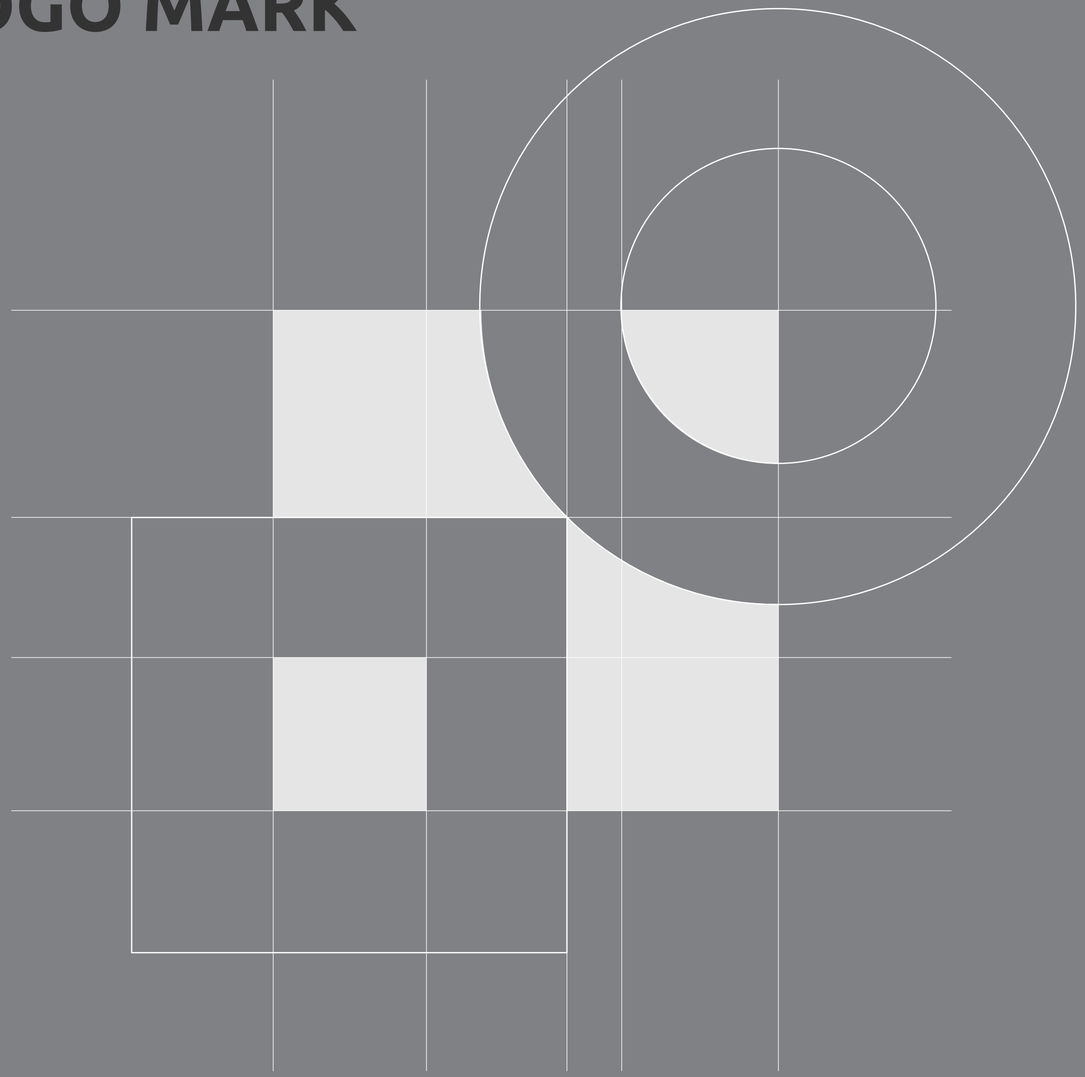
LOGO MARK

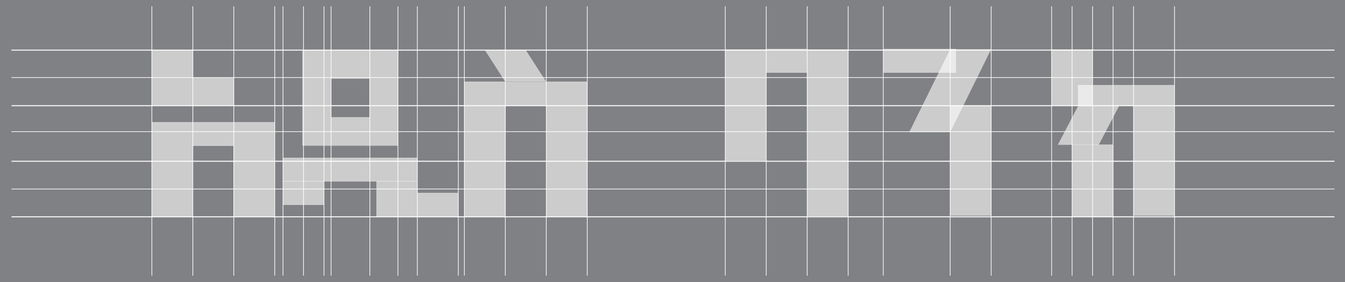


COLOR PALETTE

#3C459B

#DEBF24

LOGO TYPE AMHARIC



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- **Visual Cohesion :** A font that mirrors the design ethos of the logo enhances brand cohesion.
- **Consistency in design elements**
- Developing a unique font signifies innovation and forward-thinking, reinforcing the bank's commitment to being "In to the New."

LOGO TYPE ENGLISH

Ubuntu Font

Aa

ABCDEFGHIJKLMN
abcdefghijklmnopq
123456789!@#$%^

Addis Bank

- **Modern and Approachable Aesthetic**
- **Trust and Reliability**: While it has a modern feel, the Ubuntu font's readability and clean design also help convey trust and reliability
- **Forward-thinking Brand Image:** The combination of modernity and approachability can position the bank as a leader in financial innovation, helping to attract clients who are looking for a fresh approach to their banking needs.
- **Compliments the Amharic custom font well**

Horizonal Signature

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Addis Bank

... with Tagline

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Addis Bank
IN TO THE NEW

Vertical Signature

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Addis Bank

... with Tagline

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Addis Bank

IN TO THE NEW

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Addis Bank
IN TO THE NEW

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Addis Bank
IN TO THE NEW
5608 5518 7822 15948
Mickias Girma
Expired date
7|3|28
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Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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Addis Bank
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Messenger
Gmail
Pinterest
Shazam