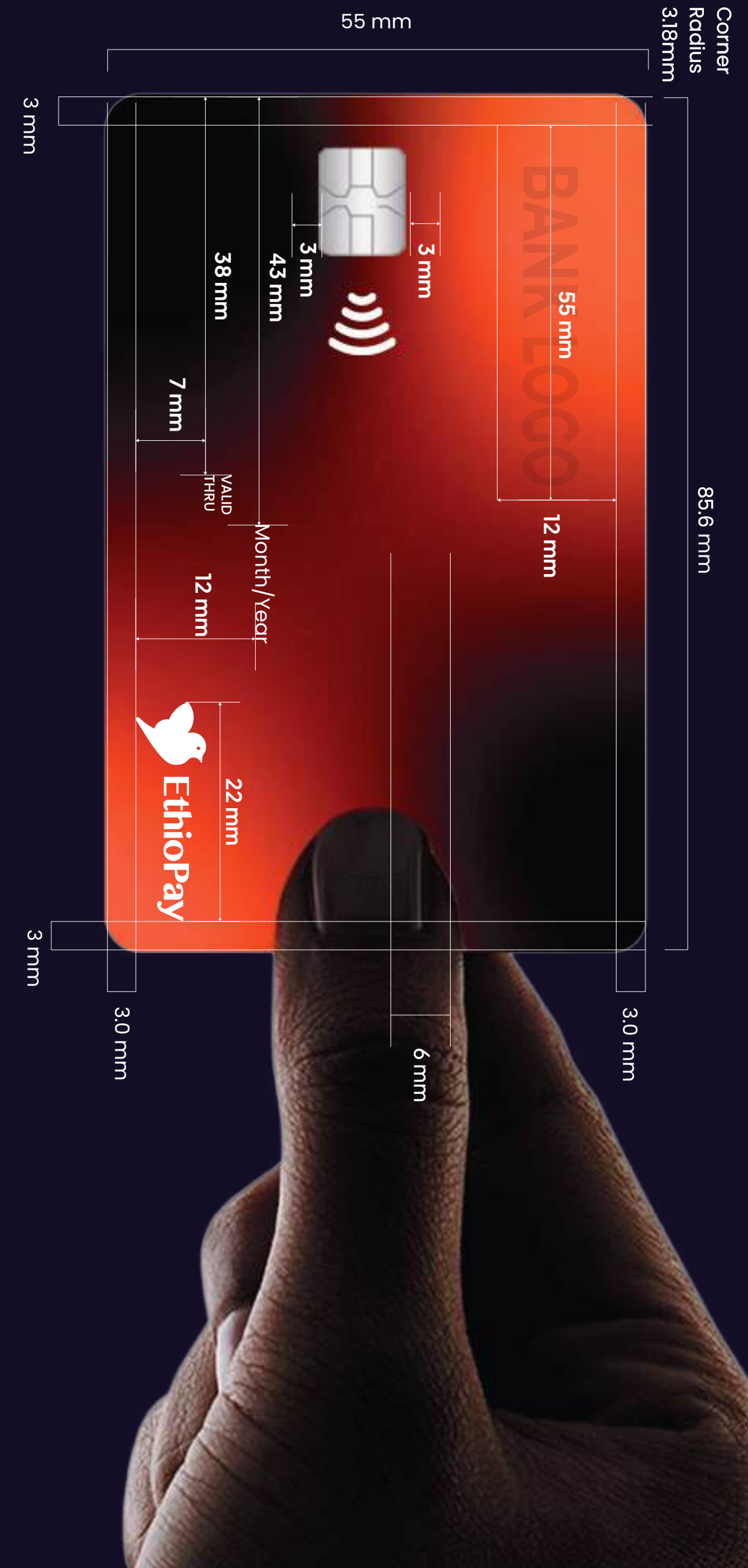




EthioPay-Card

Brand Guideline

Version 1.0



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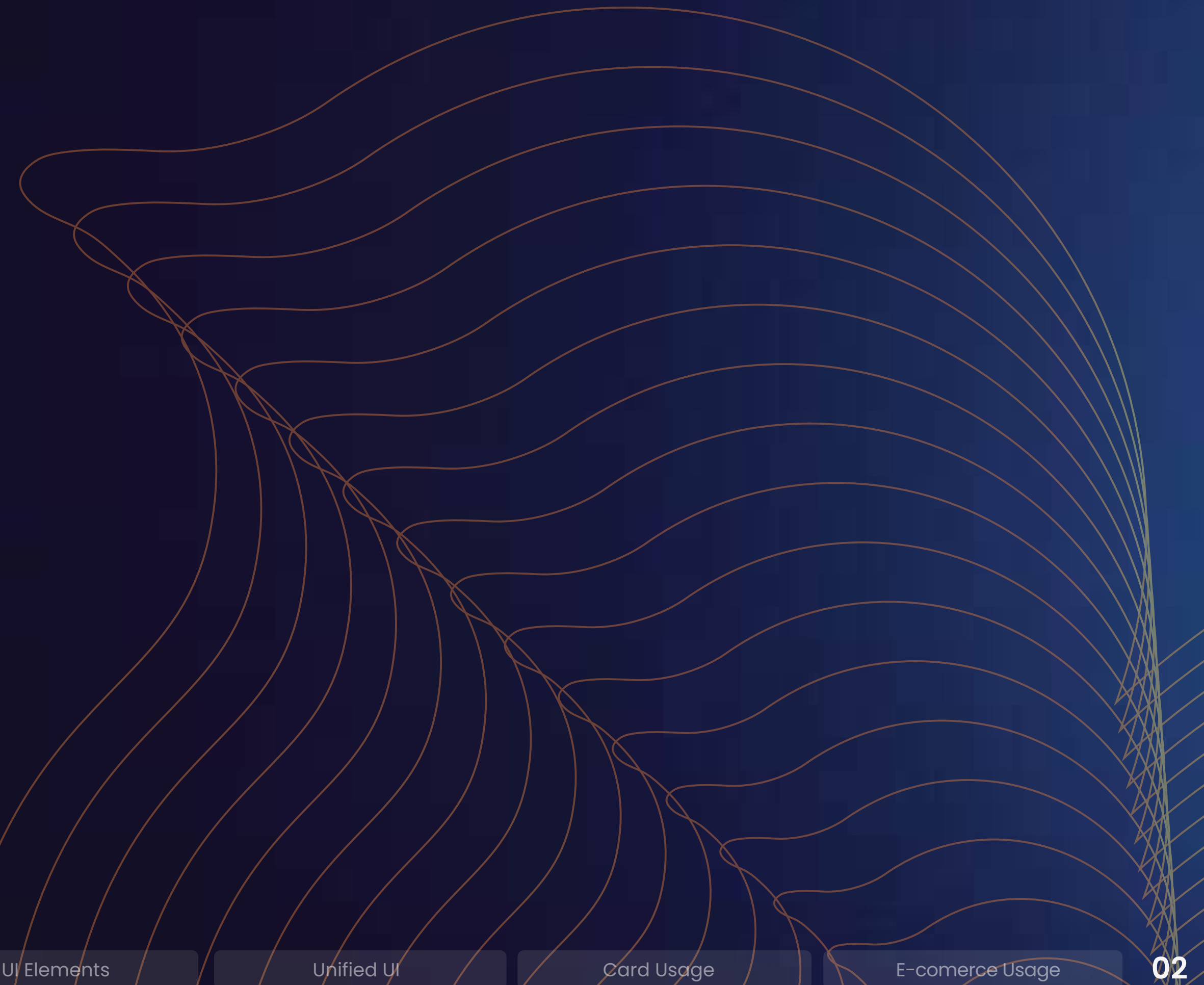
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Introduction

This Brand Guideline establishes the official standards governing the use of the EthioPay brand. It outlines the mandatory requirements for the consistent and accurate application of EthioPay's visual and verbal identity across all communication materials, platforms, and touchpoints. All financial institutions, partners, and service providers are required to comply fully with these guidelines when representing or referencing the EthioPay brand. Adherence to this document ensures brand integrity, regulatory alignment, and a unified, professional presence across the national payment ecosystem.



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.

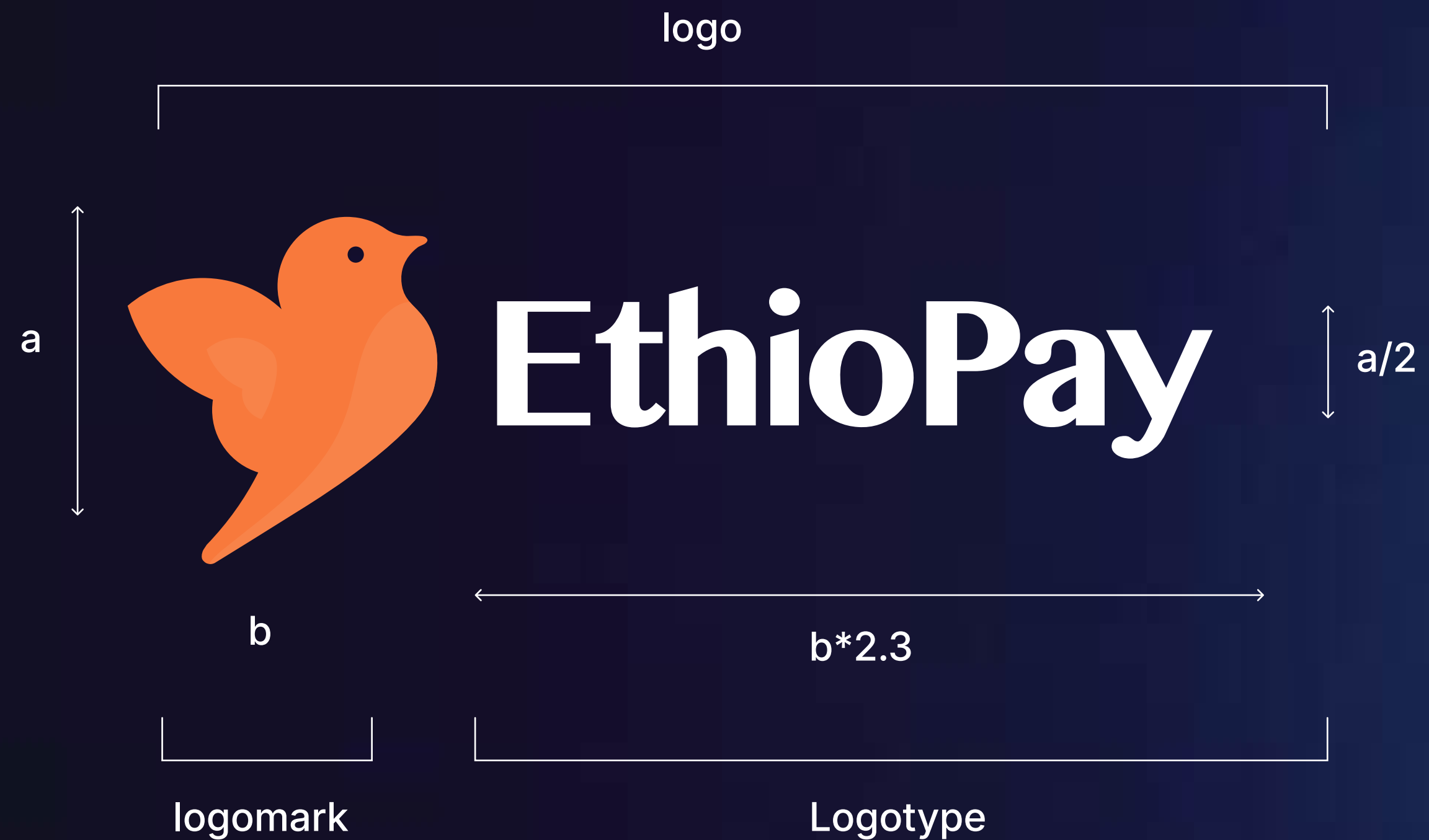
A Bird
A symbol of movement, of ambition, of possibility.
'Birr' means both value and lift-off.

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.



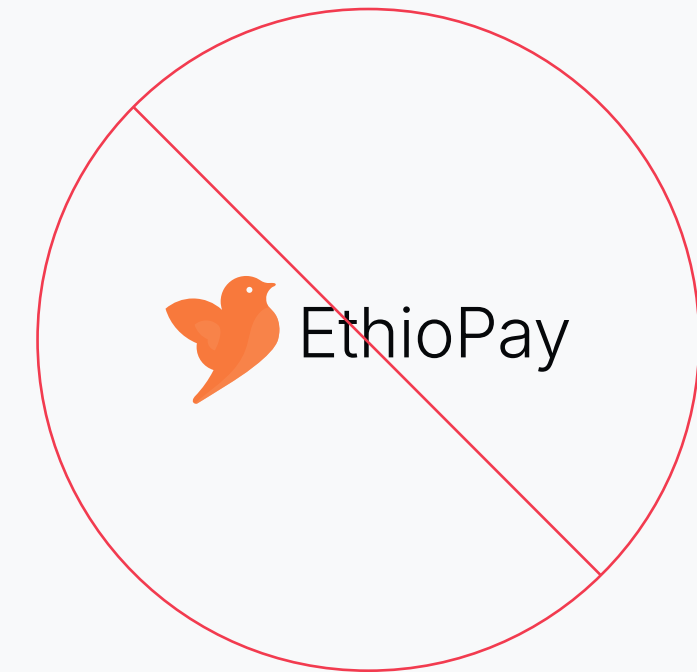
Prohibited Usecases

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.



Alignment

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



Use the Type baseline to align horizontal logos

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

Vertical partner logo

Make sure both logos are about the same size.



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



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.

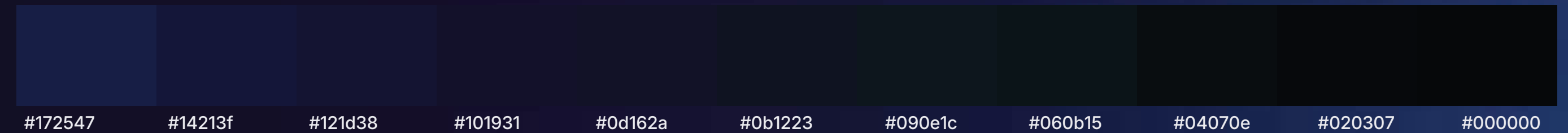
Shades of EthioPay Orange



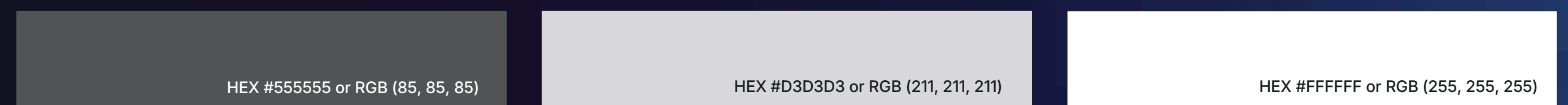
Tints of EthioPay Orange



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.

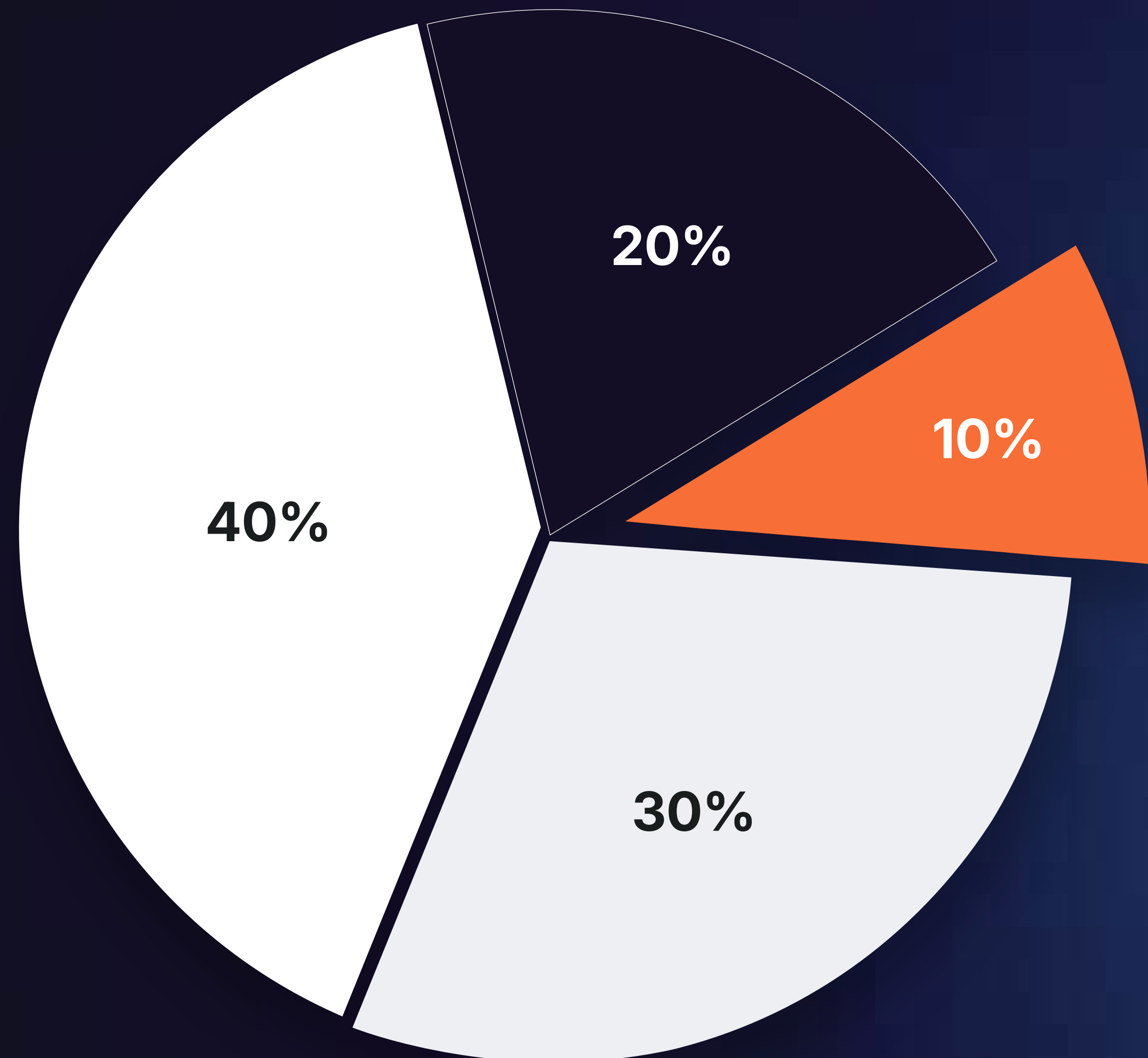
Use colors following the recommended ratio for visual balance:

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

EthioPay Card

EthioPay cards represent a unified and interoperable payment system used across all participating banks. The design ensures instant recognition of EthioPay while maintaining consistency, trust, and ease of use for cardholders, regardless of the issuing institution.

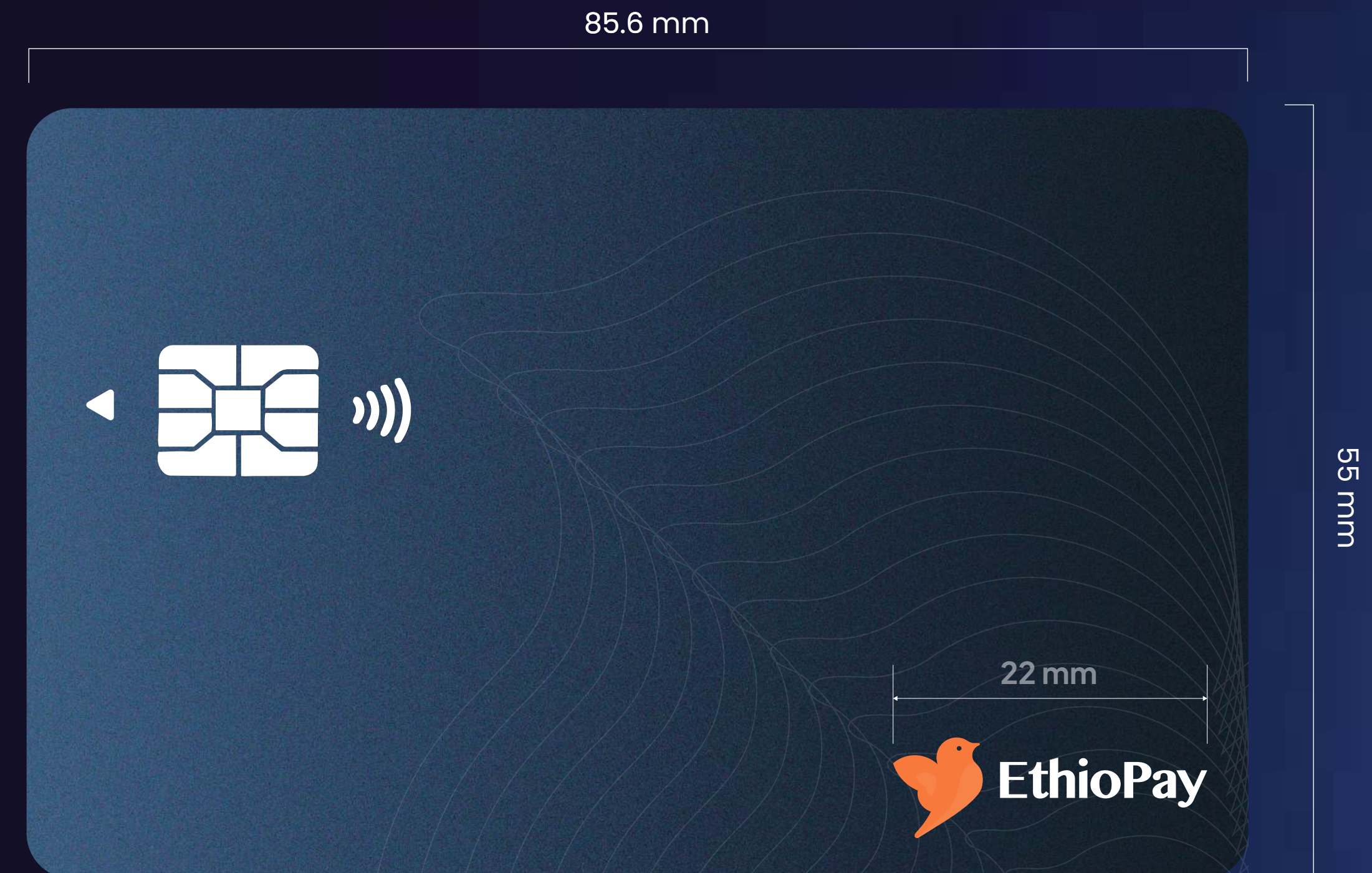
All EthioPay cards follow the international standard size of 85.6 mm × 55 mm, ensuring full compatibility with ATMs and POS devices while maintaining a consistent and professional card structure.



The card design used here is only for illustrative representation purpose.

EthioPay Horizontal card

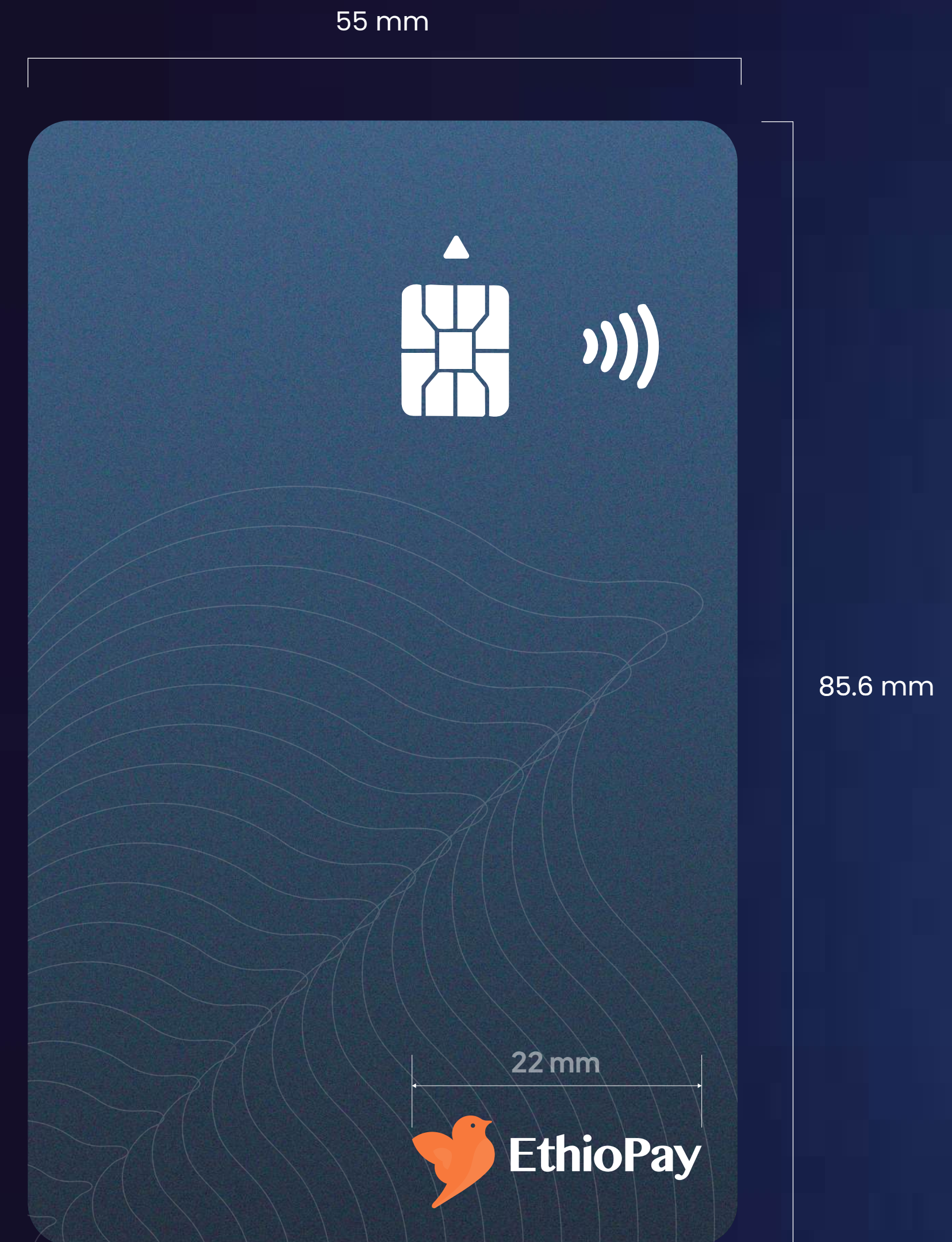
On a Horizontal Card EthioPay Brand Mark should always be placed on right bottom corner on the front face of the card. The Width of EthioPay logo must be a minimum of 25 mm. with a safe Margin of 3.0 mm on all four sides of the EthioPay Logo.



The card design used here is only for illustrative representation purpose.

EthioPay Vertical card

On a vertical Card EthioPay Brand Mark should always be placed on right bottom corner on the front face of the card. The Width of EthioPay logo must be a minimum of 25 mm. with a safe Margin of 3.0 mm on all four sides of the EthioPay Logo.

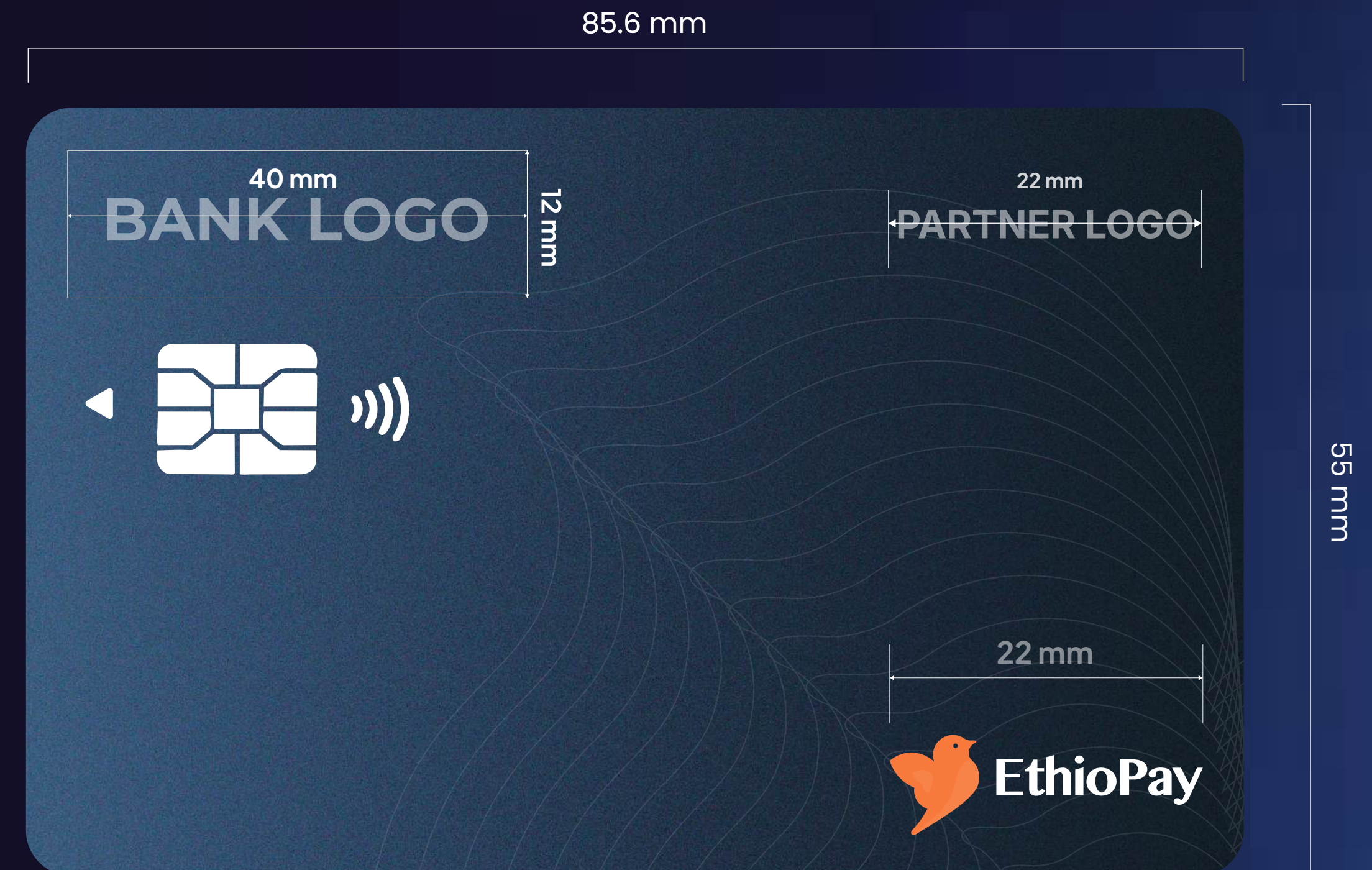


The card design used here is only for illustrative representation purpose.

Co-Branded Card

EthioPay co-branded card layout includes a co-brand partner logo positioned on the top-right side of the card. The logo must maintain a minimum 3.0 mm clear space from the top and right edges of the card to respect the safe margin. A minimum 3.0 mm horizontal spacing is required between the co-brand logo and the issuer bank logo, which is positioned on the top-left side of the card to ensure visual separation and brand clarity.

The co-brand logo must not exceed a maximum width of 22 mm and a maximum height of 12 mm. These size constraints ensure balanced brand representation while preserving legibility and visual hierarchy within the EthioPay card system.



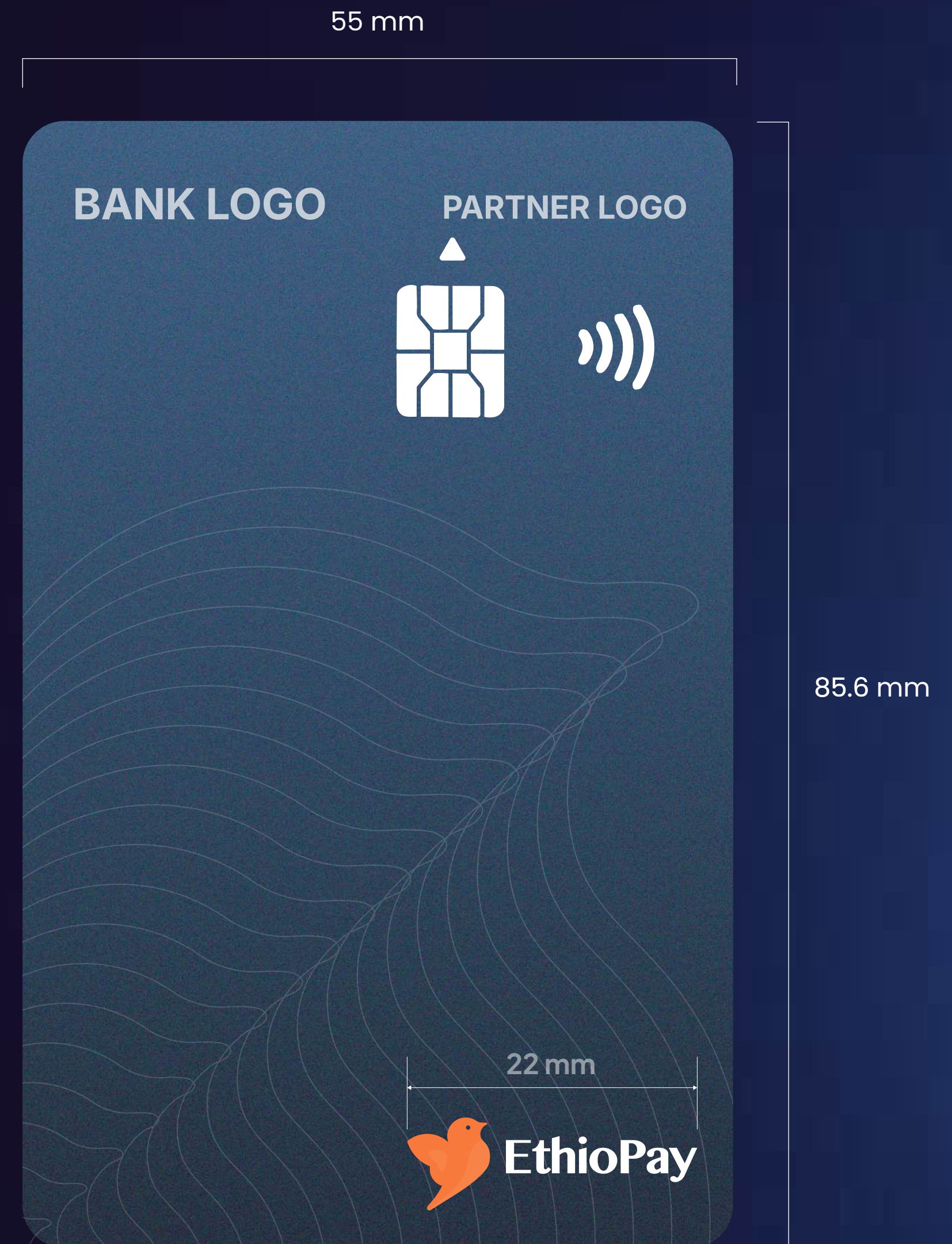
The card design used here is only for illustrative representation purpose.

Co-Branded Card

EthioPay co-branded card layout includes a Bank logo and partner logo positioned on the top-left and top-right side of the card. The logos must maintain a minimum 3.0 mm clear space on all four sides of the Card.

EthioPay Brand Mark should always be placed on right bottom corner on the front face of the card. The size of EthioPay logo must be a minimum of 22mm.

The size of Bank logo and Partner logo should be the same size as that of EthioPay logo, matched by height only.



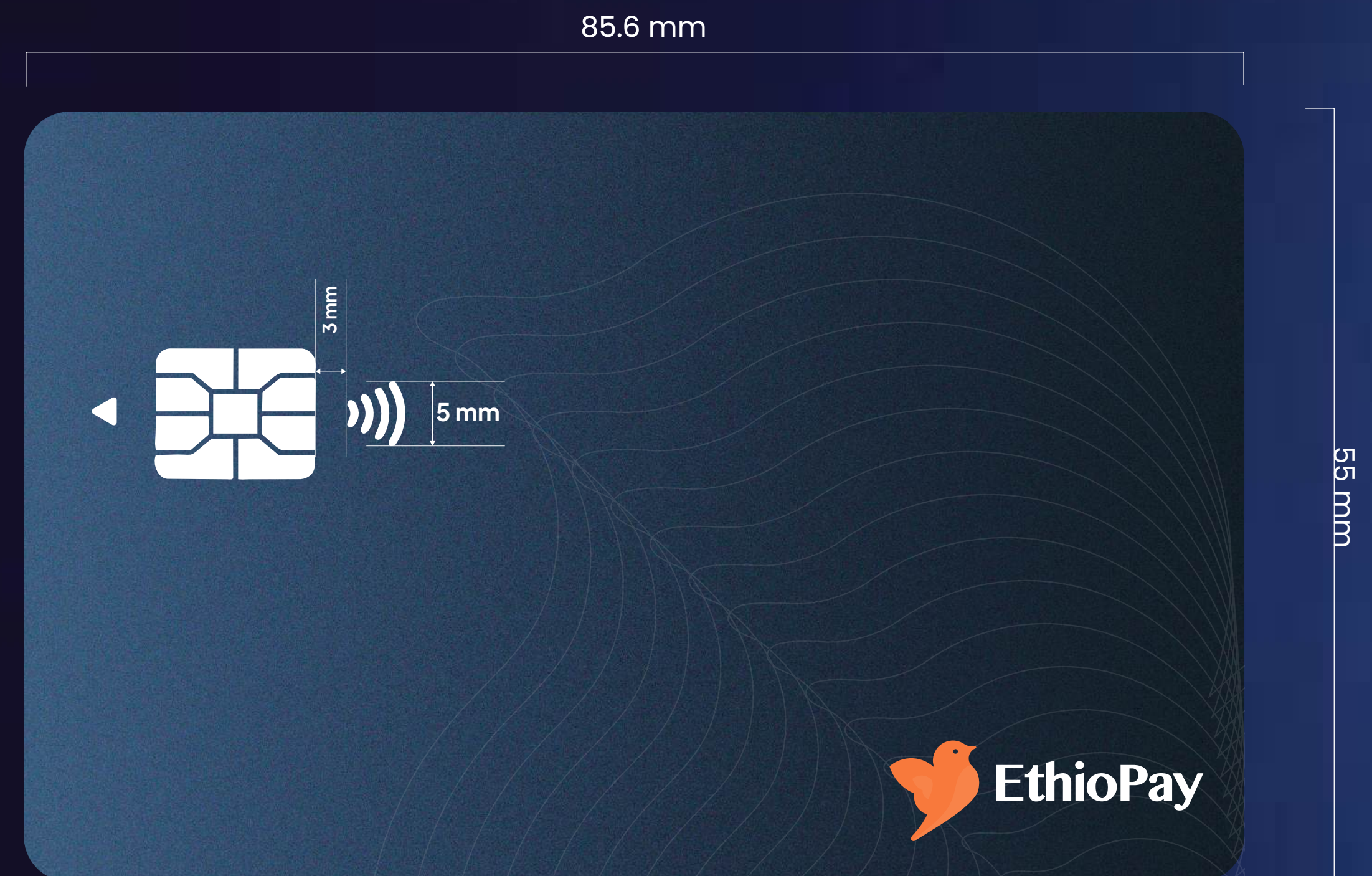
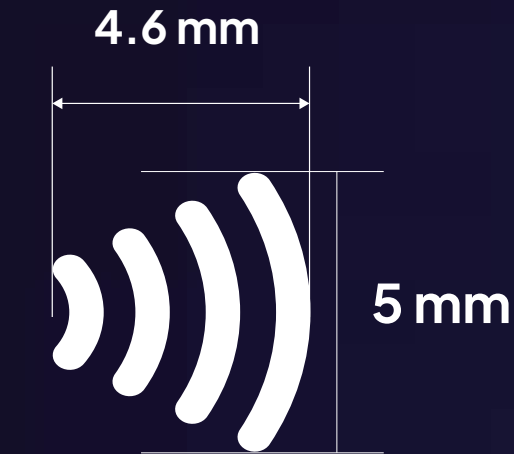
The card design used here is only for illustrative representation purpose.

Contactless Indicator

The contactless indicator identifies EthioPay cards that support NFC payments and must be applied consistently and without modification. It is placed on the front of the card, left side of the EMV chip to clearly indicate contactless functionality.

The indicator must be reproduced at an exact size of 5 mm in height and 4.6 mm in width, with a 3 mm horizontal gap maintained between the EMV chip and the indicator.

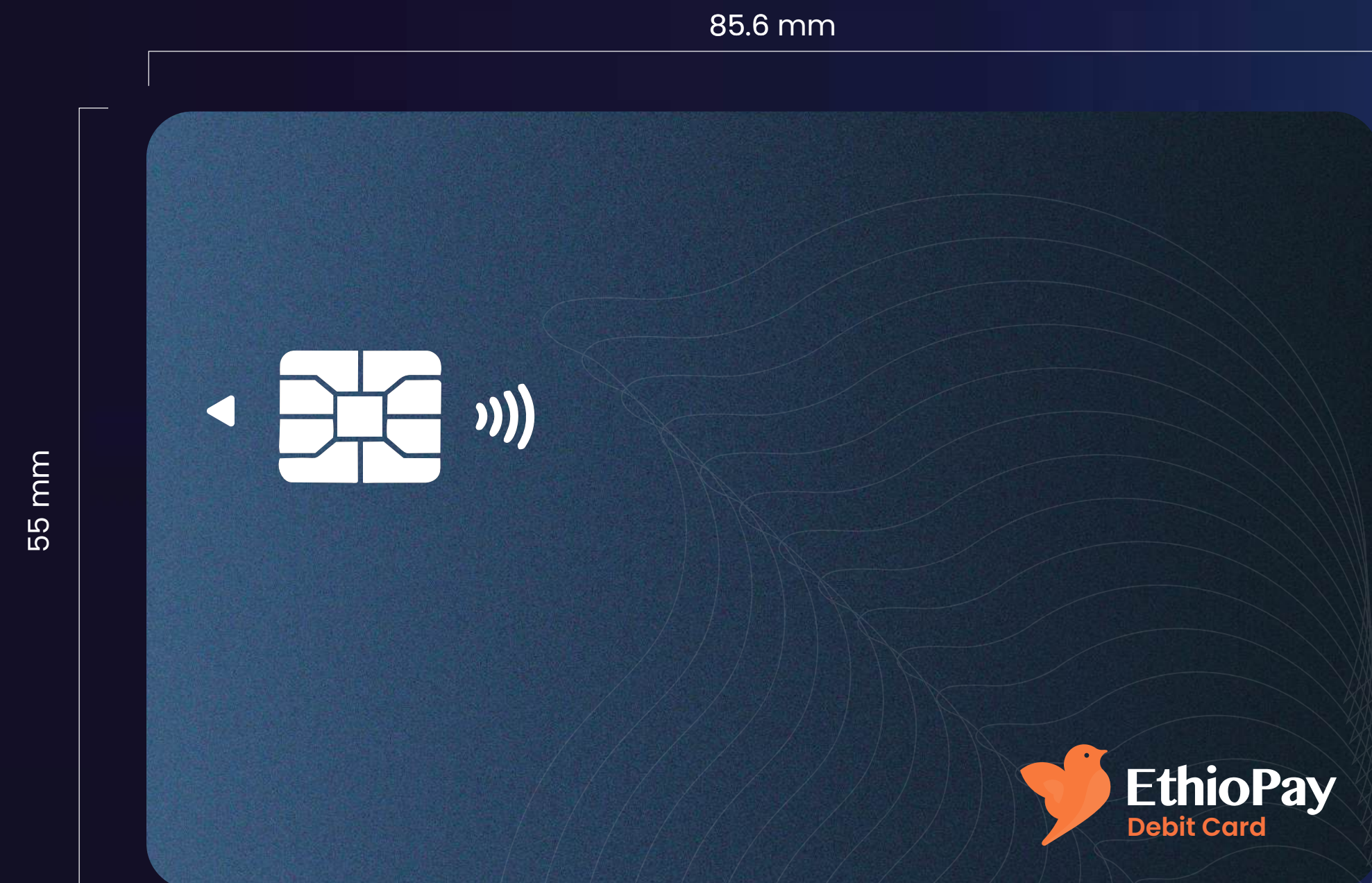
For proper visibility and contrast, the white version of the indicator must be used on dark Card colors, while the black version must be used on light or bright Card colors. The symbol must appear only on contactless-enabled cards and must not be altered, rotated, or recolored beyond the approved specifications.



The card design used here is only for illustrative representation purpose.

EthioPay Card Variants

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 $\text{logo-Icon}/8.7$ between the logo and the sub-brand name. This structure ensures visual harmony across all service extensions while preserving EthioPay's unified identity.



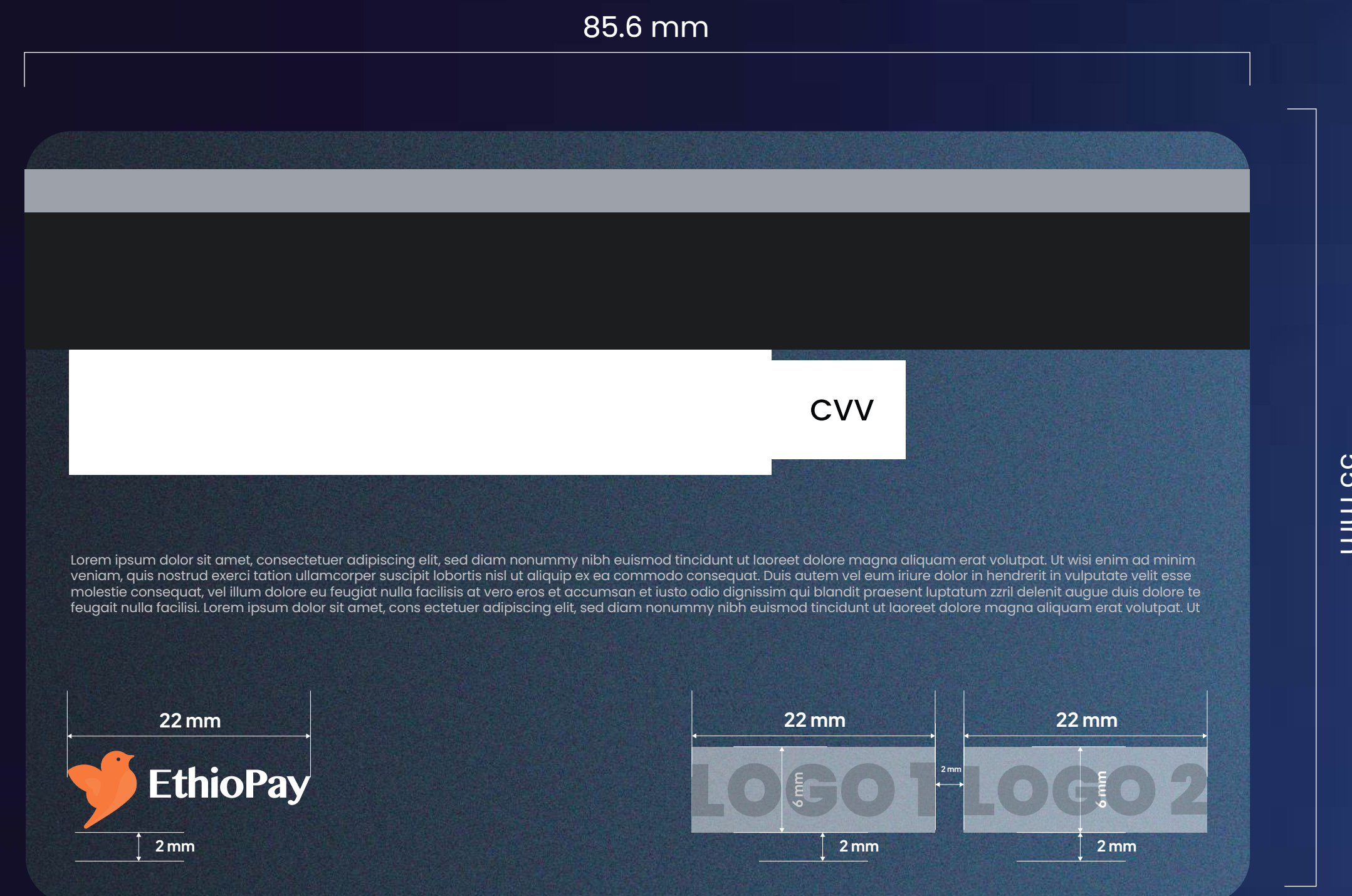
The card design used here is only for illustrative representation purpose.

International Card

EthioPay international card on a horizontal layout includes one or more international payment network logos displayed on the back side of the card alongside the EthioPay logo.

The EthioPay logo is positioned on the bottom-left side of the card, maintaining a 3.0 mm safe margin from the left edge and a 2.0 mm vertical offset above the bottom safe area (measured from the 3.0 mm bottom clearance). The logo is set at a fixed 22 mm width to ensure consistency and legibility.

International payment network logos are positioned on the bottom-right side of the card, starting with a 3.0 mm clearance from the right edge and aligned vertically with the EthioPay logo, using the same 2.0 mm vertical offset from the bottom safe area. Each network logo is allocated a 22 mm width and 6 mm height, with a minimum 2.0 mm spacing between logos when more than one is present.



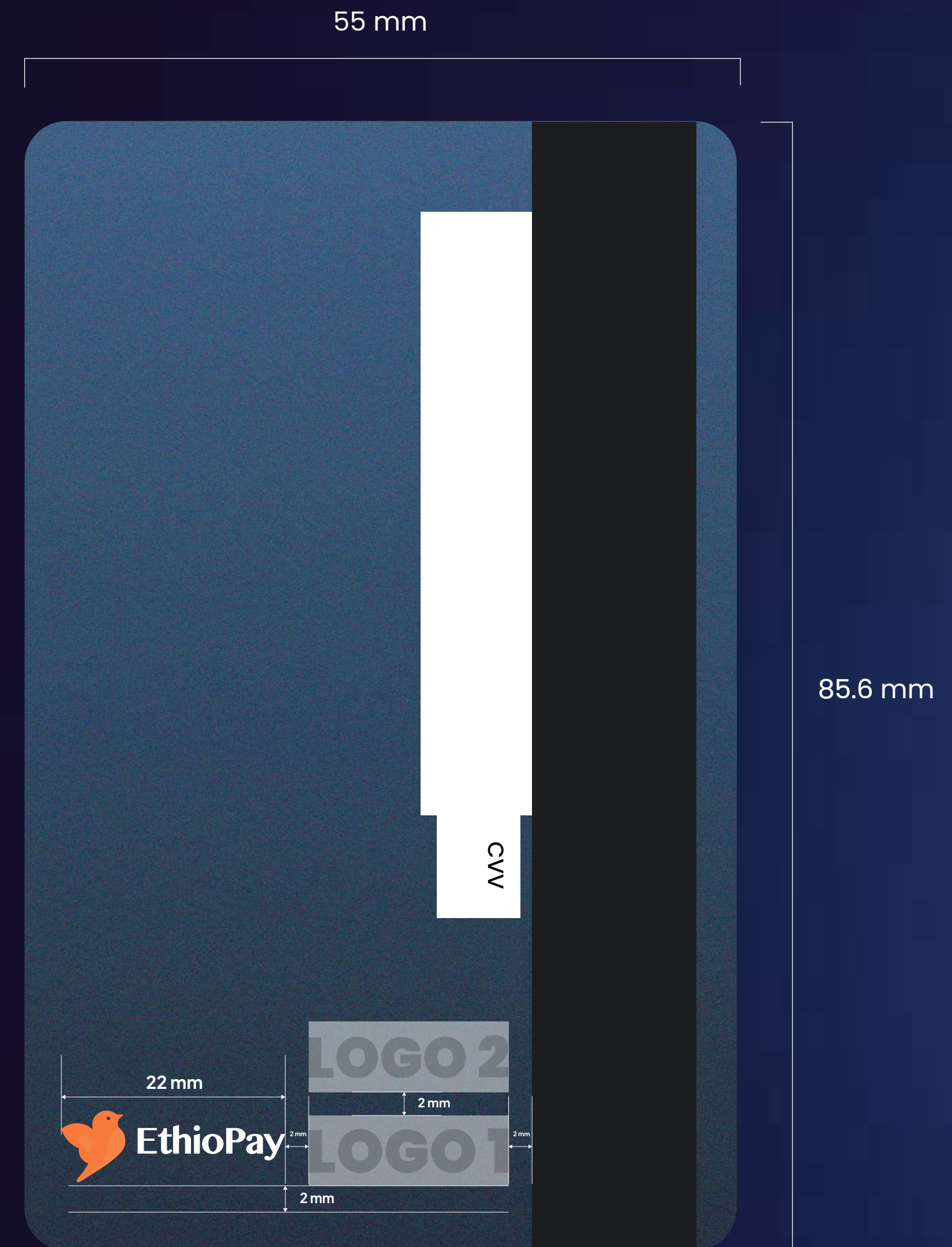
The card design used here is only for illustrative representation purpose.

International Card

EthioPay international card on a vertical layout includes one or more international payment network logos displayed on the back side of the card alongside the EthioPay logo.

The EthioPay logo is positioned on the bottom-left side of the card, maintaining a 3 mm safe margin from the left edge and a 2.0 mm vertical offset above the bottom safe area (measured from the 3.0 mm bottom clearance). The logo is set at a fixed 22 mm width to ensure consistency and legibility.

International payment network logos are positioned on the right side of the EthioPay logo stacked vertically, starting with a 2.0 mm clearance from the bottom safe area the right edge and aligned vertically with a minimum 2.0 mm spacing between logos when more than one is present.

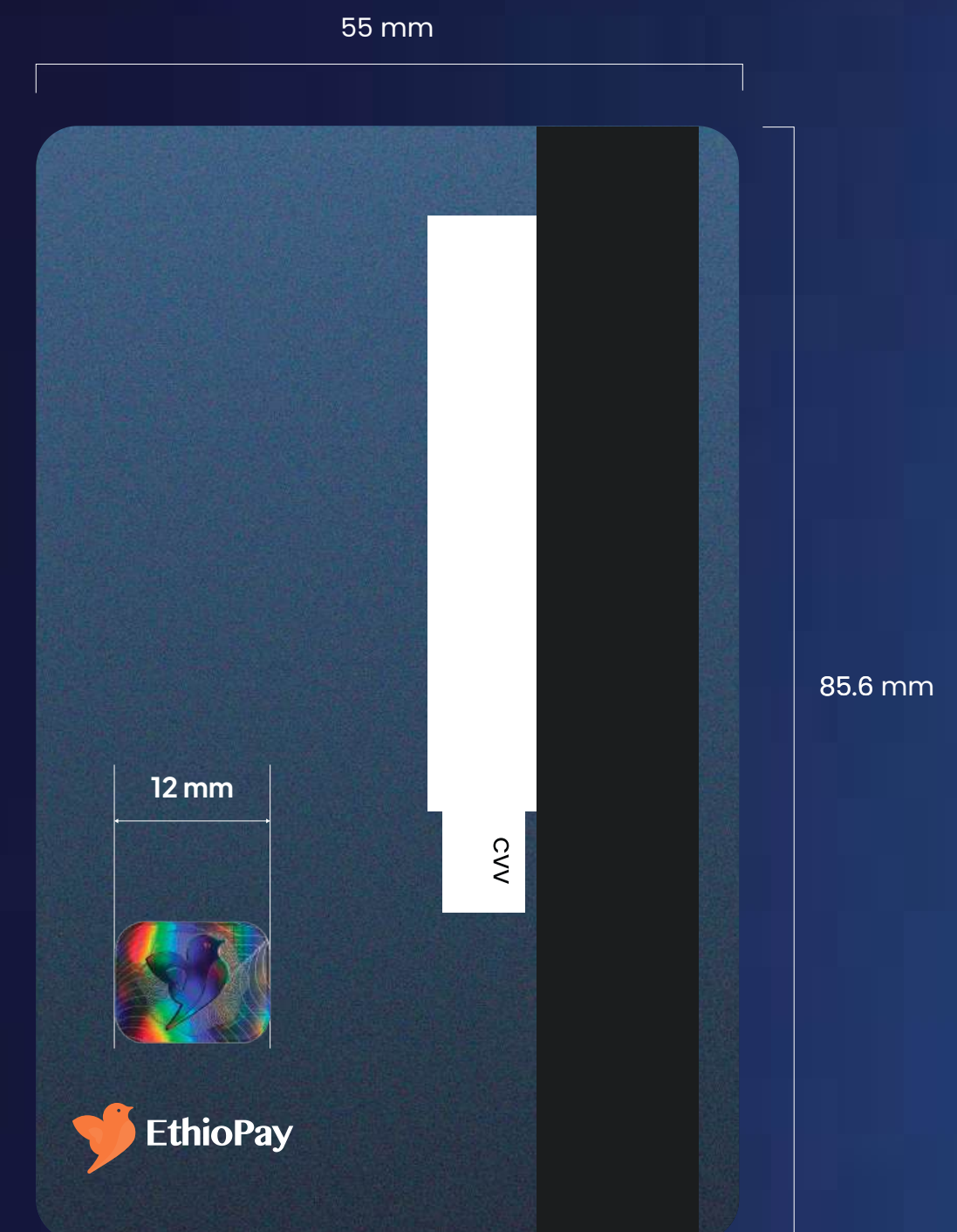
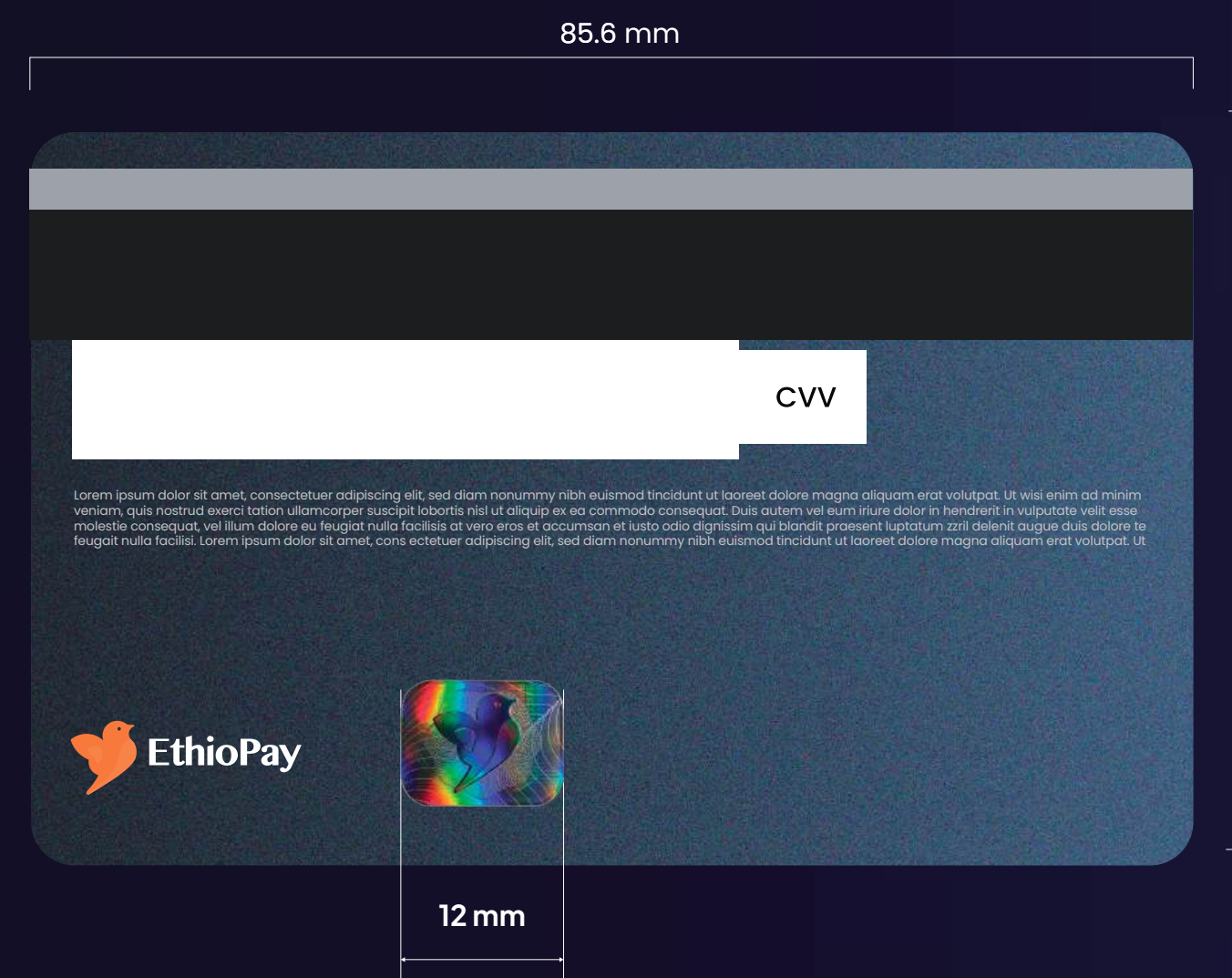


The card design used here is only for illustrative representation purpose.

EthioPay Card Security Features

EthioPay cards incorporate standardized security elements to ensure authenticity and protection against fraud. A key feature is the hologram, which must be applied on the back of the card for both horizontal and vertical layouts.

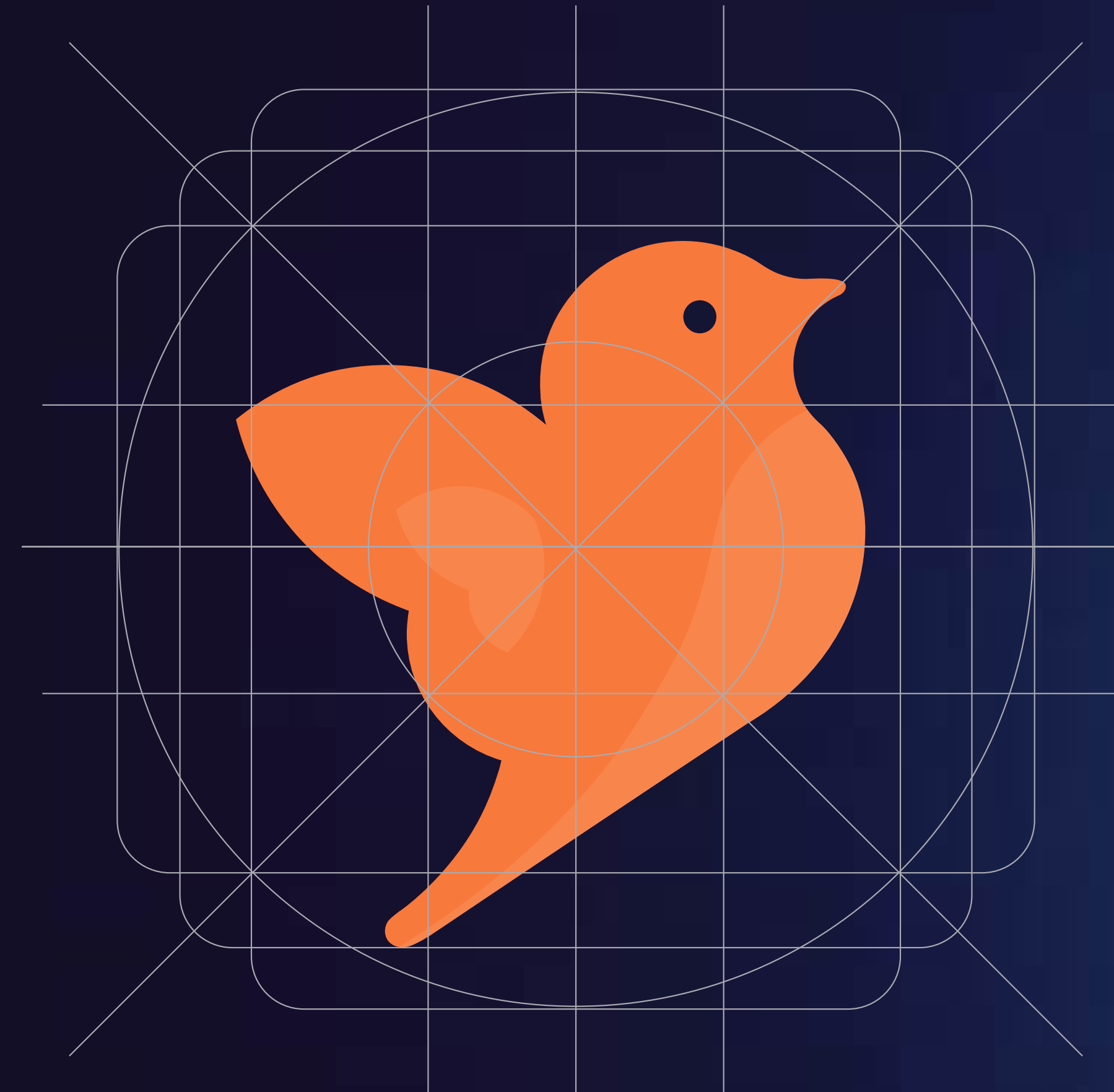
The hologram must be reproduced at a fixed 12 mm height (height-controlled), maintaining consistent proportions across all card formats. This element must not be altered, resized disproportionately, or repositioned, ensuring uniform application and reliable visual verification across all issued cards.



EthioPay Card

Digital use

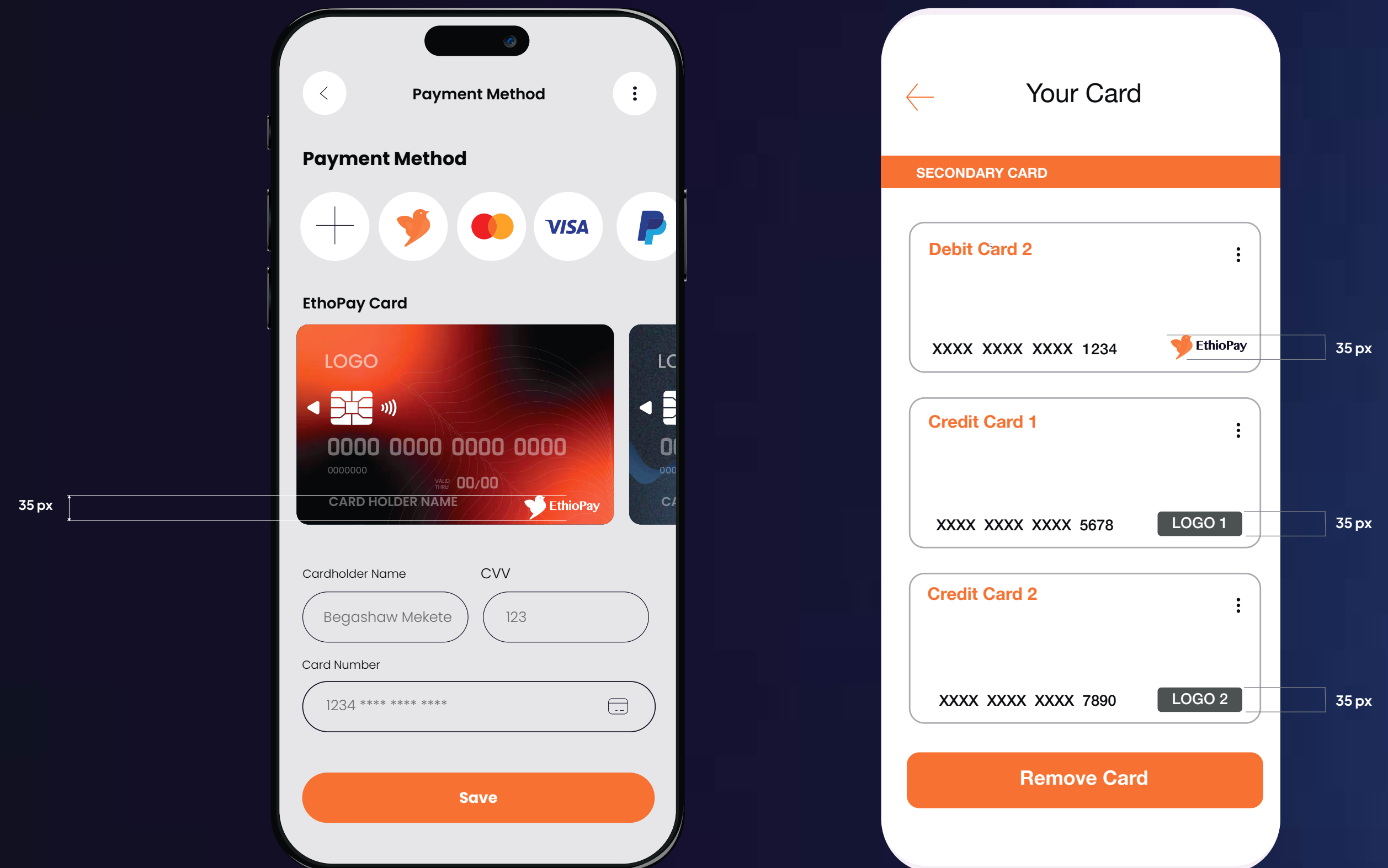
Proper branding of the RuPay Brand Mark across various digital media like devices, mobile applications, websites, payment pages, wallets or any other form of digital etc is required as per the guidelines.



EthioPay Virtual Card Usage

The EthioPay virtual card represents the digital extension of the physical card, enabling secure and seamless transactions within mobile applications and digital wallets.

Within the interface, virtual cards should follow a clean layout with proper alignment and spacing. The EthioPay logo must maintain a minimum size of 35 px to ensure visibility and brand consistency across all screen sizes.



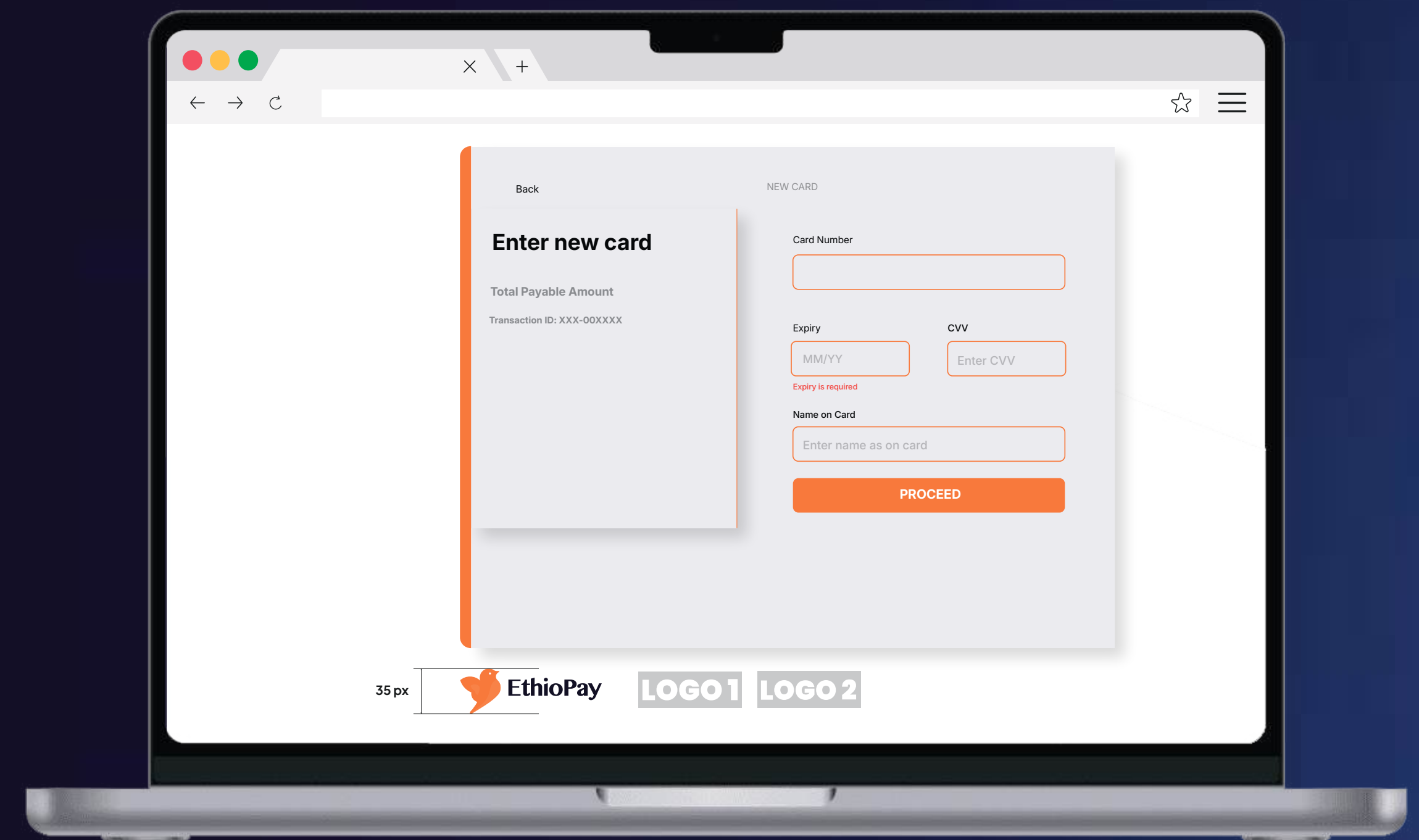
Online Merchant Branding

The EthioPay acceptance logo must be displayed on the merchant's websites to indicate enhanced security and seamless experience while shopping online.

The height of the EthioPay logo must not be less than 35 pixels in height. At the same time, the height of the EthioPay logo must be the same as the height of all the partner and merchant logos, matched by height only as shown here. Arrangement of multiple logo displays must follow the alphabetical order.

EthioPay must appear within the user interface (UI) when,

- Activating an account
- Selecting credentials / account / mode of payments
- Viewing the account details
- Completing the transaction using the account / credentials.



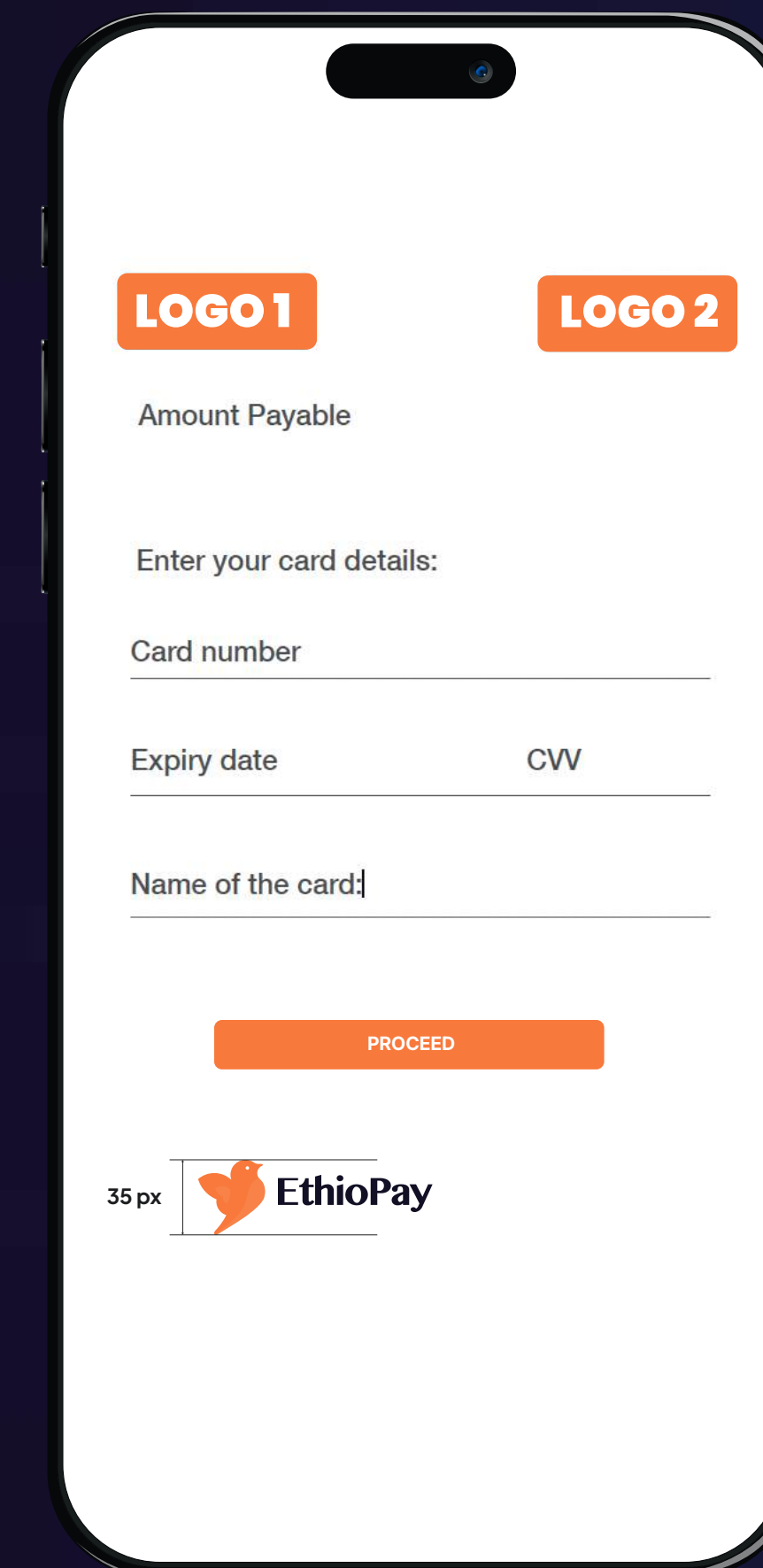
Online Merchant Branding

The EthioPay acceptance logo must be displayed on the merchant's websites to indicate enhanced security and seamless experience while shopping online.

The height of the EthioPay logo must not be less than 35 pixels in height. At the same time, the height of the EthioPay logo must be the same as the height of all the partner and merchant logos, matched by height only as shown here. Arrangement of multiple logo displays must follow the alphabetical order.

EthioPay must appear within the user interface (UI) when,

- Activating an account
- Selecting credentials / account / mode of payments
- Viewing the account details
- Completing the transaction using the account / credentials.



Merchant Payment section

The EthioPay acceptance logo must be displayed on the digital media wherever the payment option is available.

Use the main horizontal logo where space allows, and the vertical logo for compact layouts or mobile screens.

The payment page must display the EthioPay acceptance logo at uniformity with all other brand logos/symbols displayed.

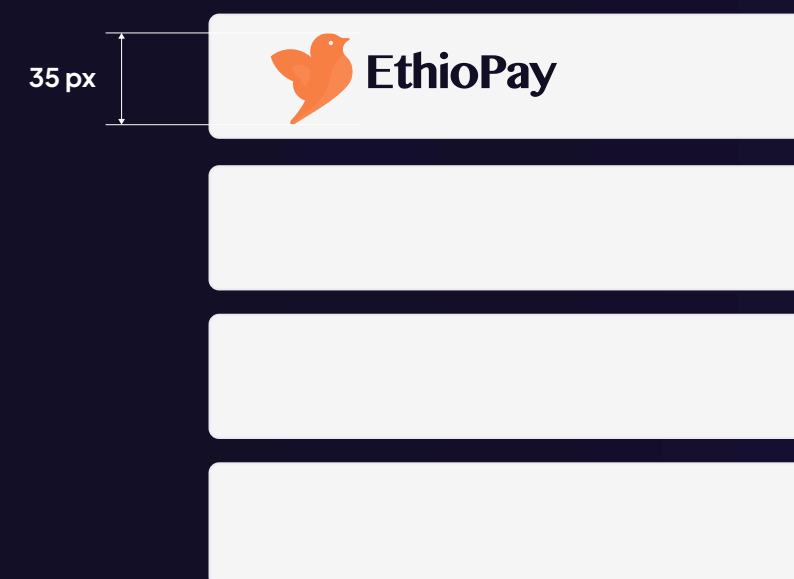
The EthioPay logo cannot be less than 50 pixels in height on the aggregator page on a laptop/desktop and 35 pixel in height on a mobile as shown here.

The height of the EthioPay logo must be the same as the height of all the partner and merchant logos, matched by height only.

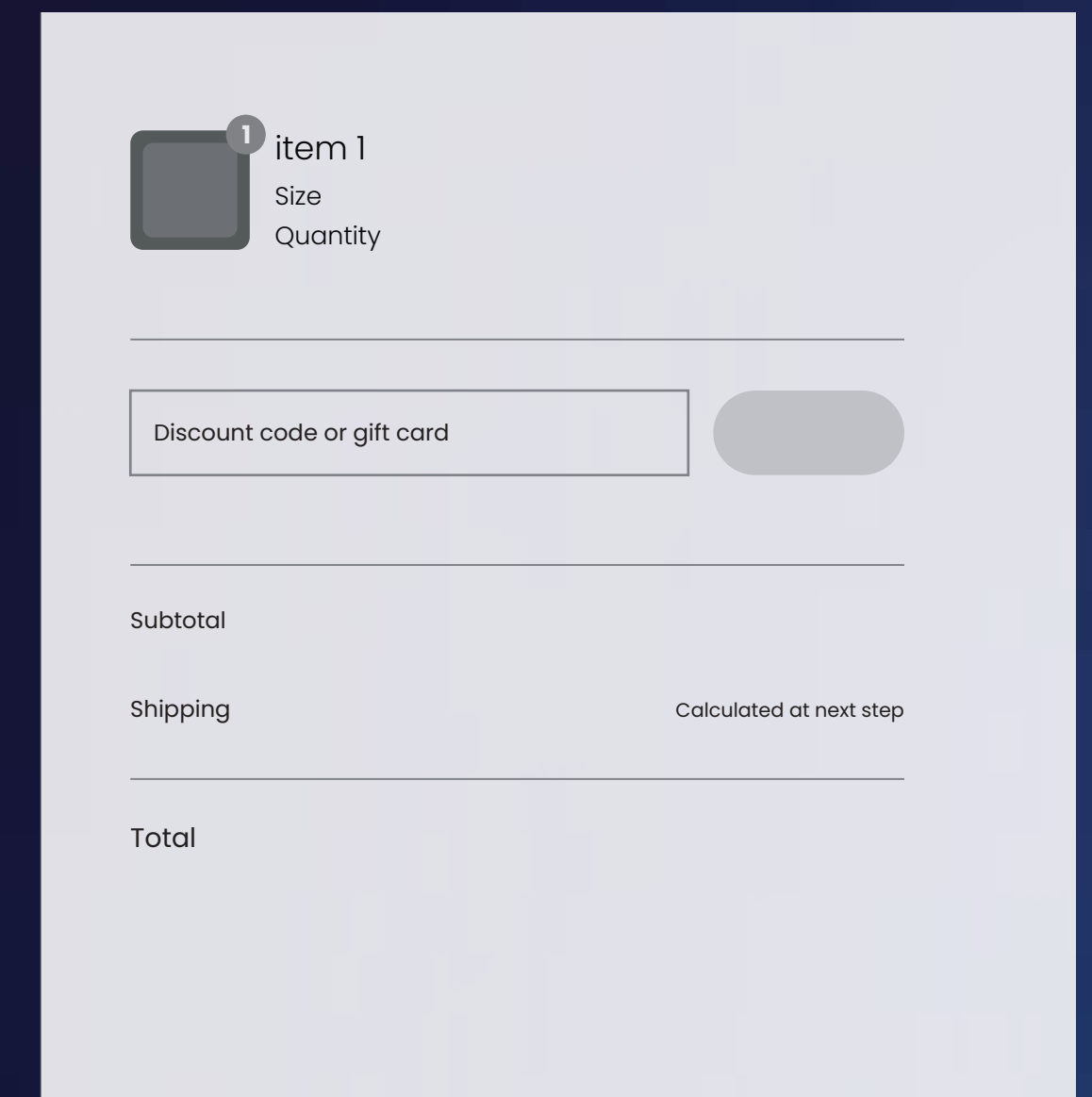
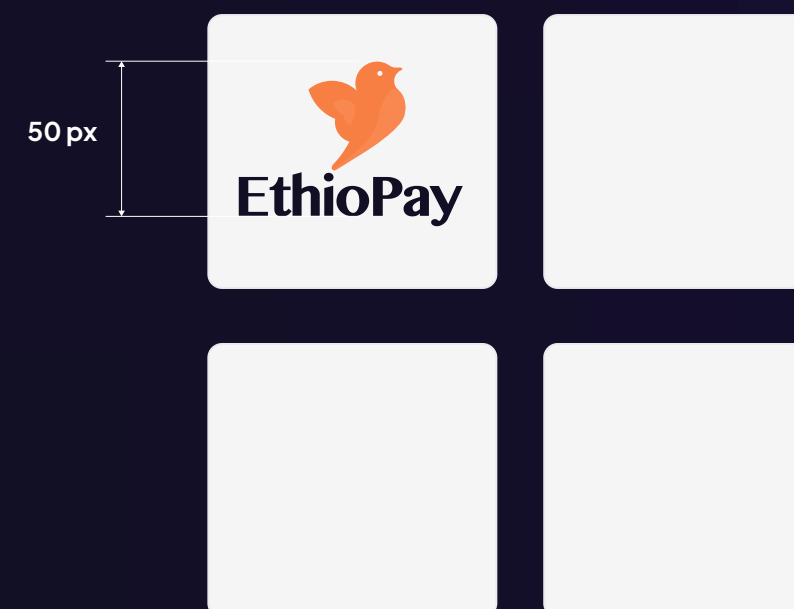
Express checkout



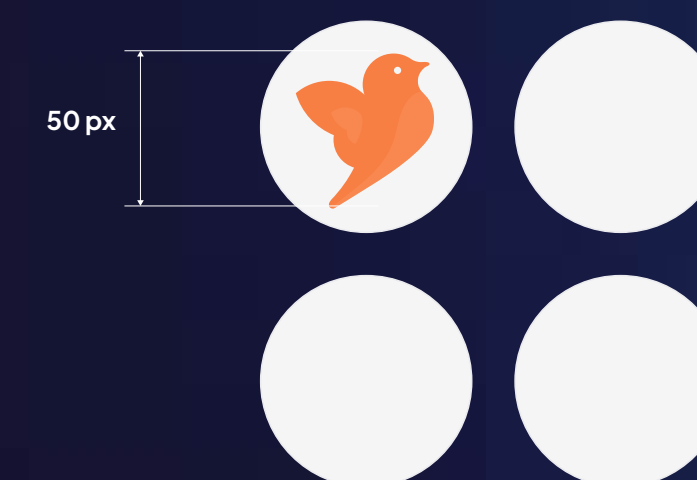
Select a Payment Method



Select a Payment Method



Select a Payment Method



Card Logo Colors

EthioPay card logo colors must be selected based on the card's background color to ensure maximum contrast, legibility, and brand consistency.

Light-colored card designs:
Use the full-color EthioPay logo as the primary and preferred option.

Dark-colored card designs:
Use the EthioPay reversed logo, consisting of the orange icon with white logotype, to maintain clear contrast and visibility.

Orange-colored card designs:
Use the EthioPay mono white logo only. No other color variations are permitted on orange backgrounds.



PIN Mailer Layout

The PIN mailer follows a structured layout designed for secure printing and standardized production.

At the top-left, the bank logo is allocated a 7 cm width × 1.37 cm height area. On the top-right, the EthioPay logo is placed with a fixed 1.37 cm height (height-controlled for visual alignment with the bank logo).

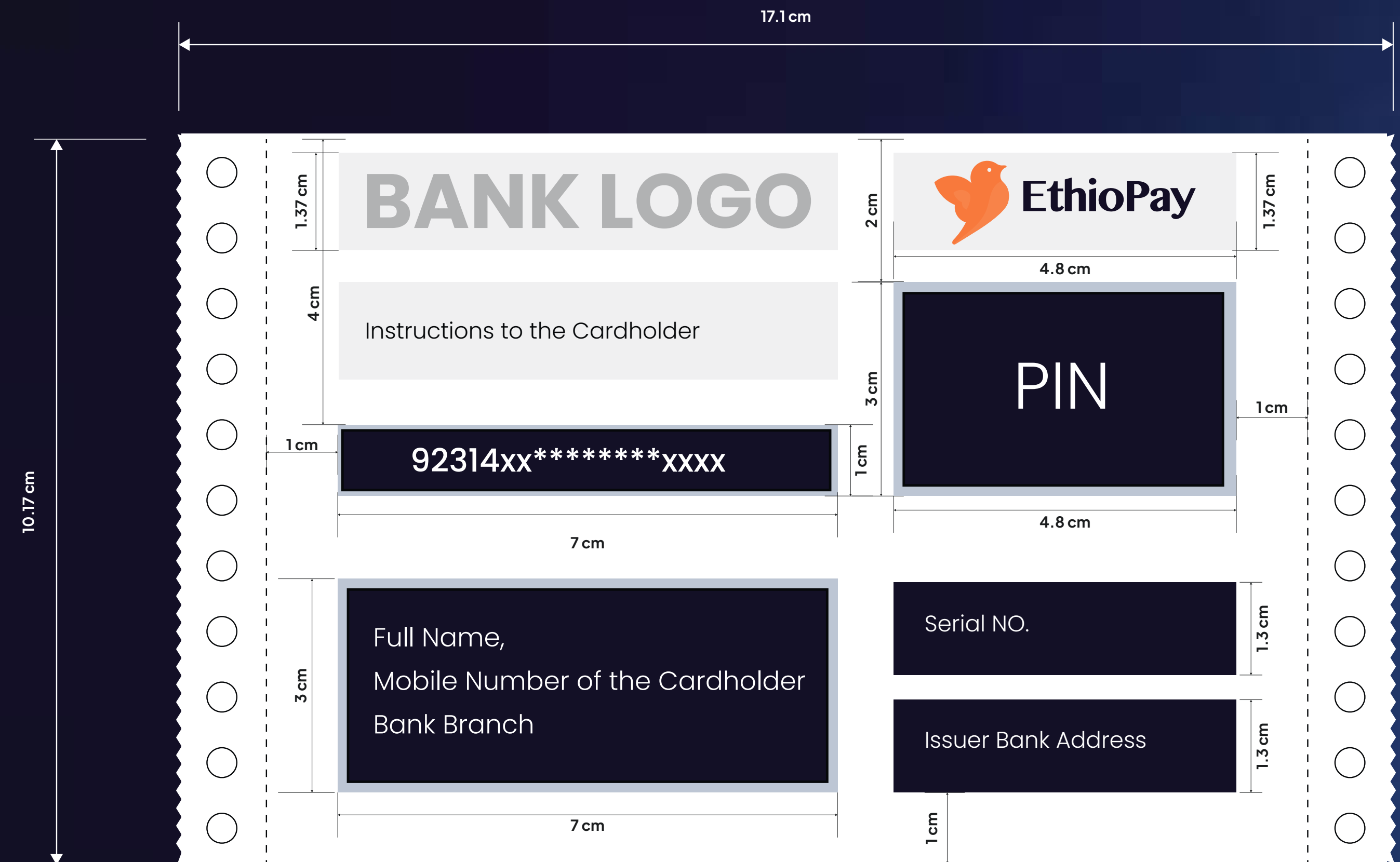
Directly below the bank logo, a 7 cm × 1.7 cm area is reserved for cardholder instructions.

Below this section, positioned 4 cm from the top, the masked PAN (8–15 digits) is displayed.

Under the PAN, a 7 cm width × 3 cm height block is allocated for cardholder information (e.g., name, mobile number, and bank branch).

On the right side, the PIN field is positioned in the upper section, allocated 4.8 cm width × 3 cm height for secure PIN presentation.

At the bottom-right, dedicated spaces are reserved for the Issuer Bank Address and Serial Number.



POS Machine Branding

All EthioPay-enabled POS devices must display approved Push/Pull stickers featuring the EthioPay logo. EthioPay Logo must have a minimum width of 20 mm and maintain a 5 mm clear space around the logo. it should be placed in clearly visible, unobstructed areas across all ATM types.

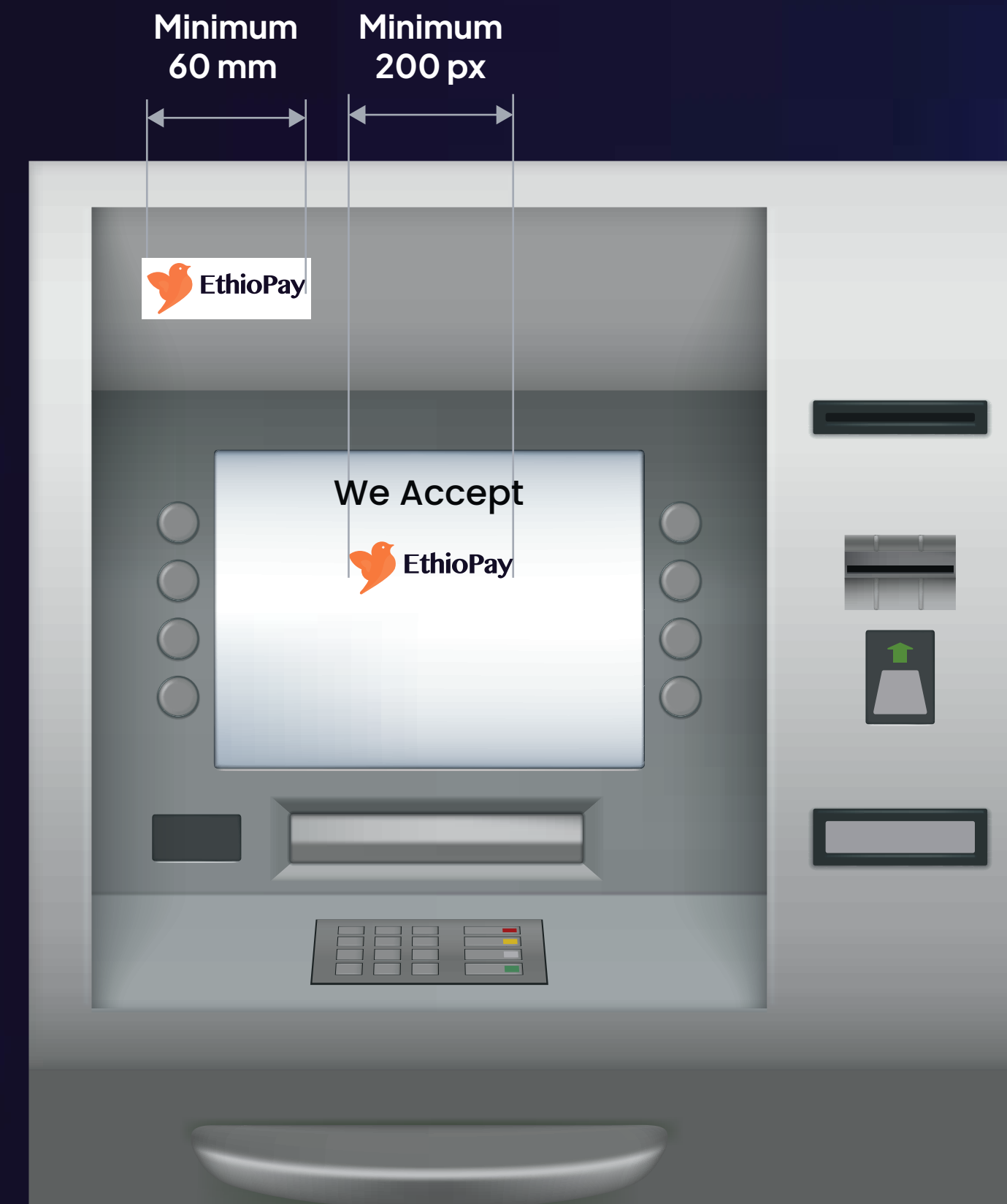
On compact POS devices or limited display areas, the vertical EthioPay logo may be used to maintain legibility without compromising the brand.



ATM Branding

All EthioPay-enabled ATMs must display approved Push/Pull stickers featuring the EthioPay logo. Stickers must have a minimum width of 60 mm and maintain a 5 mm clear space around the logo. They should be placed in clearly visible, unobstructed areas across all ATM types.

The EthioPay logo must also appear on the ATM screen to indicate acceptance. On-screen usage must display the logo at a minimum size of 200 px, using approved assets and correct proportions.



EthioPay Wearable Device Usage

EthioPay branding on wearable devices such as smartwatches and wristbands must ensure clear visibility and consistent user recognition during contactless transactions. Both the EthioPay logo and the contactless indicator must be displayed together on the device screen when a transaction is initiated.

To maintain clarity across varying screen sizes, this combined unit must occupy no less than 75% of the usable display area. The elements must remain proportionate, legible, and unaltered, ensuring a seamless and secure payment experience across all wearable form factors.





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