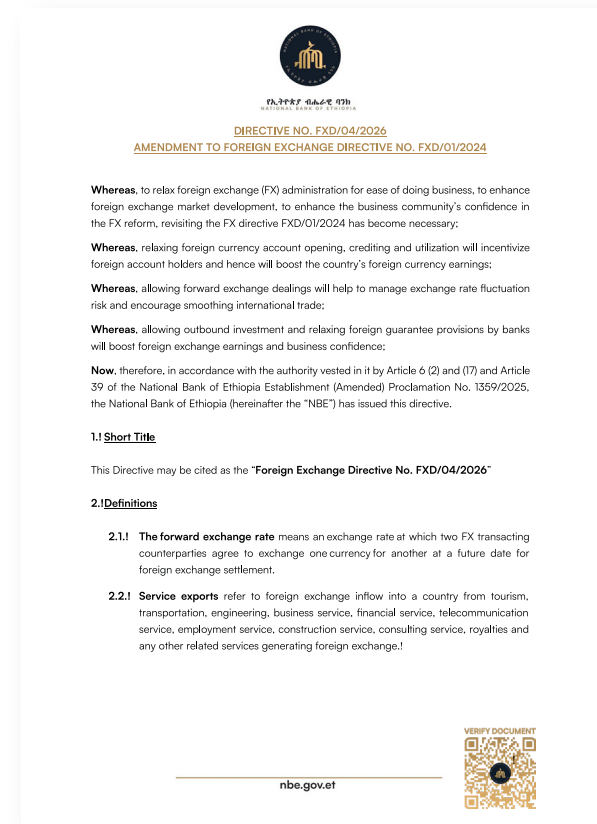
- The NBE logo placed at the top center, respecting minimum clear space and minimum size rules.
- The document type label: **DIRECTIVE** placed directly below the logo.
- The directive identification line in the approved format:  
DIRECTIVE NO. [Code/Number/Year] (e.g., DIRECTIVE NO. FXD/04/2026)
- The directive title/subject line directly below the directive number
- A single rule line is used to separate the header from the content area

## DOCUMENT BODY

- Where applicable, include standard legal sections such as:  
Short Title, Definitions, Amendments/Provisions, Effective Date
- Body text must maintain consistent line spacing and paragraph spacing and prioritize readability (avoid tight leading or overly narrow column widths).
- Do not alter legal numbering or clause structure for design purposes.

## DOCUMENT FOOTER

- All releases must include the official website reference in the footer as:  
[nbe.gov.et](http://nbe.gov.et)
- Where verification is required, a QR code may be included under these rules:  
Label the QR clearly as: **VERIFY DOCUMENT**



# Publication overview

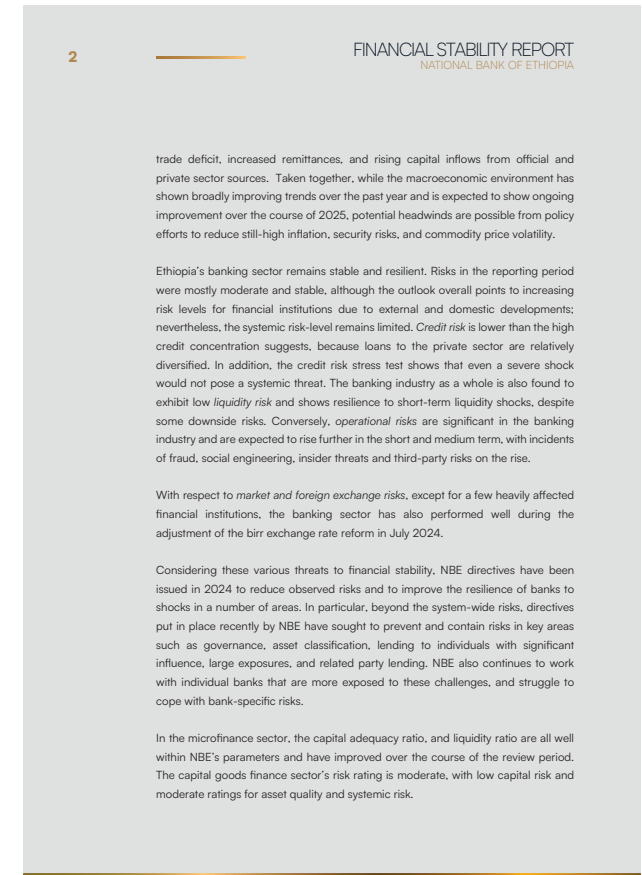
## Publication cover



## Report Cover

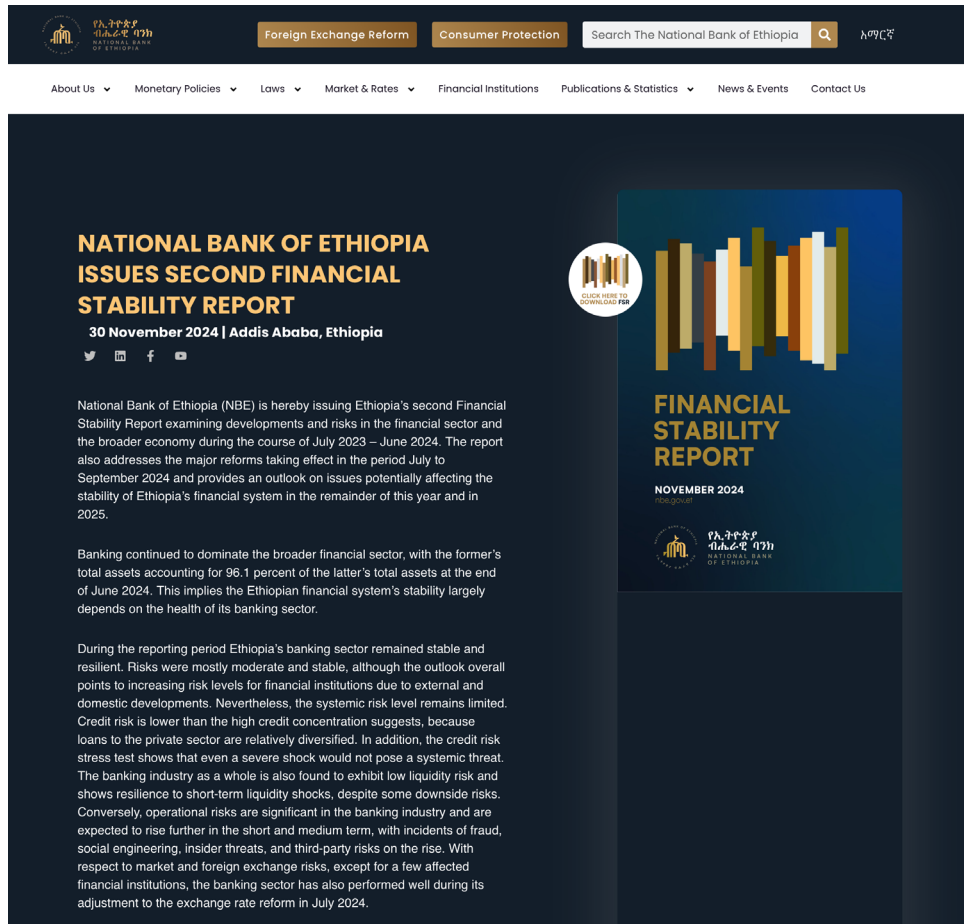


## Inside Layout



# Publication overview

## Website Cover



## Power Point Cover



## Power Point Inside Cover



# Publication overview

Annual Report Cover



Annual Report Back Cover



**Note** - These examples illustrate how the publication cover is visually designed to reflect professionalism, authority, and institutional credibility. As the first point of engagement, the cover must communicate clarity, stability, and trust while remaining consistent with the overall brand identity guidelines in terms of layout, typography, imagery, and color system.

The most important aspect of the design is the correct placement of the logo: the National Bank of Ethiopia logo must appear in the lower left corner of the front cover to establish clear institutional ownership and strong brand recognition. It should be proportionally scaled, clearly visible, and surrounded by sufficient clear space to preserve its integrity. Any interagency or partner logos should be placed to the right NBE logo in a structured and balanced arrangement, without competition.

# Fact Sheet

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**Primary Header 30 pt.**

**Secondary Header 16pt**

Body text and Bulleted lists 12 pt.

Text boxes 9pt

*Captions 8.5 pt.*

Primary Header uses white and gold satooshi bold in all caps with 0.9 line spacing

Secondary header use satooshi medium with 1.15 pt. line spacing and 3 pt. space below

Body text and bulleted lists use PMS blue black and Satoshi Regular with 1.15 line spacing

Text in the box uses Satoshi Regular IN 45% Blue black and 1.1 pt. line spacing

Caption text uses PMS Blue Black and Satoshi Regular italic with 1.15 pt. line spacing

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## Fact Sheet style overview



CMYK: 86/73/56/69

RGB: 19/30/42

HEX: #121E29




CMYK: 30/44/78/7

RGB: 174/135/79

HEX: #AE874F

- Fact sheet title should be flush left or centered and in all capital letters.
- Body text and subheads should be flush left.
- Content margins should always be 1 inch.
- On website URL should appear at the bottom the final page, aligned according to the publication design. in this placement is preferred.

# Fact sheet Example

1 in.		1 in.
		
	<h2>Fact sheet Example</h2> <p>This policy establishes clear guidelines on who is authorized to use the Bank's logo and brand elements. By defining ownership and permitted usage, the institution prevents misrepresentation, confusion, and unauthorized association with external entities that may compromise its reputation.</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="background-color: #333; width: 100px; height: 80px; margin-right: 10px;"></div> <div style="text-align: center;"> <p>Image here</p> <p><small>Caption goes here Caption goes here Caption goes here</small></p> </div> </div> <p>Ethiopia's visual identity. As the country's central financial authority, the Bank's name and logo symbolize trust, stability, and national economic security. Proper governance ensures that this identity is used consistently and respectfully across all platforms.</p> <p>Another key purpose of this policy is to maintain visual and communication consistency. Consistent application of the logo, colors, typography, and messaging strengthens public recognition and reinforces the Bank's institutional authority. Uniform presentation across departments and partners ensures that the brand remains cohesive and professional.</p> <p>The policy also serves to safeguard the public from misleading information. Unauthorized use of the Bank's identity could falsely imply endorsement, approval, or partnership. By regulating brand usage, the Bank protects citizens, financial institutions, and stakeholders from potential misuse or fraudulent representation.</p>	
1 in.		1 in.

First page

1 in.		1 in.
	<h2>Fact sheet Example</h2> <p>This policy establishes clear guidelines on who is authorized to use the Bank's logo and brand elements. By defining ownership and permitted usage, the institution prevents misrepresentation, confusion, and unauthorized association with external entities that may compromise its reputation.</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="background-color: #eee; padding: 5px; width: 30%;"> <p><b>Ethiopia's visual identity.</b> As the country's central financial authority, the Bank's name and logo symbolize trust, stability, and national economic security. Proper governance ensures that this identity is used consistently and respectfully across all platforms.</p> </div> <div style="width: 65%;"> <p>Ethiopia's visual identity. As the country's central financial authority, the Bank's name and logo symbolize trust, stability, and national economic security. Proper governance ensures that this identity is used consistently and respectfully across all platforms.</p> </div> </div> <p>Ethiopia's visual identity. As the country's central financial authority, the Bank's name and logo symbolize trust, stability, and national economic security. Proper governance ensures that this identity is used consistently and respectfully across all platforms.</p> <p>Another key purpose of this policy is to maintain visual and communication consistency. Consistent application of the logo, colors, typography, and messaging strengthens public recognition and reinforces the Bank's institutional authority. Uniform presentation across departments and partners ensures that the brand remains cohesive and professional.</p> <p>The policy also serves to safeguard the public from misleading information. Unauthorized use of the Bank's identity could falsely imply endorsement, approval, or partnership. By regulating brand usage, the Bank protects citizens, financial institutions, and stakeholders from potential misuse or fraudulent representation.</p>	
1 in.		1 in.

Subsequent page

Do not add any element e.g, text or logos to the right of the Feed the National Bank of Ethiopia logo across the top of the page

# Video Specifications

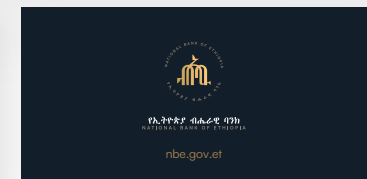
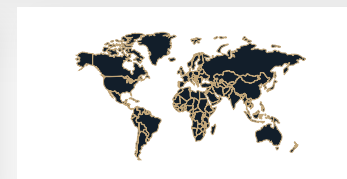
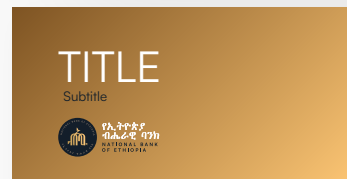
The National Bank of Ethiopia logo should be used at the opening and at the end of a video production. Color, size, and clear-space specifications should be followed at all times. Font guidelines should also be followed at all times. Examples of our branded video frames are shown on the right for general guidance.

The NBE URL ([nbe.gov.et](http://nbe.gov.et)) should be included in the closing frame of any video.

Reach out to [nbeinfo@nbe.gov.et](mailto:nbeinfo@nbe.gov.et) or go to our webpage [nbe.gov/branding](http://nbe.gov/branding) to access an animated NBE bumper.



Opening frame



Closing frame

# OFFICIAL WEBSITE REFERENCE

All National Bank of Ethiopia communications - print, digital, broadcast, signage, publications, and partner materials must reference the official website in the standardized format:

**nbe.gov.et**

The prefix “www.” must **not** be used in any context.

This rule applies to all placements, including headers, footers, email signatures, QR destinations, press releases, directives, presentations, social media graphics, and co-branded materials.



**nbe.gov.et**

09.



# Governance & Protocol

# Governance & Brand Usage Policy

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## PURPOSE OF GOVERNANCE & BRAND USAGE POLICY

The purpose of this Governance and Brand Usage Policy is to protect the integrity, authority, and credibility of the National Bank of Ethiopia's visual identity. As the country's central financial authority, the Bank's name and logo symbolize trust, stability, and national economic security. Proper governance ensures that this identity is used consistently and respectfully across all platforms.

This policy establishes clear guidelines on who is authorized to use the Bank's logo and brand elements. By defining ownership and permitted usage, the institution prevents misrepresentation, confusion, and unauthorized association with external entities that may compromise its reputation.

Another key purpose of this policy is to maintain visual and communication consistency. Consistent application of the logo, colors, typography, and messaging strengthens public recognition and reinforces the Bank's institutional authority. Uniform presentation across departments and partners ensures that the brand remains cohesive and professional.

The policy also serves to safeguard the public from misleading information. Unauthorized use of the Bank's identity could falsely imply endorsement, approval, or partnership. By regulating brand usage, the Bank protects citizens, financial institutions, and stakeholders from potential misuse or fraudulent representation.

In addition, the Governance and Brand Usage Policy ensures legal protection of the Bank's intellectual property. The logo, official seal, and brand elements are valuable institutional assets. Establishing formal rules helps support enforcement actions if misuse or infringement occurs.

Ultimately, this policy exists to preserve the trust placed in the National Bank of Ethiopia. Responsible brand governance reinforces confidence in the institution's leadership, strengthens its national image, and upholds its role as a guardian of Ethiopia's financial stability.

# Official Address

THE NATIONAL BANK OF ETHIOPIA OPERATES AS THE CENTRAL MONETARY AND REGULATORY AUTHORITY, THUS ALL WRITTEN AND VERBAL COMMUNICATIONS MUST REFLECT THE INSTITUTIONAL HIERARCHY AND PROTOCOL ASSOCIATED WITH THIS MANDATE. THE OFFICIAL STANDARDS GOVERNING HOW SENIOR LEADERSHIP AND INSTITUTIONAL TITLES ARE REFERENCED IN FORMAL CORRESPONDENCE, PUBLICATIONS, PRESS MATERIALS, AND PUBLIC COMMUNICATIONS ARE AS FOLLOWS:

## 1. FORMAL ADDRESS IN OFFICIAL CORRESPONDENCE

In all formal letters, directives, memoranda, and official communications, senior officials shall be addressed using their full institutional titles upon first reference.

The correct forms are as follows:

- **Governor of the National Bank of Ethiopia**
- **Vice Governor of the National Bank of Ethiopia**
- **Director, [Department Name], National Bank of Ethiopia**

Where diplomatic protocol applies, the Governor may be addressed as:

**His Excellency the Governor of the National Bank of Ethiopia**

The use of honorifics must align with official governmental protocol and the context of communication.

## 2. SUBSEQUENT REFERENCES

After the first formal reference, shortened forms may be used where appropriate:

- **The Governor**
- **The Vice Governor**
- **The Director**

## 3. NAME PRESENTATION STANDARDS

When listing names in press releases, publications, or official documents, the following format shall apply:

- **Full Name**
- **Official Title**
- **National Bank of Ethiopia**

\*Titles must appear beneath the name, not preceding it.

\*Titles must not be abbreviated.

\*Informal titles, abbreviations, or shortened institutional references are not permitted in official communications.

# Retired Brands

To protect institutional consistency and avoid public confusion, the National Bank of Ethiopia maintains a defined set of retired (legacy) brand assets. These retired elements are not authorized for use in any current or future communication.

## RETIRED WEBSITE

The National Bank of Ethiopia’s official website address is: [nbe.gov.et](http://nbe.gov.et)  
The use of legacy website formats; including any “www.” prefix, old domains, shortened variants, or outdated page links is not permitted.

## RETIRED LOGO / LEGACY IDENTITY Not for Use

Any previous versions of the National Bank of Ethiopia logo, including earlier lockups, marks, colors, or wordmarks not presented as “Approved” within this manual, are retired. These marks are the ones included in this page for reference and archival context only.





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NATIONAL BANK OF ETHIOPIA

# BRAND GUIDELINES & VISUAL IDENTITY