

EthioPay - IPS

Brand Guideline

Version 1.0

Content

These guidelines are your introduction to how we can use the visual identity. They are a call to action to align our creative work and bring a new focus on our connected visual identity system.

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Logo Identity



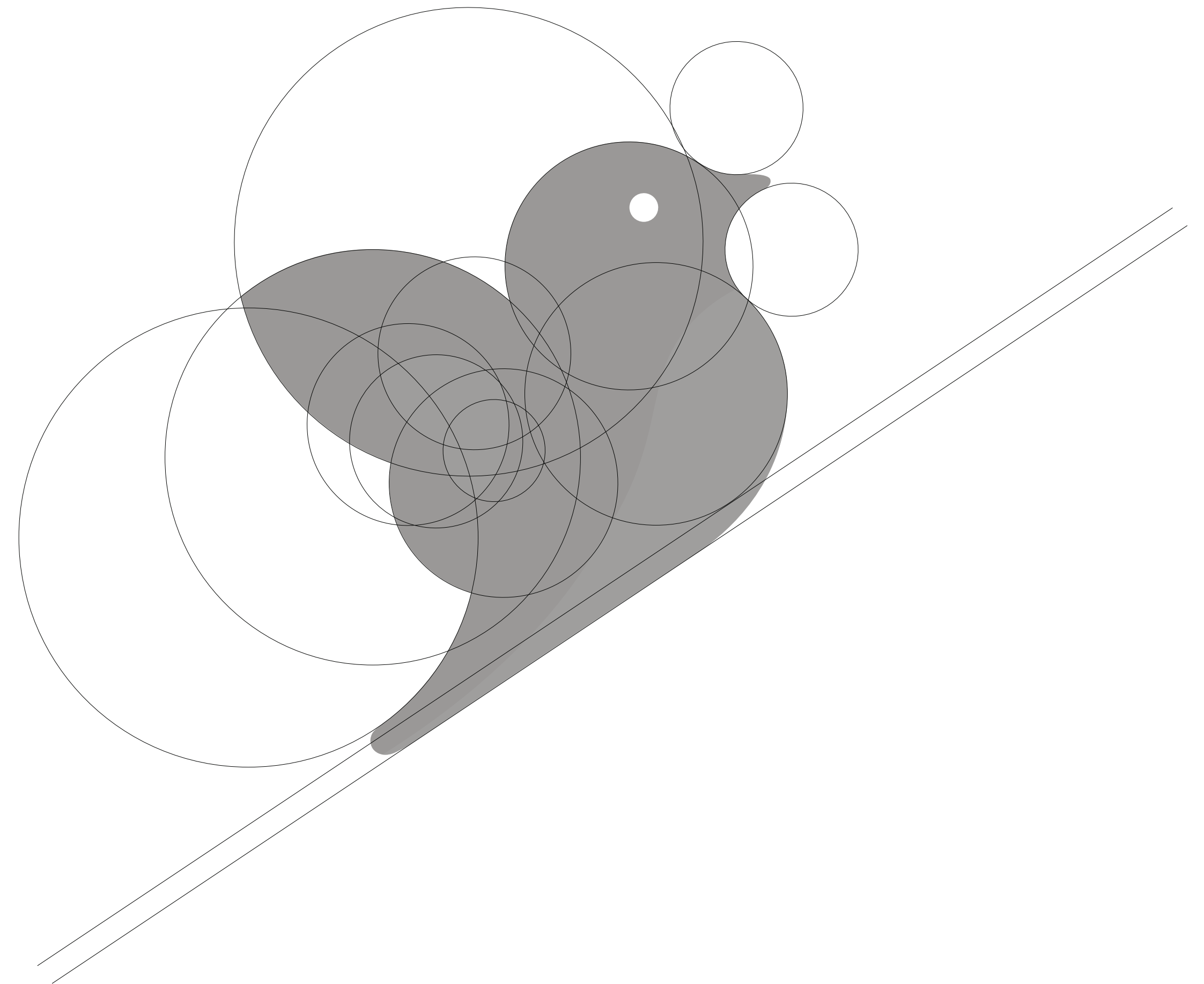
EthioPay

Logo Construction

It all begins with One.
One idea, one step, one Birr.
A single note, often overlooked, yet holding the promise of something greater.

A Bird
A symbol of movement, of ambition, of possibility.
'Birr' means both value and lift-off.

It's the **VALUE IN MOTION**.
Today, that same symbol leaves the note and enters a new world. Not just printed, but digital. Not just physical, but powerful. Carried by **EthioPay**.



Logo Construction

The logo contains the logomark and the logotype. Both elements were placed with the precision to size and proportionally fine-tuned.



Logo Variations

It is recommended to use the exact logo from this file to maintain the original proportions. The logo font should not be altered in any case.



HORIZONTAL (STANDARD)

We recommend to use this layout for any purposes.



VERTICAL (ALTERNATIVE)

When the primary logo doesn't fit your composition, use the vertical lockup.



LOGOMARK (ALTERNATIVE)

If it is not possible to use the full logo, you can use our unique logomark separately.

Logo Safe Zone

It's important to maintain proper spacing around the logo to avoid overcrowding. Additionally, the use of whitespace keeps the brand feeling clean. Our logo should always have space to breathe. We call the space around our logo the "red zone." Please avoid placing any elements within this area.



Full-Color Logo

1. On light backgrounds, use our full-color logo.
2. On dark backgrounds, use our full-color logo with white text.
3. On darker-colored backgrounds, use our white logo.



Monochrome Logo

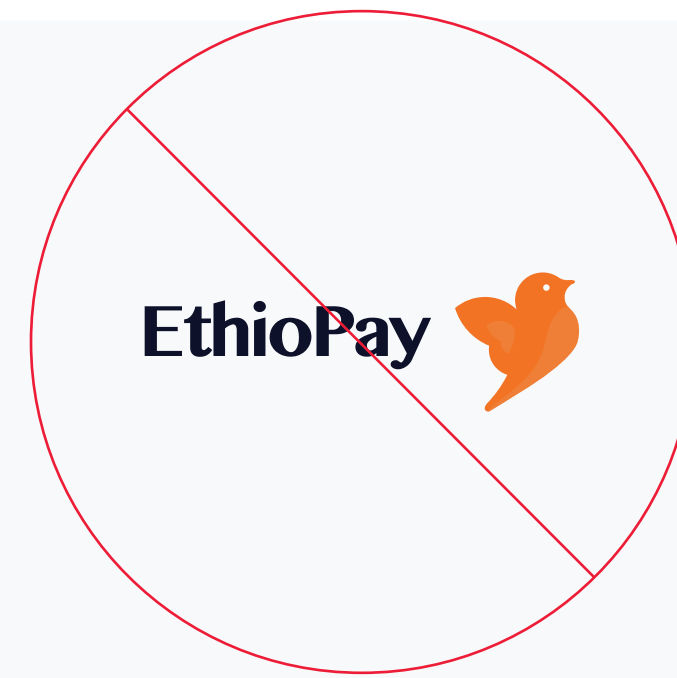
The monochrome logo is used when color isn't available. It appears in black or white to ensure clarity and contrast while preserving EthioPay's visual identity.



Prohibited Usecases

To ensure the logo remains recognizable and consistent in style, it is recommended to use the graphical display of the logo from this file.

Do not re-create it or edit it. Do not use a different color scheme, disproportionate transformation or rotations



Do not resize or change the position of the logomark



Do not use any other font, no matter how close it might look to EthioPay



Do not squish or squash the logo. Any resizing must maintain its proportions



Do not squish or squash the logo. Any resizing must maintain its proportions



Don't change brand colors



Don't skew horizontally



Don't skew vertically



Don't rotate



Don't use strokes

Partner Brand lockup

The Partner Lockup showcases EthioPay's logo placed alongside partner or affiliate logos. It ensures visual balance, consistent spacing, and brand hierarchy, maintaining EthioPay's identity while respecting partner brand guidelines.



EXTERNAL INTEGRATIONS

if EthioPay integrates into a partner product lead with EthioPay Primary Logo

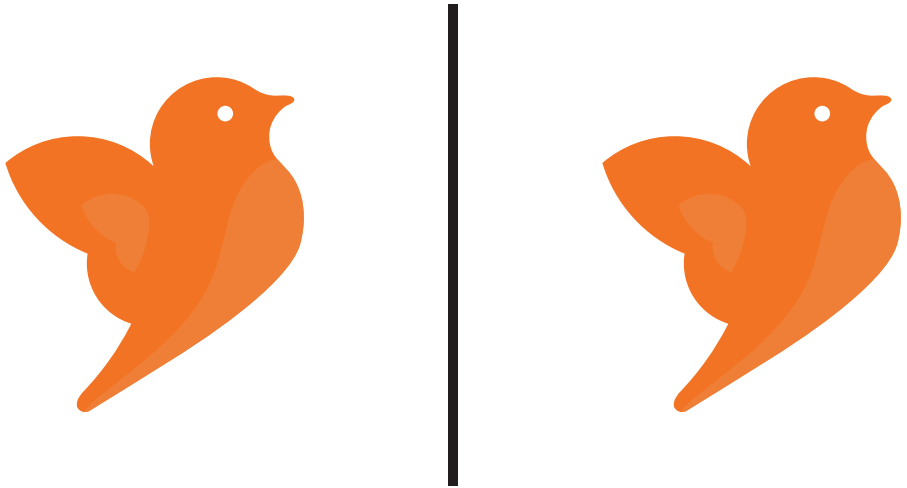


INTERNAL INTEGRATIONS

if a partner intergrates into EthioPay lead with the partner's logo

SHORT-FORM LOGO LOCKUP

The short-form logo uses only the EthioPay bird icon for compact spaces. increase the clear space around each logo to full width of the EthioPay logo mark



Lockup Guidelines

Sizing

Whenever possible, use a horizontal version of the partner logo.

Horizontal partner logo

Match the height of the partner's logotype to the height of the EthioPay word mark.



Vertical partner logo

Make sure both logos are about the same size.



Alignment

Proper alignment should always be considered for both static and motion applications



Use the Type baseline to align horizontal logos



Center align the logos when the partner logo is a vertical lockup

Spacing

Clear space is necessary when pairing product logos with partner logos or other graphics



for horizontal Logos increase the clear space around each logo to half the width of the EthioPay logo mark



for vertical Logos increase the clear space around each logo to full width of the EthioPay logo mark

Amharic Version

The EthioPay logo has been carefully adapted into Amharic to ensure clear recognition and cultural relevance across local audiences. The design preserves the proportions, visual balance, and brand essence of the English version while aligning typographically with Amharic script standards.



HORIZONTAL (STANDARD)

We recommend to use this layout for any purposes.

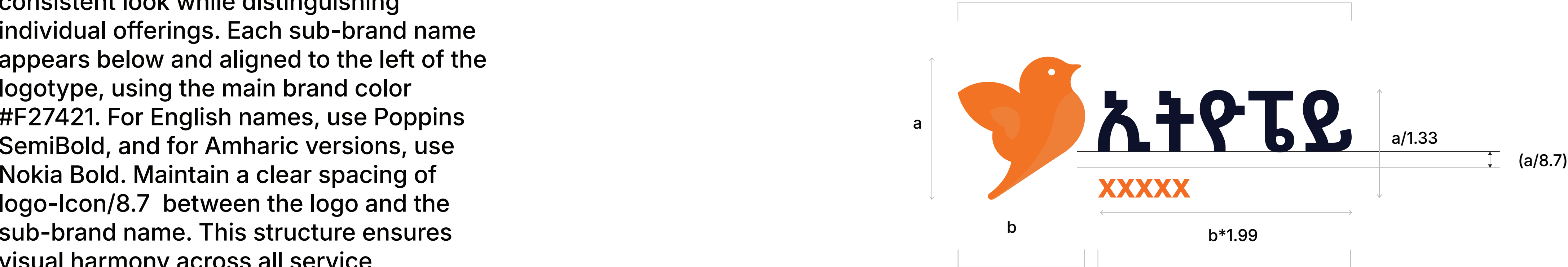
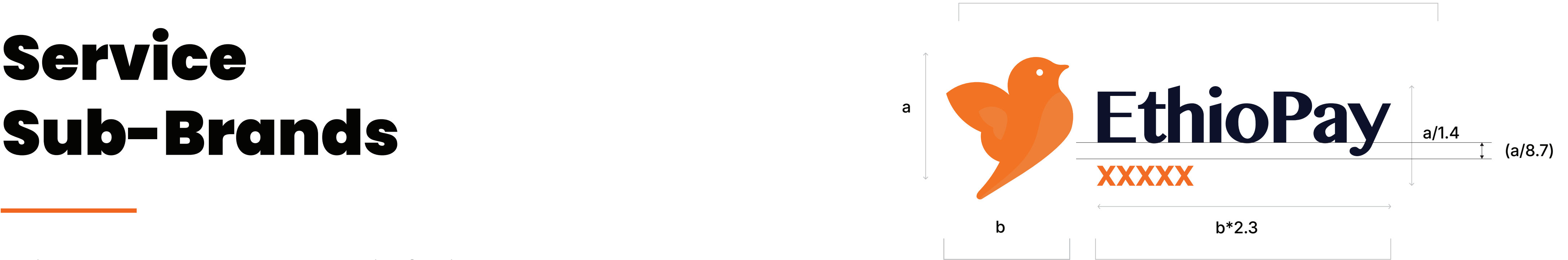


VERTICAL (ALTERNATIVE)

When the primary logo doesn't fit your composition, use the vertical lockup.

Service Sub-Brands

EthioPay’s sub-brands represent its family of financial services, maintaining a consistent look while distinguishing individual offerings. Each sub-brand name appears below and aligned to the left of the logotype, using the main brand color #F27421. For English names, use Poppins SemiBold, and for Amharic versions, use Nokia Bold. Maintain a clear spacing of logo-Icon/8.7 between the logo and the sub-brand name. This structure ensures visual harmony across all service extensions while preserving EthioPay’s unified identity.



Examples



Primary colors

Primary colors help consumers quickly identify a brand. These colors are incorporated into a company's logo. Use gray and its tints to display text or make definitive accents. Use primary orange for buttons, small accents, and small amounts of text.

EthioPay Orange

HEX #f27421
RGB (242, 116, 33)

EthioPay Blue

HEX #0f142a
RGB (15, 20, 42)

Neutral Colors

The neutrals are complementary colors. Use them to support the primary and secondary colors. It is advised to use the provided color codes in the appropriate media. However, some changes to the codes are allowed if they are more suitable for the specific task.

Shades of EthioPay Orange



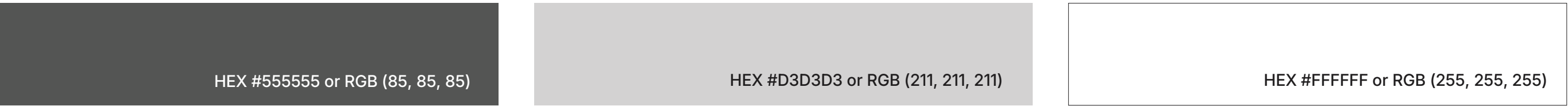
Tints of EthioPay Orange



Shades of EthioPay Blue



Tints of EthioPay Blue



Colors Usage

Primary and secondary colors should be used for dominant elements, while neutrals might serve as backgrounds.

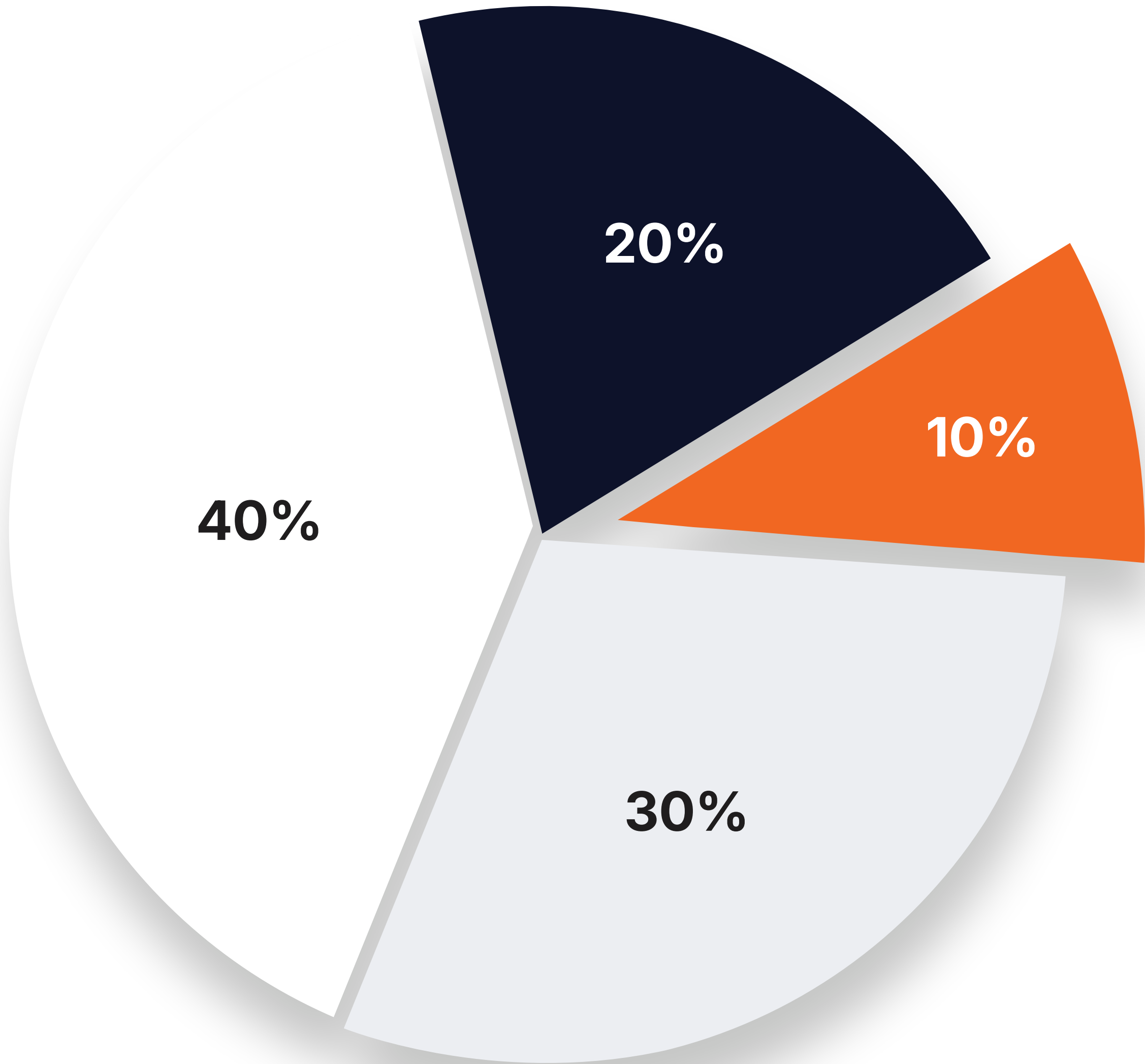
Use colors following the recommended ratio for visual balance:

40% Neutral tones – main backgrounds and base areas.

30% Light neutrals – secondary backgrounds or highlights.

20% EthioPay Blue – for key elements and accents.

10% EthioPay Orange – for highlights or call-to-actions.



Typography

These modern web fonts are characterized by good contrast and readability. They also have a free license for commercial use, which makes them safe to use. You can use them in your products and projects print or digital, commercial or otherwise.

Poppins

Primary font for headings

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09 10

Inter

Secondary font for texts

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09 10

Word Mark Usage

This section provides the official guidelines for the correct and consistent usage of the EthioPay name. Following these rules is essential for maintaining a strong, unified brand identity that builds recognition and trust with our audience across all channels and communications.

Do's

Capitalize the name. "EthioPay" is a proper noun and should always be capitalized correctly. Respect the unique capitalization of the "P" within the word.

Example: "The new mobile banking feature is powered by EthioPay."

Treat the name as a proper adjective. When referring to a specific product or service, use the brand name to modify a generic term. This prevents the name from becoming a generic term, which can weaken the trademark.

Example: "The bank will issue a new EthioPay card."

Example: "Merchants can now accept EthioPay payments."

Be specific. In your writing, be clear about which company or service you are referring to, as there appear to be different services using the "EthioPay" name.

Example: "EthioPay, the domestic card scheme by EthSwitch, is being adopted by more banks".

Word Mark Usage

This section provides the official guidelines for the correct and consistent usage of the EthioPay name. Following these rules is essential for maintaining a strong, unified brand identity that builds recognition and trust with our audience across all channels and communications.

Don'ts

Do not use it as a verb. Just as you wouldn't "Google" a document in a formal context or "Xerox" a report, do not use "EthioPay" as a verb.

Incorrect: "I will ethiopay the bill."

Do not pluralize the name. The brand name itself is a singular entity and should not be made plural.

Incorrect: "We saw many new EthioPays on the market."

Do not alter the spelling or capitalization. Maintain the correct "EthioPay" format. Changes can dilute brand recognition and may even constitute trademark infringement.

Incorrect: "The service is called Ethiopay."

Do not use it as a common noun. The name is a brand, not a product category. Always associate it with a specific service or item.

Incorrect: "I just made a successful ethiopay."

Do not abbreviate. Unless the brand's official style guide specifies a short form, always use the full name "EthioPay."

Typographic Hierarchy

A clear hierarchy helps guide users through content by using different font sizes, weights, and styles for headings, subheadings, and body text. This ensures readability and a consistent experience across all EthioPay products and platforms.

Headline: Poppins Bold

Lorem ipsum

Subline: Poppins Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Body copy: Inter Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros

Annotation: Inter Regular

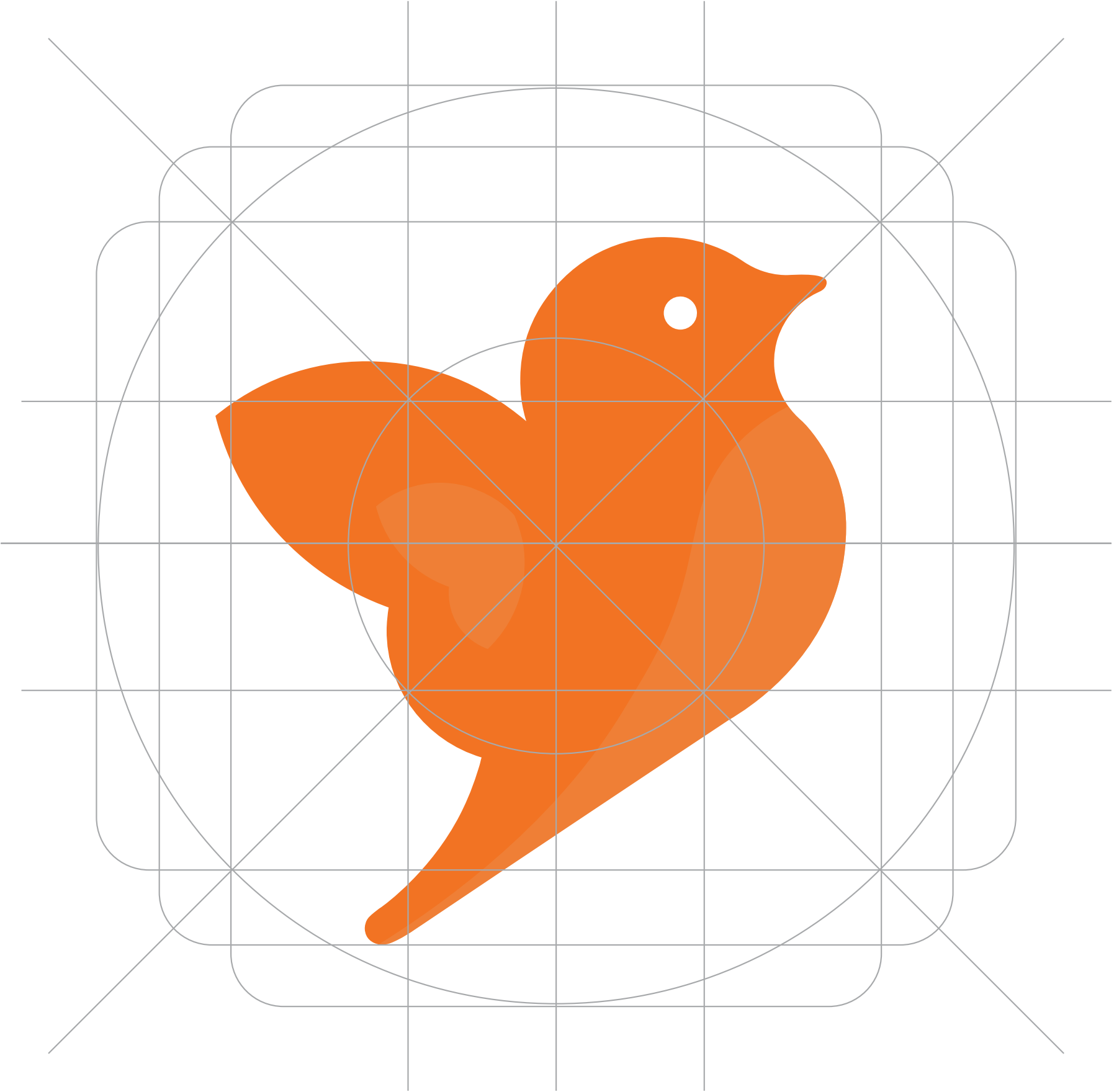
Lorem ipsum dolor sit amet,

Button: Inter Semi Bold

LOREM

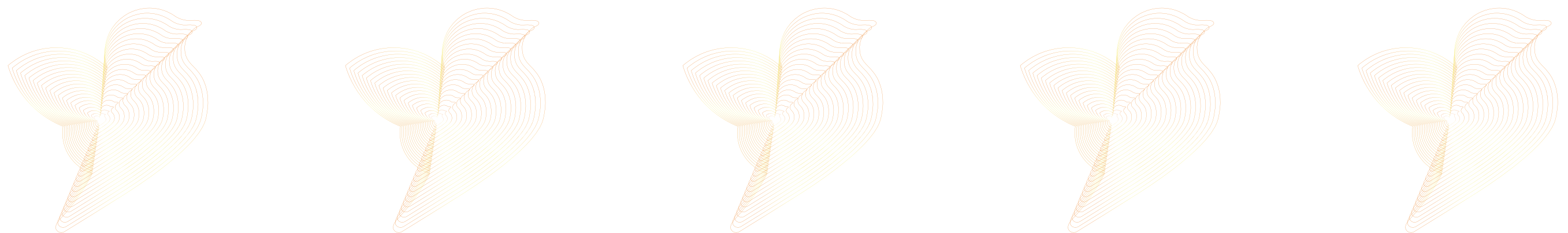
UI Elements

This section introduces the building blocks of EthioPay’s digital experience. these elements create a consistent, intuitive interface across all platforms. By following these guidelines, every interaction feels familiar, trusted, and seamless.



Pattern Usage

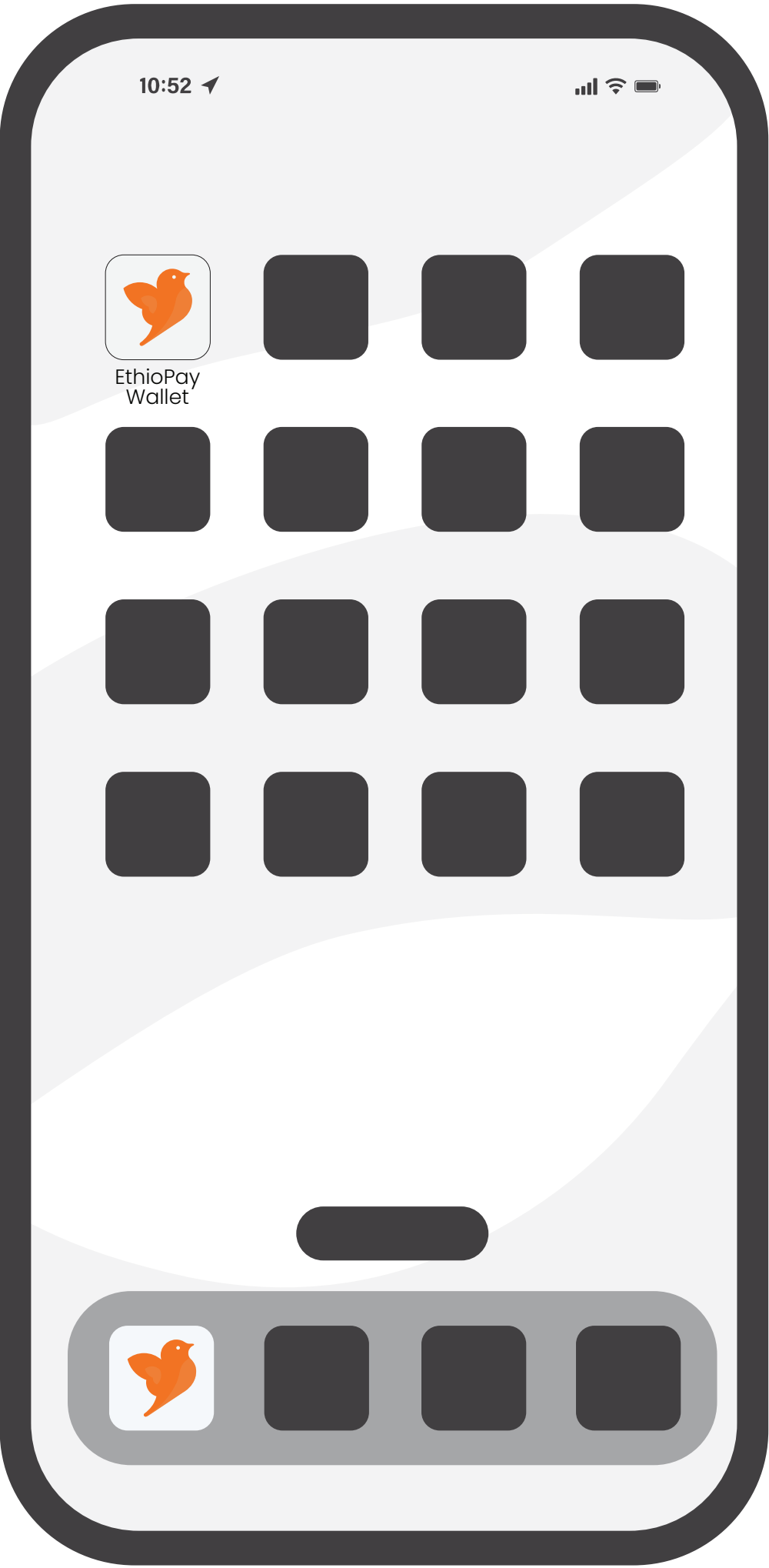
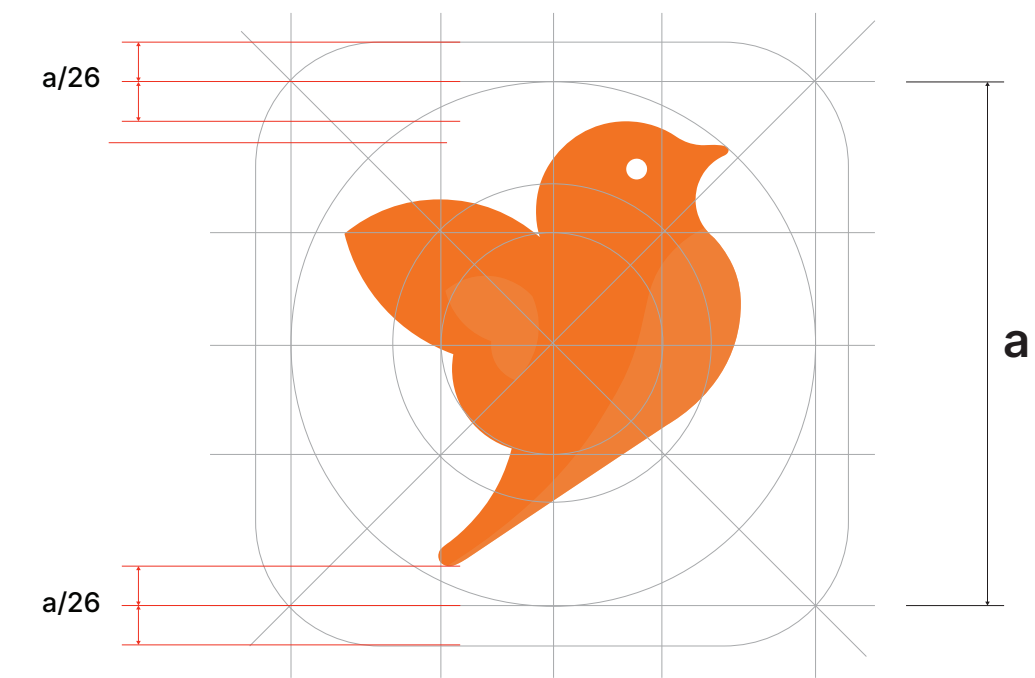
EthioPay patterns are visual elements derived from the bird icon, logo shapes, or abstract motifs inspired by the brand. They can be used in backgrounds, banners, or digital interfaces to create a cohesive and recognizable brand presence. Always use the approved colors, spacing, and proportions to maintain a consistent look. Patterns should complement the content without overpowering it.



Standalone App Icon Usage

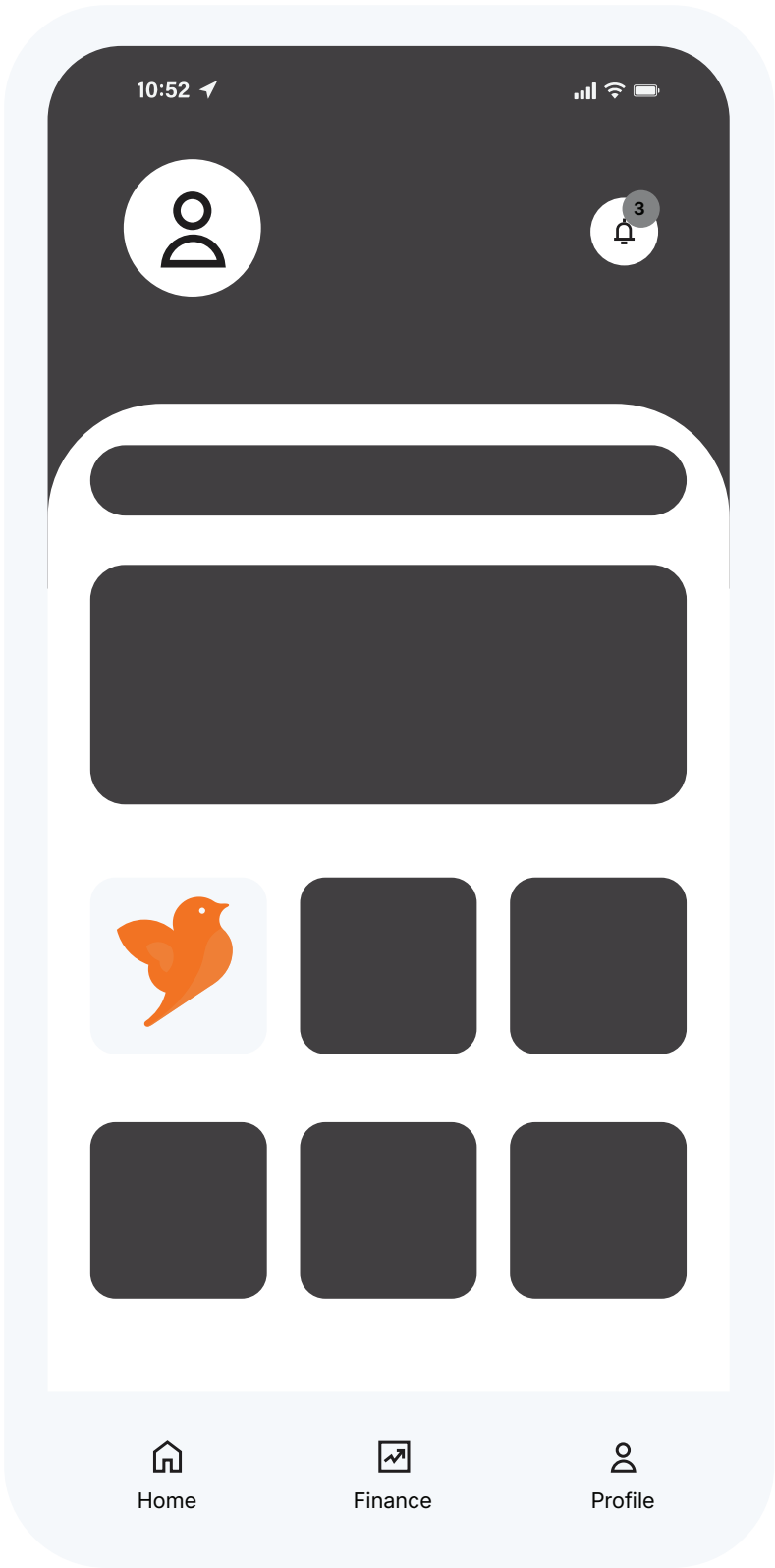
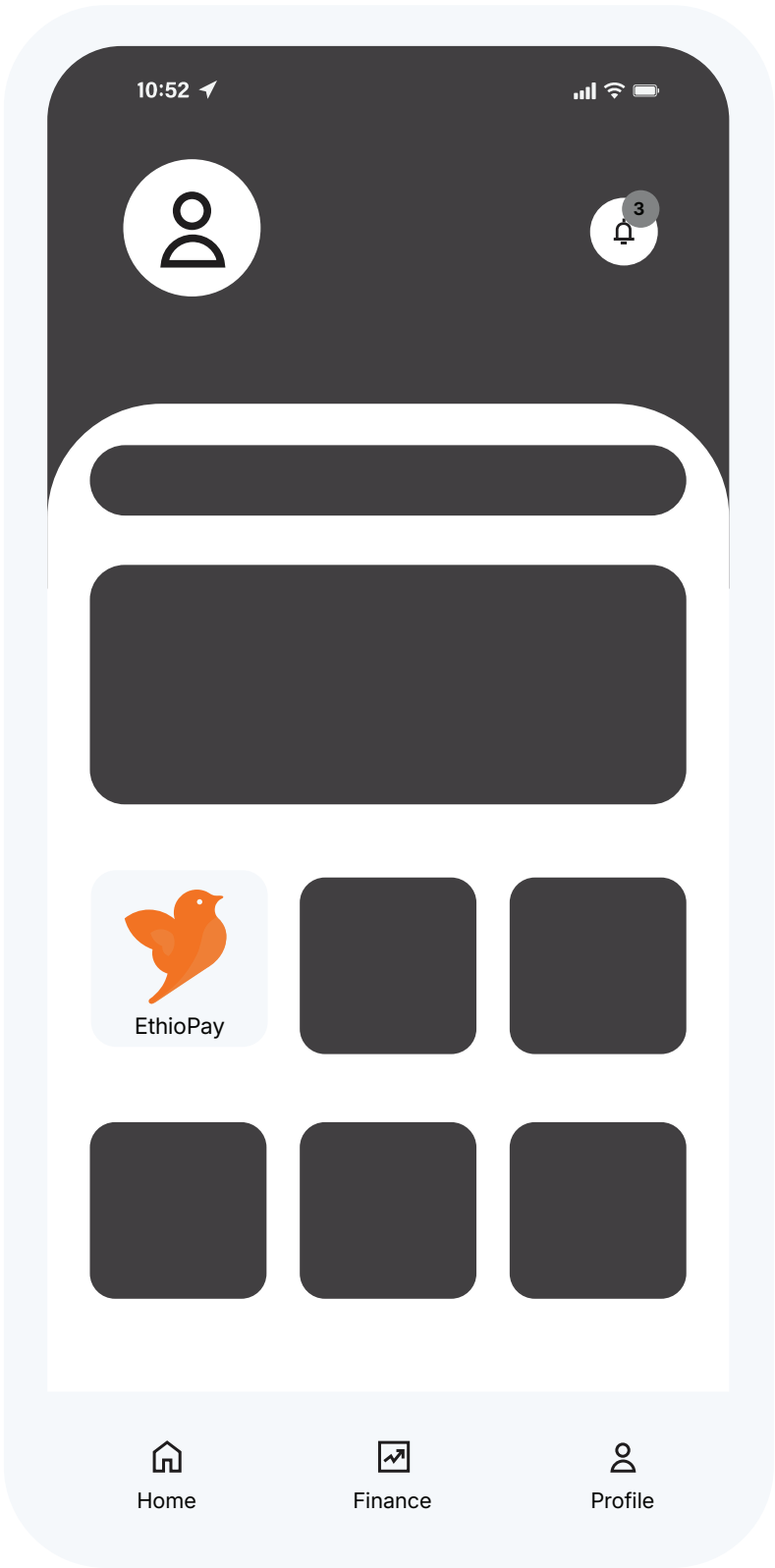
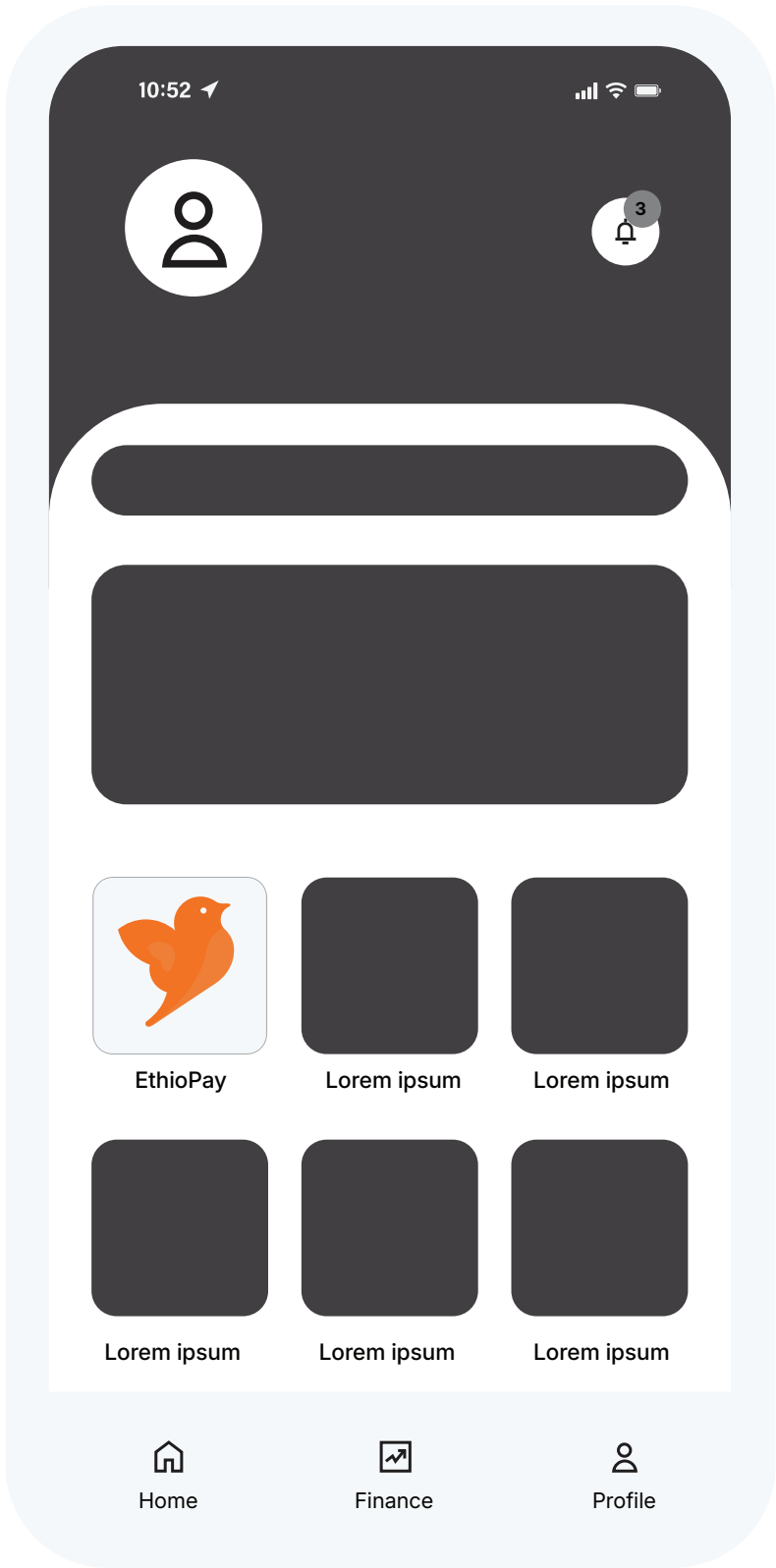


The default app icon serves as the most recognizable touchpoint for users. It should always feature the EthioPay bird, clean and uncluttered, ensuring visibility across devices and screen sizes. The icon must always be placed on a white background to maintain clarity and consistency. Ensure correct sizing, padding, and platform-specific proportions when applying the icon to Android and iOS environments.



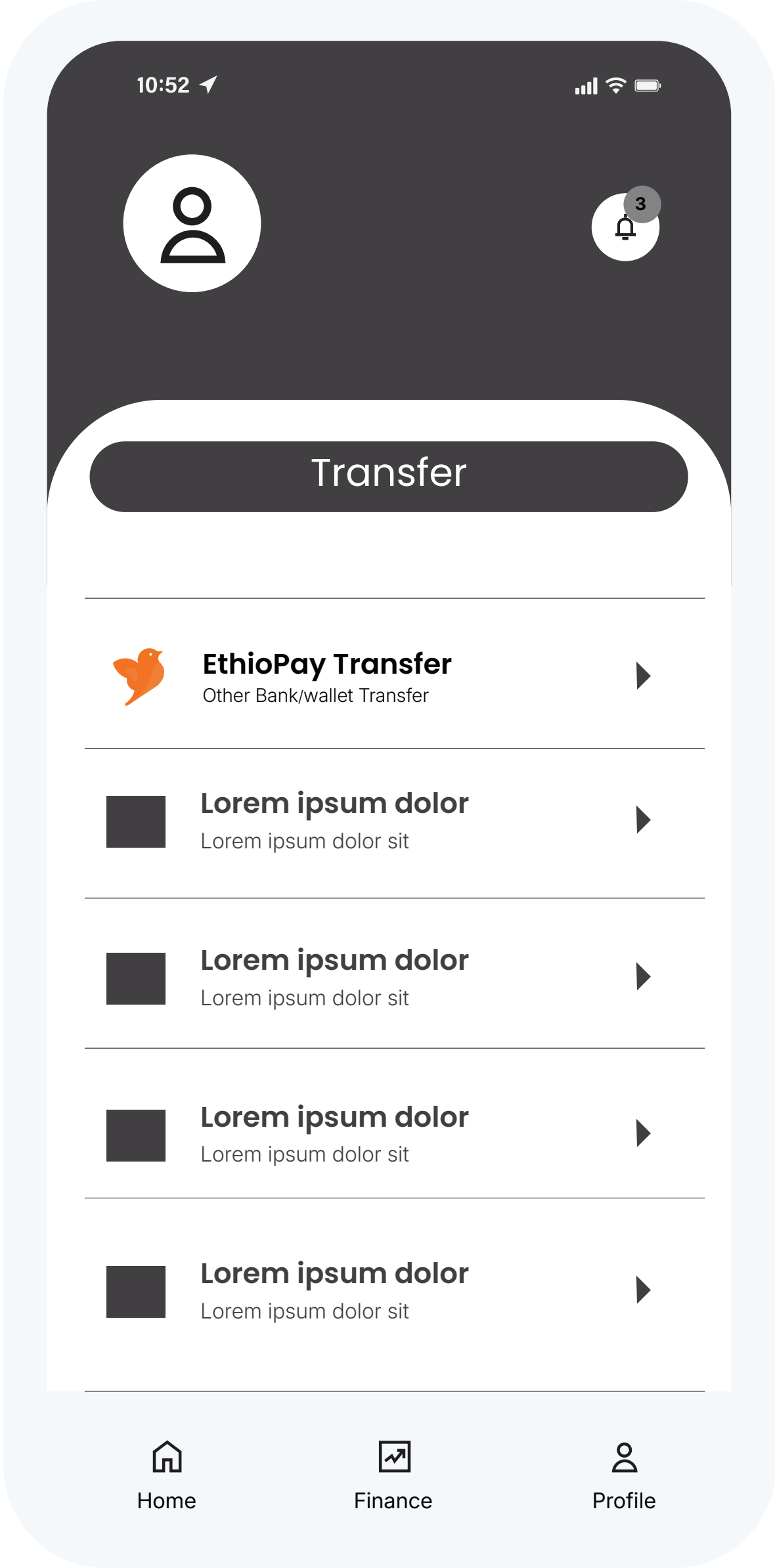
FI'S App Home Icon

The EthioPay bird icon represents the service within wallet or banking apps. It must always appear exactly as provided using approved colors, spacing, and proportions to ensure users can easily recognize and access EthioPay across different apps.



FI'S App Menu Placement

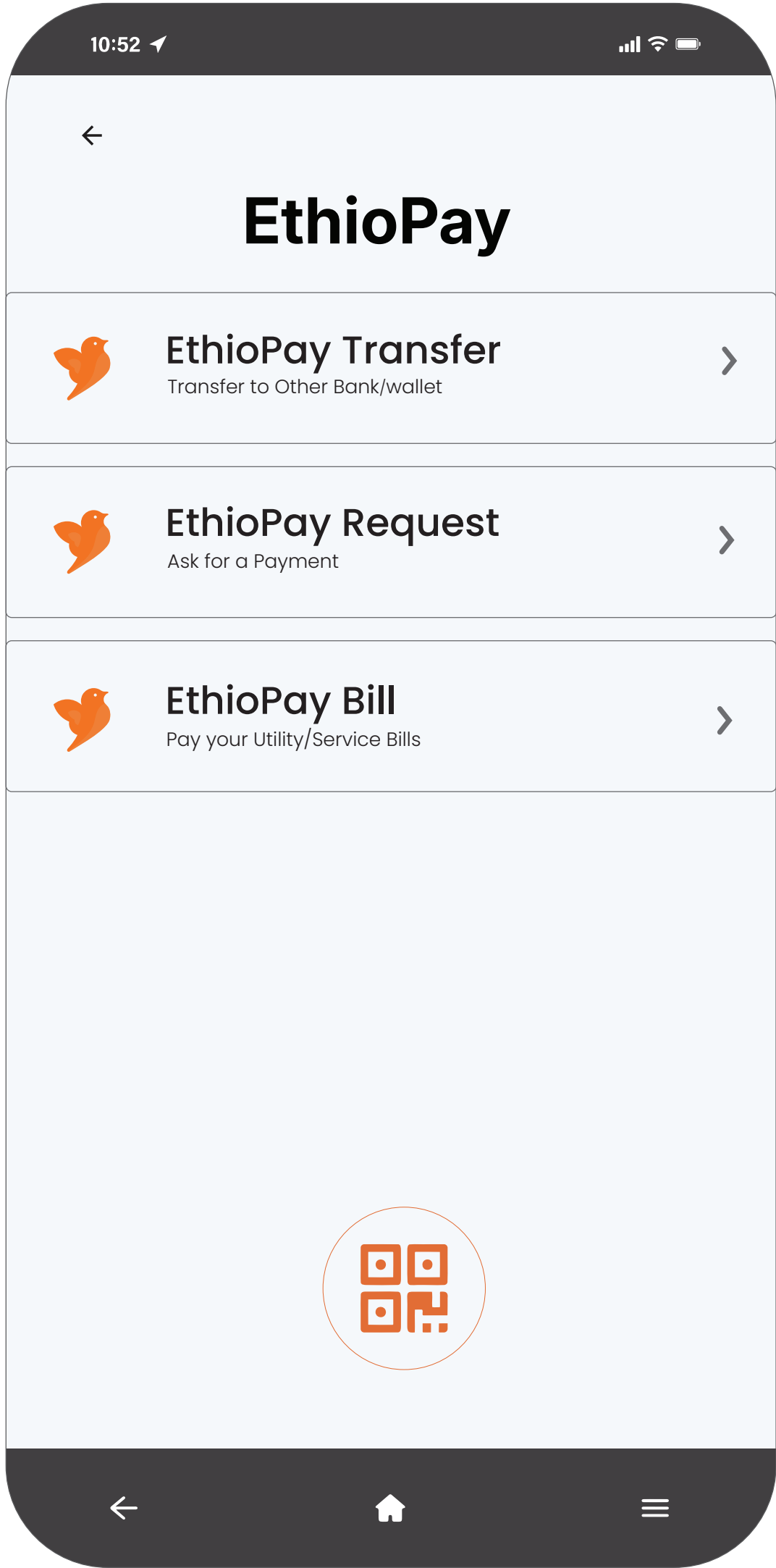
In FI's apps where EthioPay is accessed through a menu or list, use only the bird icon. The menu item should be labeled EthioPay with the service type next to it while incorporating a short description below stating detailed usecase for clarity. This keeps the service familiar, reinforces the brand, and helps users easily find it among other listed features.



Unified UI

Inside FI'S APP

The EthioPay interface features a centered logo at the top and service icons derived from the EthioPay bird symbol. Each service is clearly labeled with a short description, while the interoperable ETHQR scanner button appears at the bottom for quick access. This unified layout ensures a consistent and recognizable experience across all partner apps.





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