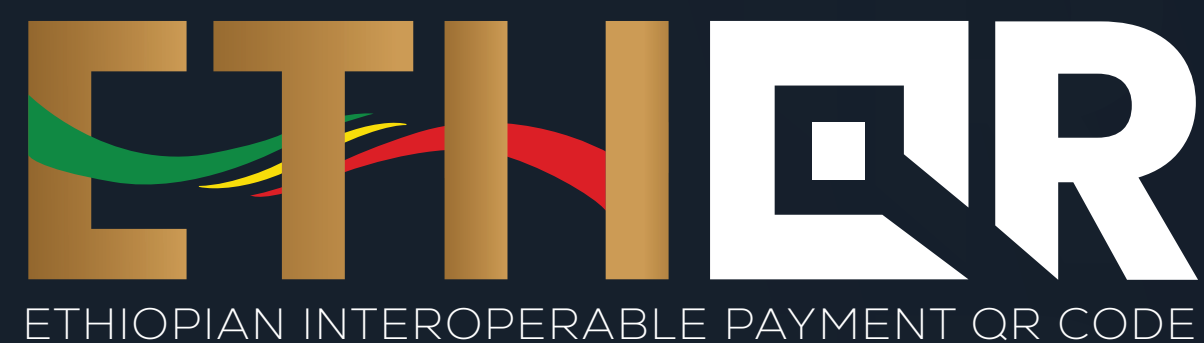




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OF ETHIOPIA



Brand Usage Standards & Guideline

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Ver. 01.00

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Introduction

The National Bank of Ethiopia has launched the Ethiopian interoperable QR code standards for digital payments, aimed at advancing digital merchant payments and streamlining transaction processing and settlements among operators and merchants. These standards seek to improve operational efficiency, facilitate quicker settlements, and promote broader financial inclusion across Ethiopia's financial ecosystem.

Under these new standards, the National Bank oversight of the interoperable QR code and the governing scheme rules, while EthSwitch, as the National Switch, is responsible for managing the platform that routes payments and messages among various payment service providers.



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About ETHQR

A standardized ETHQR brand has been developed for the participant institution to ensure consistent branding. This brand aims to offer clear visibility and a cohesive visual identity across all service points.

The standardized ETHQR branding enhances the user experience by providing a consistent and recognizable interface across various QR payment service points. This will create uniformity and ease of use for all end users.



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Visual Identity

LOGO



ETHIOPIAN INTEROPERABLE PAYMENT QR CODE

The ETHQR logo combines sleek design elements with a strong national identity. The “ETH” section of the logo is rendered in bold, gold-toned letters, symbolizing trust, prestige, and modernity. The “QR” portion, in contrasting deep blue, emphasizes the technological and secure nature of the Ethiopian Interoperable Payment QR Code system.

A dynamic, curved ribbon flows through the letters, incorporating the vibrant colors of Ethiopia’s flag (green, yellow, and red). This ribbon symbolizes unity, progress, and the seamless flow of payments enabled by the ETHQR system.

Below the main text, the tagline “Ethiopian Interoperable Payment QR Code” clarifies the system’s purpose, emphasizing inclusivity and accessibility in Ethiopia’s payment infrastructure.



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Brand Colors



CMYK 0, 25, 59, 45
Pantone 4635 C
RGB 140, 105, 58
HEX #8C693A



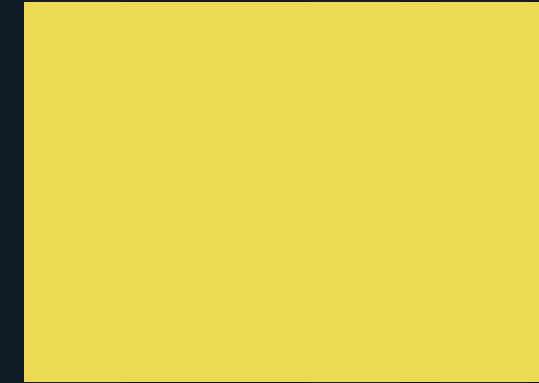
CMYK 0, 20, 50, 25
Pantone 7562 C
RGB 191, 153, 96
HEX #BF9960



CMYK 56, 29, 0, 84
Pantone 7547 C
RGB 18, 29, 41
HEX #264DA1



CMYK 91 0 50 46
Pantone 348 C
RGB 13 137 68
HEX #0D8944



CMYK 0 12 100 2
Pantone 108 C
RGB 251 220 1
HEX #FBDC01



CMYK 0 86 82 15
Pantone 1795 C
RGB 218 31 39
HEX #DA1F27



CMYK 76 52 0 37
Pantone 2133 C
RGB 38 77 161
HEX #264DA1



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Typography

Nexa Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Nexa Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Arial Bold

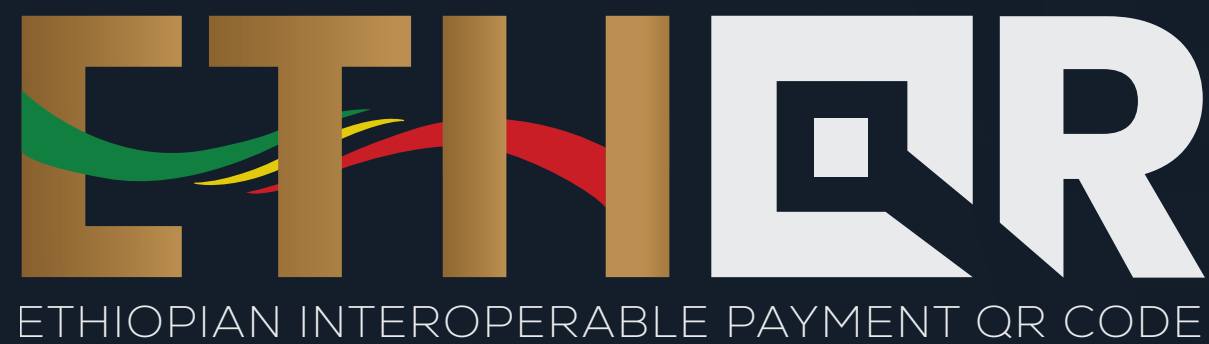
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()**



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Reverse Logo

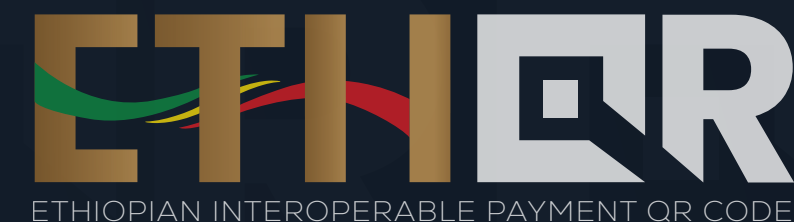
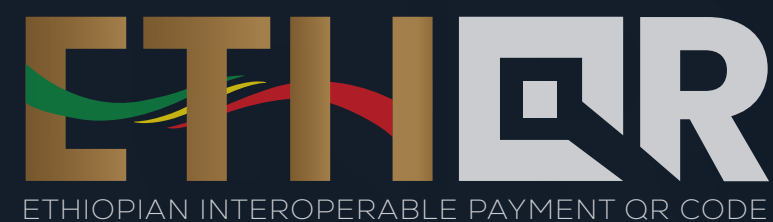




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Partner Lockup





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Logo Don'ts

LOGOMARK



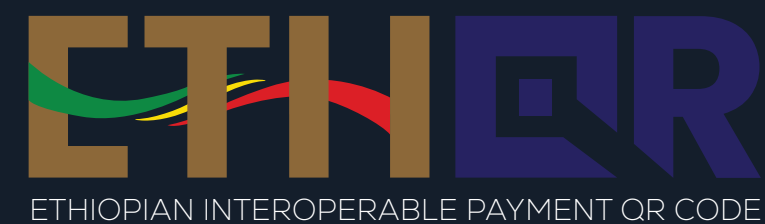
Do not resize or change the position of the logomark.

FONT



Do not use any other font

LOGOMARK



Do not change the colours even if they look similar.

SIZE



Do not use squish the logo. Any resizing must be in proportion.



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Printed Items & Standards



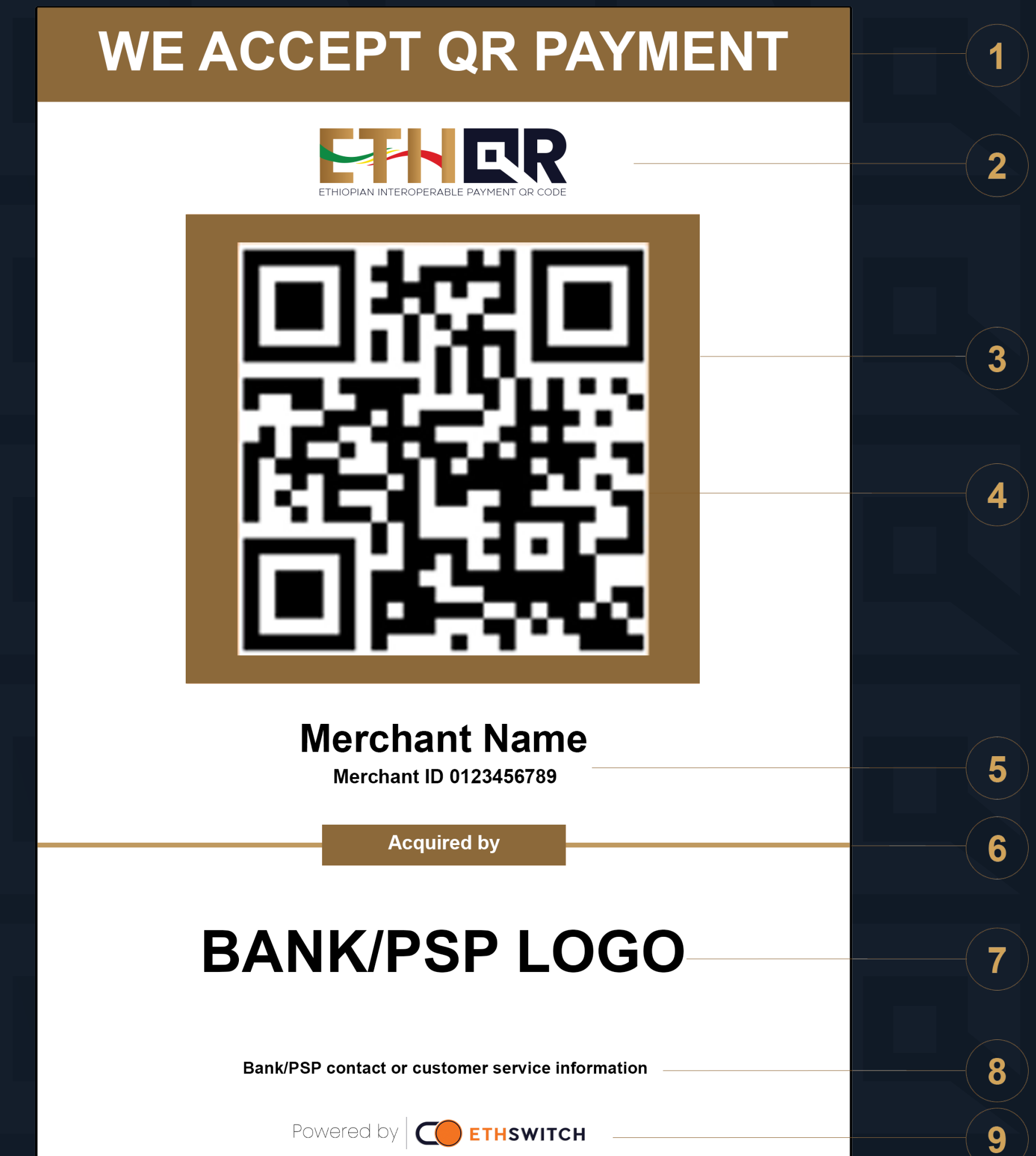
QR Standees

The QR Standees pose as a physical medium for the customers to make their payments digitally through their banking app.

1. A statement boldly stating the representative vendor accepts QR payments
2. ETHQR master logo
3. QR high contrast background/holder
4. Static QR generated by the acquirer
5. Merchant name with their unique identifier
6. Separator for the acquirer's section
7. Bank or PSP logo in a landscape/horizontal format
8. Acquirer's customer support information
9. The national switch that powers ETHQR

Color & Typeface Key: Arial

 #8C693A  #1E4865  #ffffff  #000000



Standees Standard

QR Code Placement

The QR code is to be placed within the orange holder based on the given dimensions.

Merchant Name

Use Arial Bold type face to edit the merchant name. Merchant identifiers is to be replaced with Myriad pro in a smaller size.

Bank/PSP information

Use Arial regular to replace the acquirer's customer support information

Printing

14.8cmx21.0cm (A5) always to be printed in full color



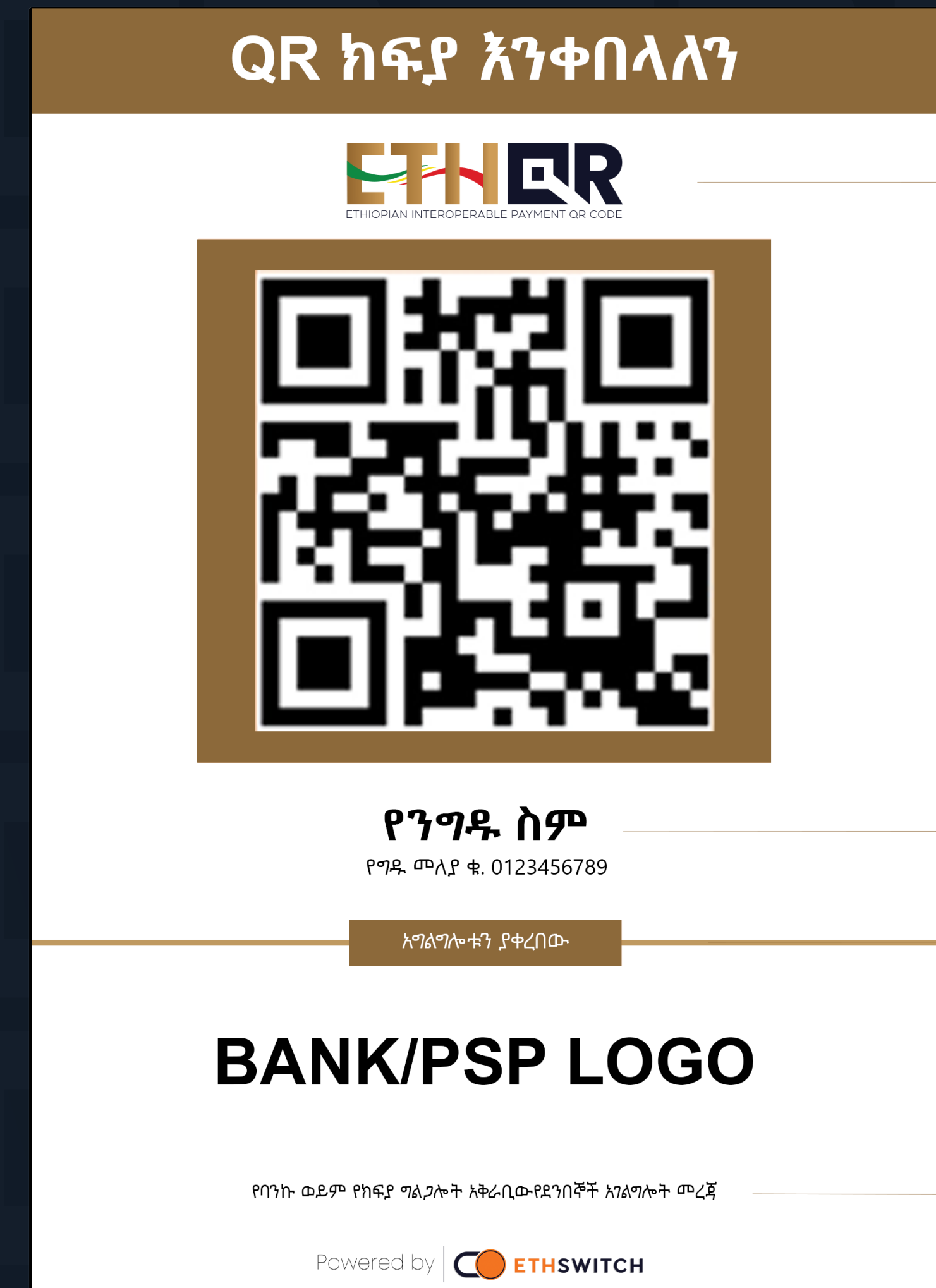
Language Adoption

The QR Standees can be adopted into desired local languages for ease of use.

1. Vendors payment acceptance statement can be translated except the word “QR”
2. ETHQR master logo should be placed as is
3. “Merchants name” and “unique identifier number” can be translated
4. “Acquirer” translated and placed as per the guideline
5. Acquirer’s customer support information can be placed in the selected language

Color & Typeface Key: Ebrima

#ED8A33
 #1E4865
 #ffffff
 #000000





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Digital Branding Presence



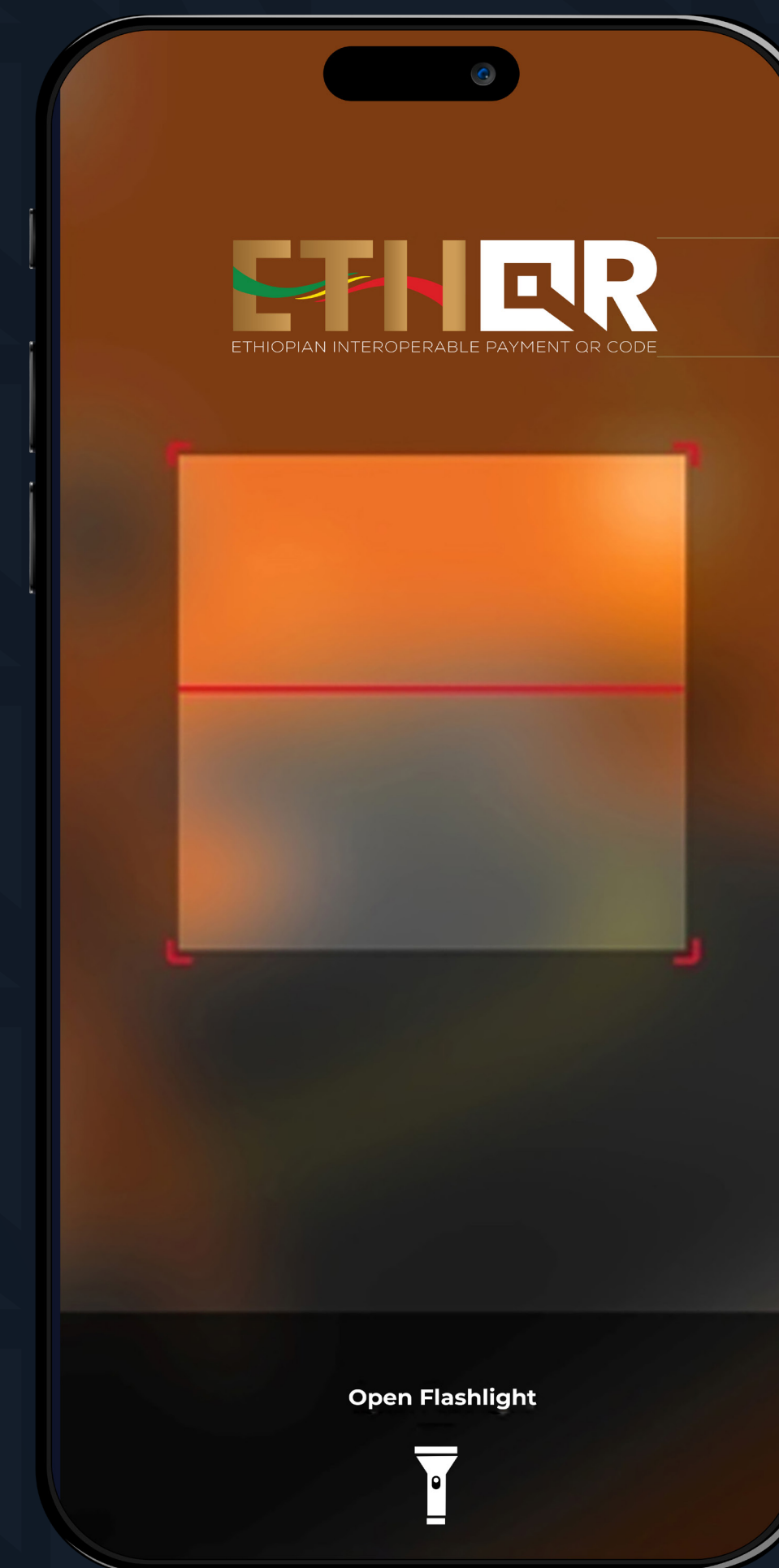
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QR Scanner

The QR scanner is the first touch point exposed to users when they want to pay via banking app.

ETHQR's alternative one color logo is to be placed on the scanner based on this specification



*Illustrations used are for presentation purposes only



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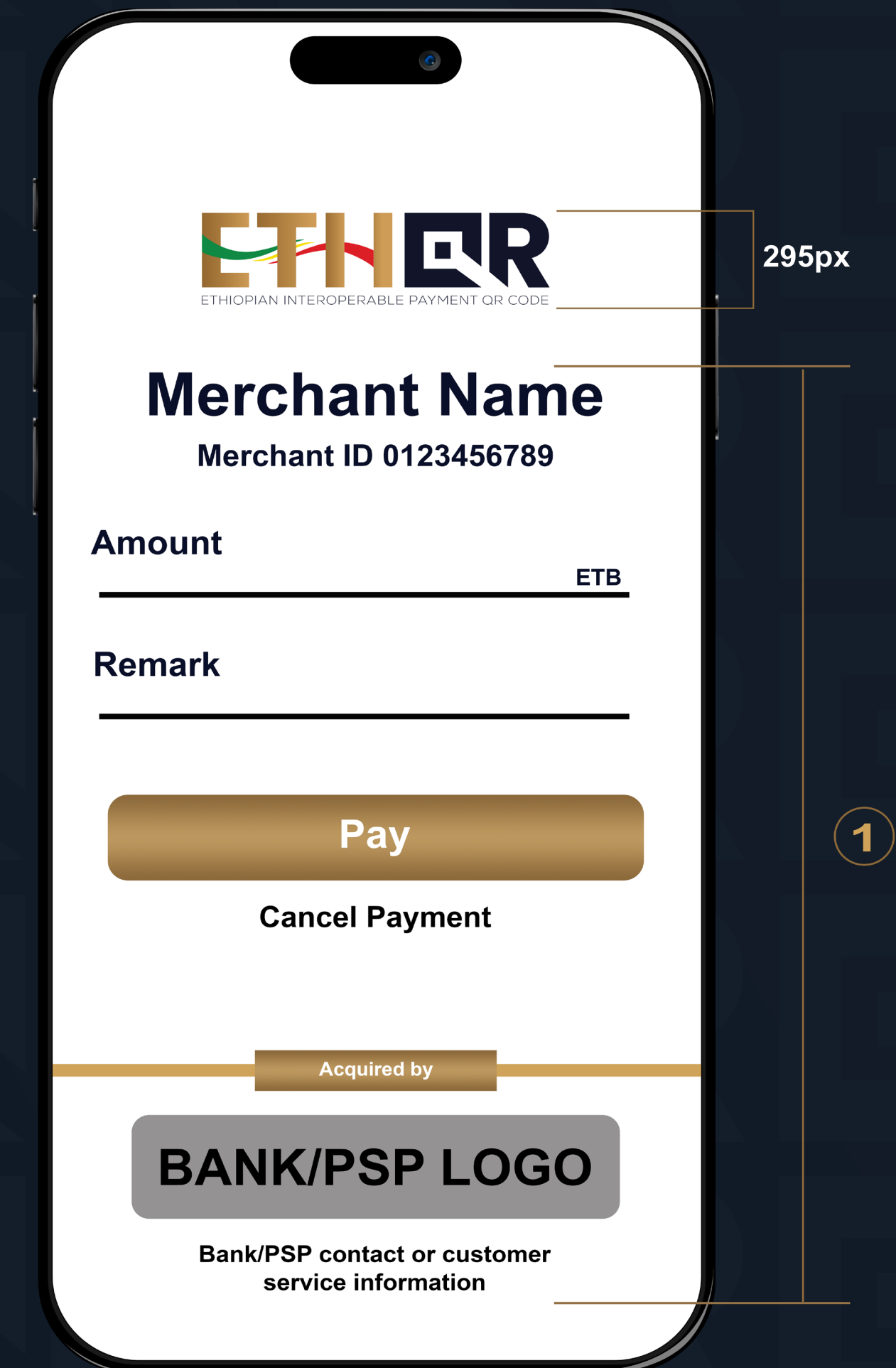
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Payment Interface

ETHQR's master logo is to be placed on the payment interface based on this specification.

Other elements can be placed based on the bank or PSP's application platform brand standard

1. Merchant details and other information should be customized based on the bank or PSP application platform



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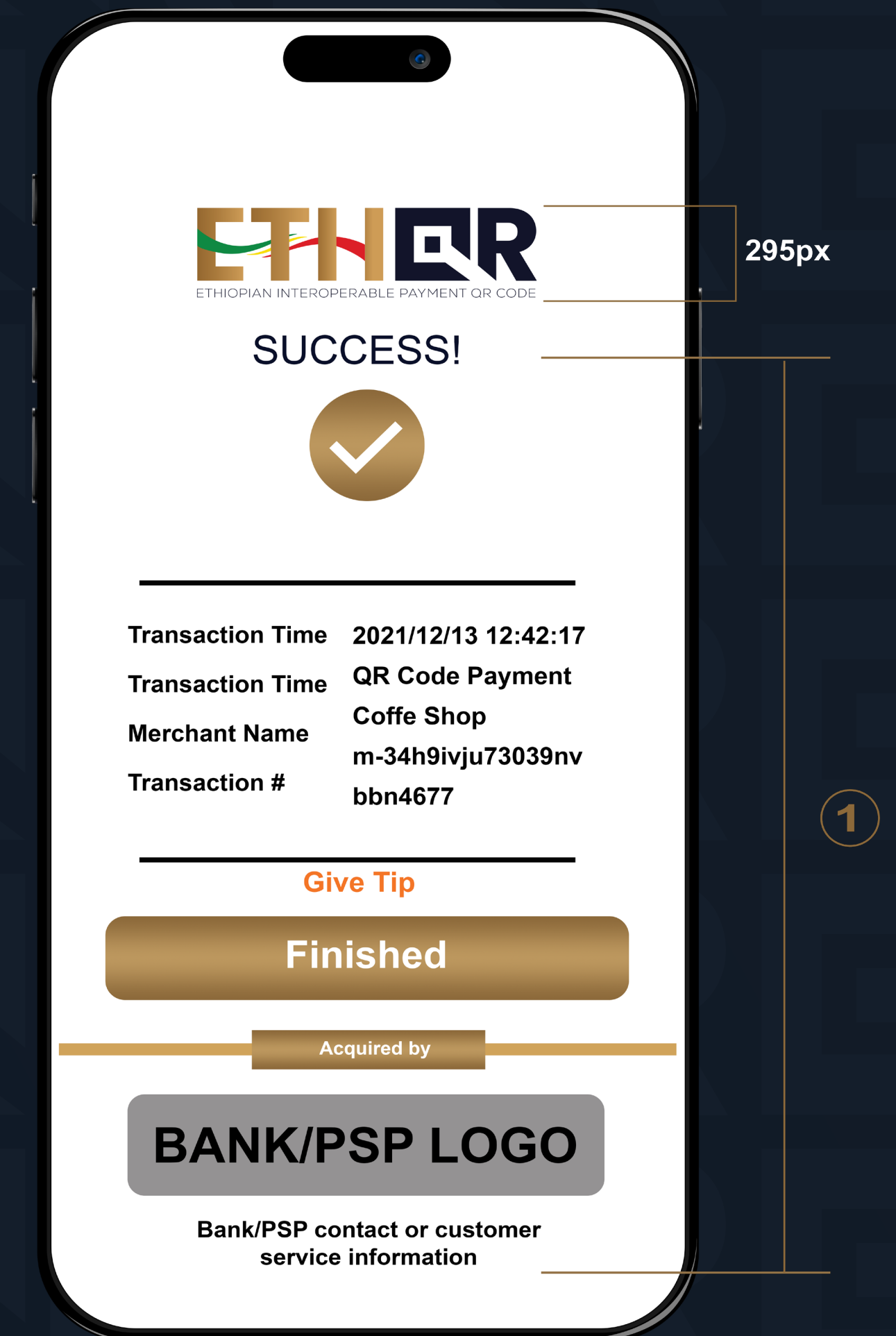
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Result Interface

ETHQR's master logo is to be placed on the payment result interface based on this specification.

Other elements can be placed based on the bank or PSP's application platform brand standard

1. Payment Success/fail details and other information should be customized based on the bank or PSP application platform



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