



**Central Bank of Nigeria**

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# Visual Identity & Branding Guidelines

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July 2018

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## 3 THE CBN VISUAL IDENTITY

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## 3.1

### Logo Overview

The CBN Logo is the impactful visual representation of our brand and connotes our values and strength.

It is predominantly used by the CBN when communicating to the world, Nigerian general public, stakeholders and employees.

It is important to retain the quality of the CBN logo on all our brand touch points.

#### **The function of the CBN logo is to:**

1. Make the Central Bank of Nigeria visible around the world.
2. Act as an interconnecting element for activities of the CBN, locally and globally.
3. Create a strong brand recognition and ensure a recollection that will strengthen the CBN and its affiliate brands/organisations.

4. Symbolise unity, standard, quality and entrench the importance of the CBN mandate.

The CBN Logo acts as a unifying icon for the Bank's activities locally and around the world.

## 3.2

### Logo Elements: Icon + Wordmark

#### Icon

Our Icon is made up of the blue 'Y' shape representing the Rivers Niger and Benue, an eagle, three (3) manillas in gold colour and two (2) hands holding up the entire ensemble. The CENTRAL BANK OF NIGERIA is written on the banner in Arial font.

#### Wordmark

The wordmark, Central Bank of Nigeria is written in bold letter font in 100% Black (Not CBN Green) when placed below our icon as shown. The entire composition is what makes up the CBN logo.

#### Note

The Logo (Primary) of the CBN is the corporate identity of the Bank. The CBN logo (Primary) should be displayed on every brand touchpoint of the Bank. It should ALWAYS be in the colours as shown. The full colour CBN logo (Primary) should never be placed on a Black/Dark/Opaque background. It should at all times be placed on a White background. The logo acts as the unifying image for the Central Bank of Nigeria globally.

#### Artwork

To maintain a high standard of quality and consistency, original artwork files should be used. Our logo is NEVER to be reproduced from any printed, digital or photocopied source.

## Our Logo: Primary



ICON

# Central Bank of Nigeria

WORDMARK

### 3.3

**Logo Elements:** Icon + Wordmark

#### Icon

Our Icon is made up of the blue 'Y' shape representing the Rivers Niger and Benue, an eagle, three (3) manillas in gold colour and two (2) hands holding up the entire ensemble. The CENTRAL BANK OF NIGERIA is written on the banner in Arial font.

#### Word Mark

The wordmark, Central Bank of Nigeria is written in bold letter font in CBN Green (Not Black) when placed by the right of our icon as shown. The entire composition is what makes up the CBN logo.

#### Note

The Logo (Variation) of the CBN is the corporate identity of the Bank. The CBN logo (Variation) should be displayed on every brand touchpoint of the Bank. It should ALWAYS be in the colours as shown. The full colour CBN logo (Variation) should never be placed on a Black/Dark/Opaque background. It should at all times be placed on a White background. The logo acts as the unifying image for the Central Bank of Nigeria globally.

#### Artwork

To maintain a high standard of quality and consistency, original artwork files should be used. Our logo is NEVER to be reproduced from any printed, digital or photocopied source.

## Our Logo: Variation



# Central Bank of Nigeria

## 3.4

### Icon Usage

This icon can be used as a stand alone logo in situations where there are size and space restrictions that will hinder the placement of the wordmark beneath or beside it.

### Note

The Logo (Icon Only) of the CBN is the corporate identity of the Bank. The CBN logo should be displayed on every brand touchpoint of the Bank. It should ALWAYS be in the colours as shown. The full colour CBN logo (Icon Only) should never be placed on a Black/Dark/Opaque background. It should at all times be placed on a White background. The logo acts as the unifying image for the Central Bank of Nigeria globally.

### Artwork

To maintain a high standard of quality and consistency, original artwork files should be used. Our logo is NEVER to be reproduced from any printed, digital or photocopied source.

## The Icon



## 3.5

### Elements

The Word Mark is the name Central Bank of Nigeria written out in full, on a single line, using a bold type font. The Bank derives its acronym CBN, when this name is abbreviated.

It is NEVER to be used in place of our logo OR as a stand alone element and MUST appear beneath or beside our icon as shown in our Logo pages.

### Colours

The Word Mark is written in **100% Black** colour OR the **CBN Green ONLY**.

### Artwork

To maintain a high standard of quality and consistency, original artwork files should be used. Our logo is NEVER to be reproduced from any printed, digital or photocopied source.

## The Word Mark

# Central Bank of Nigeria

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# Central Bank of Nigeria



## 3.6

# The CBN Logo: Clear Space Ruling & Sizing

### Clear Space

At all times and in all uses, a 1cm clear space should be left as a negative area to allow the CBN Logo; Icon & Wordmark to stand out. This will ensure that our Logo is clearly visible for print and web uses.

### Sizing - PRINT

When using online, our logo should not be reproduced below the dimensions as shown.

### Sizing - WEB

When using online, our logo should not be reproduced below 100 X 100 pixels.

### Exception

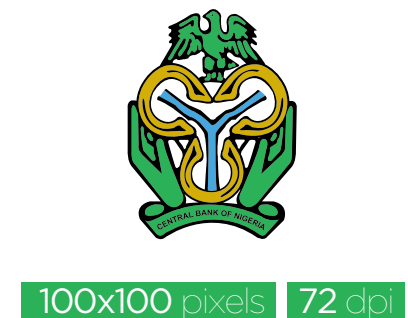
When using the logo on our stationery and in some instances that require writing out our address, contact details etc. The 1cm rule does not apply as shown in the artworks on the corresponding pages.



### Smallest Size - Print



### Smallest Size - Web



## 3.7

### The CBN Logo: Versions

#### Versions

The **Greyscale, Monochrome & Outline** variants of the CBN Logo that can be used as shown subsequent pages of this Brand Guide.

The logos shown on this page are the **ONLY LOGO VERSIONS** to be used in place of our full coloured logos shown in the logo pages. The Monochrome Logo is to be used in reverse on opaque (CBN Colours) backgrounds and the Greyscale Logo is to be used in black and white reproductions; eg. Vouchers, Receipts etc.

**All guidelines & rules (do's & don'ts) applicable to the full colour logo MUST be adhered to when using the Greyscale, Monochrome & Outline variants.**



**Central Bank of Nigeria**

Monochrome

Greyscale



**Central Bank of Nigeria**



**Central Bank of Nigeria**



**Central Bank of Nigeria**



**Central Bank of Nigeria**

## 3.8

## The CBN Logo: Don'ts

### Don'ts

Consistency is **VERY IMPORTANT** in communicating the Central Bank of Nigeria's identity and our logo should never be altered in any way.

Please avoid all of the following when using our logo

1. Do not change any element of our logo.
2. Do not change our logo colours.
3. Do not use any copy, slogans, symbols or images overlapping our logo.
4. Do not put the logo on a black background.
5. Do not put a solid drop shadow or glow behind the logo.
6. Do not put our logo over an image.
7. Do not tilt the logo.
8. Do not disproportionately scale our logo.
9. Do not put our logo in perspective.
10. Do not add borders/outlines to logo.
11. Do not place our Primary & Variant logos on coloured backgrounds, use white backgrounds only. When placing on CBN Primary & Secondary coloured backgrounds, use the Single/Monochrome versions.

### Note

The above 11 rules do not cover all the logo don'ts but give a general idea of what should not be done. All original artwork files sourced from the Banks brand resource centre and is NEVER to be reproduced from any printed, digital or photocopied source.



1. Don't change any element of our logo



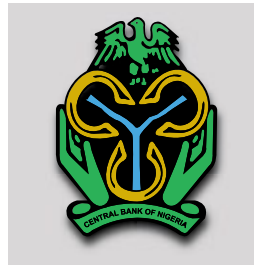
2. Don't change our logo colours



3. Don't use any copy, slogans, symbols or images overlapping our logo



4. Don't put the logo on a black background



5. Don't put a solid drop shadow or glow behind the logo



6. Don't put our logo over an image



7. Don't tilt the logo



8. Don't disproportionately scale our logo



9. Don't put our logo in perspective



8. Don't not add outlines to our logo



11. Do not place our Primary & Variant logos on coloured backgrounds, use white backgrounds only. When placing on CBN Primary & Secondary coloured backgrounds, use the Single/Monochrome versions.

## 3.9

### Colours Overview

Colour plays a key and central role in communicating the Central Bank of Nigeria brand. Always use the palette of Green, Gold and blue outlined in this section and apply them to any communications material, e.g. in print, typography, website, digital graphic elements etc.

The CBN Green illustrates growth as they draw from the Countries green coloured flag. The CBN Blue illustrates the Rivers Niger and Benue; two landmark tributaries of Nigeria. The CBN gold represents our diversly rich heritage as a people - helping present us to the world.

#### **The function of the CBN Colours are to:**

1. Situate the Central Bank of Nigeria as a Nigerian brand.
2. Act as a unifying factor for activities of the CBN across all the brands visual touch points.

3. Symbolise unity, heritage, diversity, the Nigerian space, growth and entrench the importance of the CBN mandate.

## 3.10

Our primary colour, the CBN Green when properly applied will impart a consistent look and feel to all communications elements of the Central Bank of Nigeria.

The CBN Green at all times is to be highlighted and complemented with White and our Secondary colour palette shown on the next page.

### Legend

CMYK - Cyan. Magenta. Yellow. Key

PMS - Pantone Matching System (U: Uncoated/ C: Coated)

RGB - Reg. Green. Blue

HEX - Hexadecimal

## Primary Colours

### CBN Green

CMYK 77/1/90/0  
PMS 7739 C / 7482 U  
RGB 43/177/88  
HEX #2BB158

### +10%

Black  
CMYK 77/1/90/10

### Accent

Highlight  
CMYK 57/0/73/0

### White

CMYK 0/0/0/0  
PMS 663 C / 656 U  
RGB 255/255/255  
HEX #FFFFFF

## 3.11

As needed, our primary colour, the CBN Green may also be highlighted and complemented with colours from the secondary palette shown on this page, which consists the CBN Gold & CBN blue, both with a tint derived from a transparency of 50% and 25%.

Our secondary colours may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the primary colour in all forms and instances where used.

## Secondary Colours

### CBN Gold

CMYK 0/16/100/20  
PMS 606 C / 7405 U  
RGB 211/174/5  
HEX #D3AE05

### +10%

Black  
CMYK 0/16/100/30

### Accent

Highlight  
CMYK 14/25/100/0

### CBN Blue

CMYK 66/19/0/0  
PMS 7702 C / 298 U  
RGB 69/166/221  
HEX #45A6DD

### +10%

Black  
CMYK 66/19/0/10

### Accent

Highlight  
CMYK 63/11/3/0

### Fonts Overview

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Adobe **Avenir** and **Arial** family fonts make up the Central Bank of Nigeria corporate primary fonts.

They provide a strong, modern and contemporary look to support the CBN brand on various platforms.

## 3.13

### Primary Font

Our primary font family is **Avenir**. This font type is available in various weights.

The Central Bank of Nigeria uses **Book**, **Medium** and **Black** weights. This is primary corporate font for all internal and external CBN printed and digital literature; Press Release, Fliers, Posters, Information Brochure etc.

This font should be used consistently.

## Primary Font

### Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*().,;:?

### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*().,;:?

### Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*().,;:?



## 3.14

### Secondary Font

Our secondary font family is **Arial**. This font type is used in all internal and external CBN documents with sizing set at **Arial regular**, 12pt. The headings of the documents may be in **Arial bold**, 14pt.

This is to be used in document formats such as Word, PowerPoint and other **word processing**, **presentation** and **spreadsheet** applications.

This font should be used consistently.

## Secondary Font

# Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \* ( ) . , ; : ?

---

# Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \* ( ) . , ; : ?

## 3.15

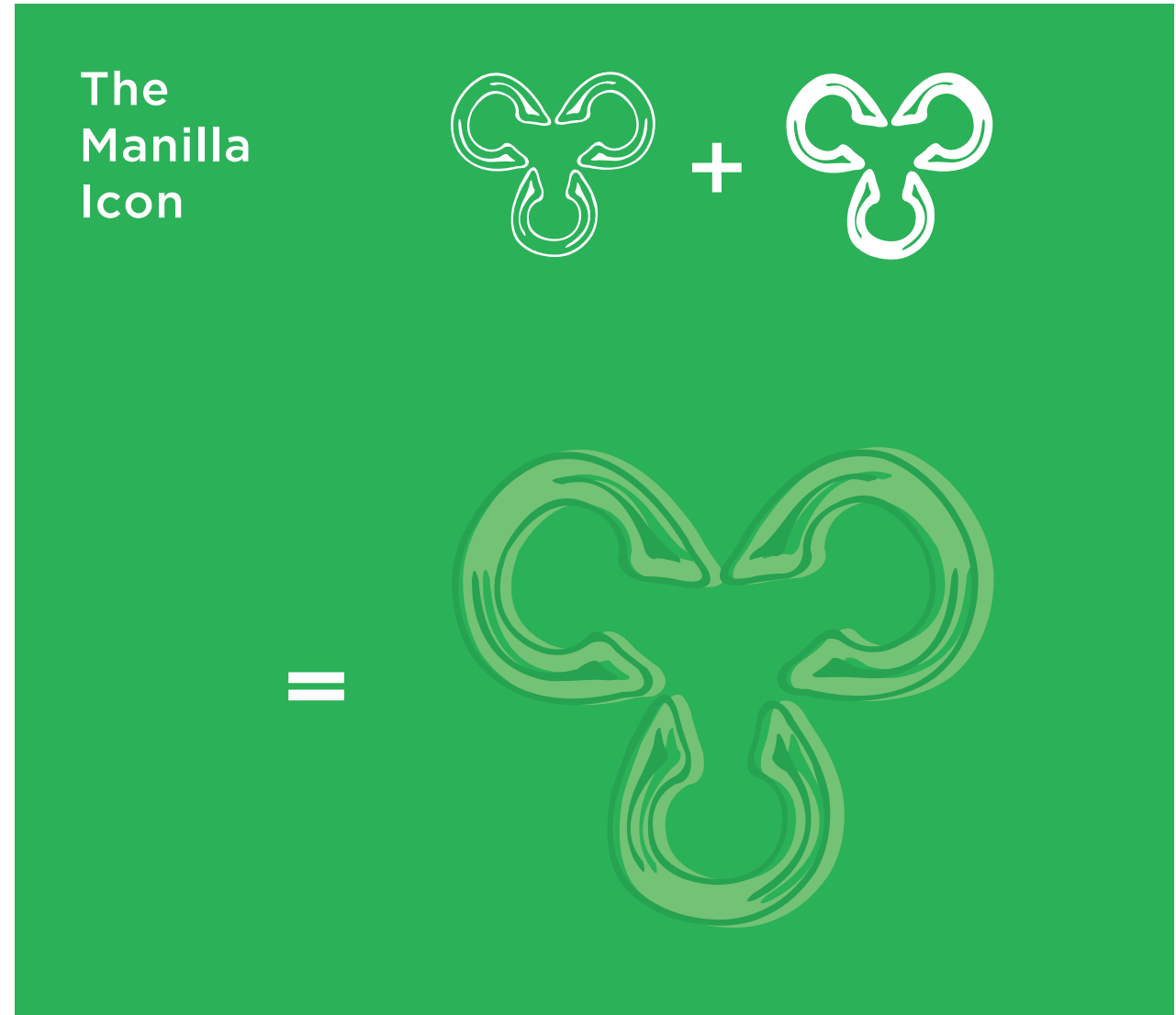
### Our Icon: The Manilla

This is the icon graphic system of the Central Bank Of Nigeria, created by using the Manilla icon; one of the components of the Bank's logo.

The Manilla icon graphic comprises of subtle layers of imagery placed on the Primary and Secondary colours. It is to be used in supporting and highlighting our brand across various touch points and scenarios.

They are ONLY to be used on **Environmental Graphics, Cover Graphics, Animations, Architectural Branding, Building Exterior, Signs, Interior Sign/Way finding systems, Merchandising (SMGAs), Newsletters and Publications.**

## Icons & Patterns



## 3.15

### Our Icon: The Manilla

This is the icon graphic system of the Central Bank Of Nigeria, created by using the Manilla icon; one of the components of the Bank's logo.

The Manilla icon graphic comprises of subtle layers of imagery placed on the Primary and Secondary colours. It is to be used in supporting and highlighting our brand across various touch points and scenarios.

They are ONLY to be used on **Environmental Graphics, Cover Graphics, Animations, Architectural Branding, Building Exterior, Signs, Interior Sign/Way finding systems, Merchandising (SMGAs), Newsletters and Publications.**

## Icons & Patterns



## 3.16

Photography and Imagery plays an important role in the CBN's brand identity, communicating our mandate, one standard and commitment to the Nigerian nation in which we exist. Our imagery is iconic and genuine depicting dynamic shots at varying angles. They feature real people in real situations, promoting unity in diversity, growth and patriotism.

**Use these principles to help guide during the selection and/or shooting our images.**

The images on the right serve as a reference, supporting the photographic principles.

### Characteristics

Patriotic / Real / Human / Nigerians

### People

- Select or shoot images that portray unity in diversity

### Unity In Diversity.

- Ensure that the model always has a forward posture, is always smart and looking ahead.
- Capture models in action and/or during an interaction, illustrating our ethos fostering synergy.
- Select or shoot images that showcase the Nigerian heritage, rich culture and traditions.

## Photography/Imagery



Credit: <http://www.naijaviral.com/>



Credit: <http://sme.firstbanknigeria.com/>



Credit: <https://travel.jumia.com/>

## 3.17

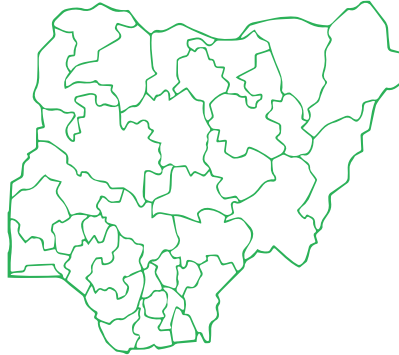
Charts, diagrams and maps are used extensively in all our communications.

We have three formats for different usage; print and on-screen presentations offering us effective flexibility. The formats are; **Outline**, **Demarcated** and **Filled** as shown.

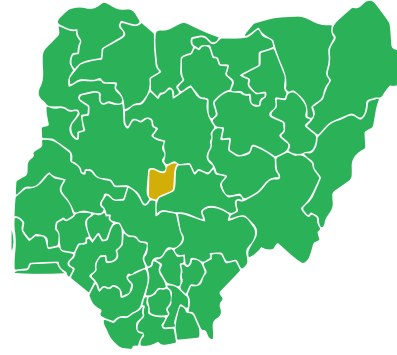
The examples shown here are basic guides on how to create our maps. Our colours must be used at all times.

## Maps

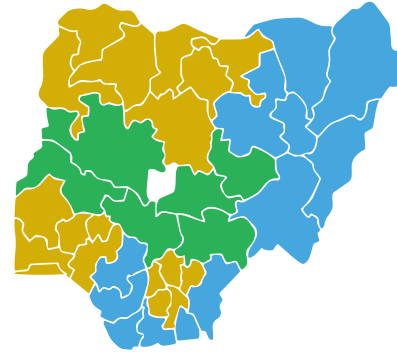
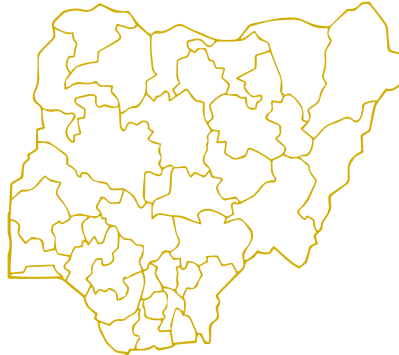
Outline



Demarcated



Filled



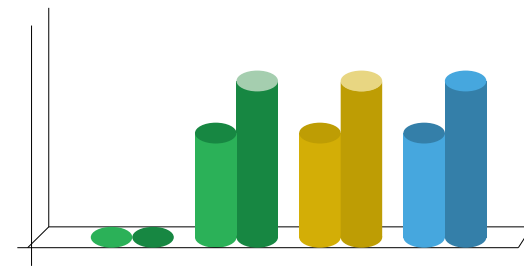
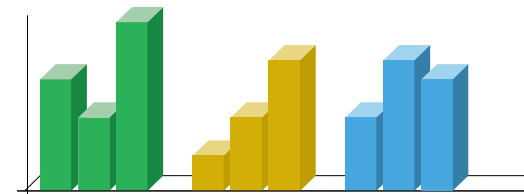
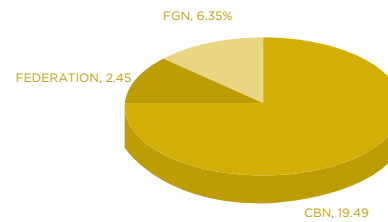
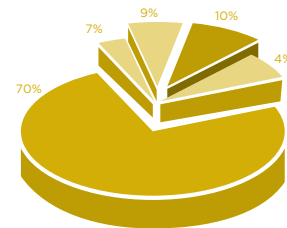
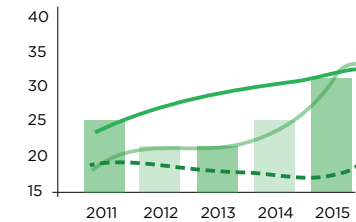
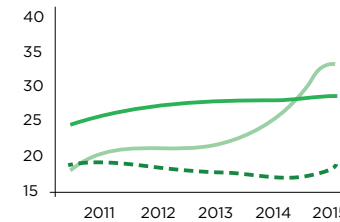
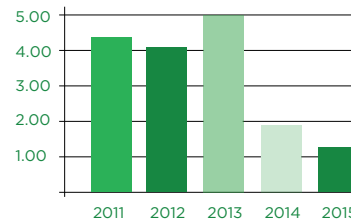
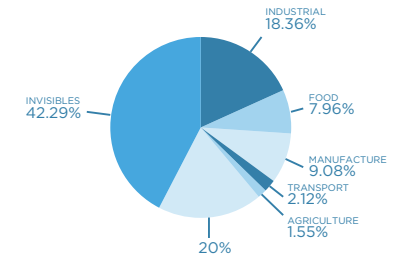
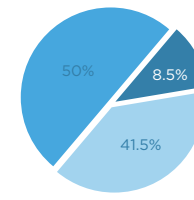
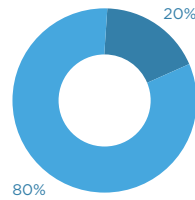
## 3.18

When producing charts and diagrams, if there is a requirement to highlight a specific element, the full extent of the Central Banks' colour palette can be used.

Always ensure contrast is retained between the data sets.

Charts should be created to convey the relevant information simply and effectively.

## Charts



## 4 THE CBN WITH PARTNER BRANDS

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4.1 Affiliated Brands Identity Approach & Rules

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4.2 Logo Hierarchy & Co-Branding

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## 4.1

### Affiliated Brands

A list of our affiliated brands and general guides on how co-branding with these affiliate organisations should be carried out.

## Affiliated Brands Identity Approach & Rules

These rules apply to the Central Bank of Nigeria's affiliate institutions and how their logos & visual identity aspects are to be used within same space with ours. Our approach to the establishment of affiliate institutions visual identities is strategically independent and devoid of any of the Central Bank of Nigeria's visual identity and brand attributes.

These organisations are;

1. **AMCON:** Asset Management Corporation of Nigeria.
2. **NDIC:** Nigerian Deposit Insurance Corporation
3. **NIRSAL:** The Nigeria Incentive-Based Risk Sharing System For Agricultural Lending.
4. **FMF:** Federal Ministry of Finance
5. **WAIFEM:** West African Institute For Financial And Economic Management.
6. **NSPM:** Nigerian Security Printing & Minting Plc.
6. **ITI:** International Training Institute.





## 4.2

### Rules

At all times, the Central Bank Of Nigeria's logo should be first on the right for horizontal placements and first from the top for vertical placements.

The ratio should always be observed so that at all times, our logo will be bold and present.

### Note

The Logo of the CBN is the corporate identity of the Bank. The CBN logo should be displayed on every brand touchpoint of the Bank. It should ALWAYS be in the colours as shown. The full colour CBN logo should never be placed on a Black/Dark background. The logo acts as the unifying image for the Central Bank of Nigeria globally.

### Artwork

To maintain a high standard of quality and consistency, original artwork files should be used. Our logo is NEVER to be reproduced from any printed, digital or photocopied source.

## Logo Hierarchy & Co-Branding

### CBN Sponsored Association



### Affiliate Brand OR Equal Sponsored Association



## 5 THE CBN PRIMARY BRAND APPLICATIONS

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5.1 Letterhead & Continuation

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5.2 Envelope

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5.3 Folder

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5.4 Memo & Fax

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5.5 Complimentary Card

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5.6 Identity Card

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5.7 Access Card

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5.8 Brochure

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5.9 Backdrop

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5.10 Posters, Flyers & Roll Up Banners

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5.11 Flags

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5.12 Corporate Gift Items & Merchandising

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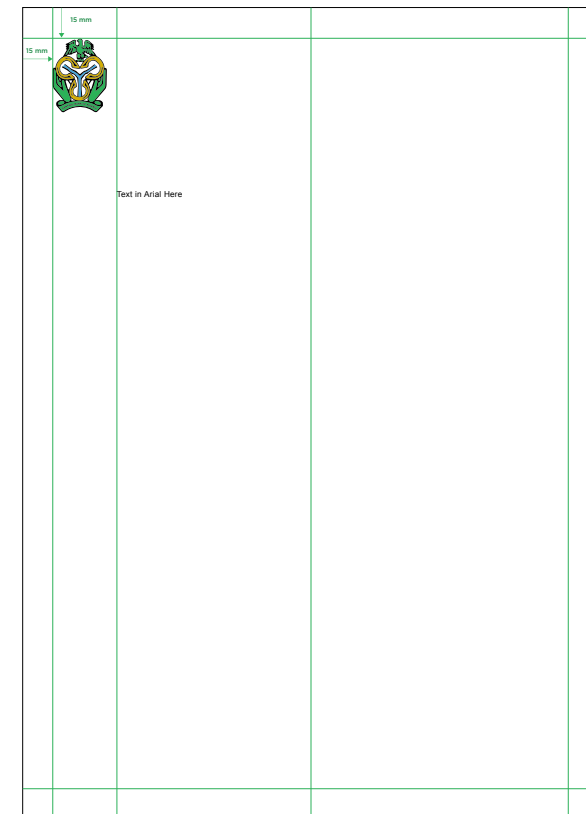
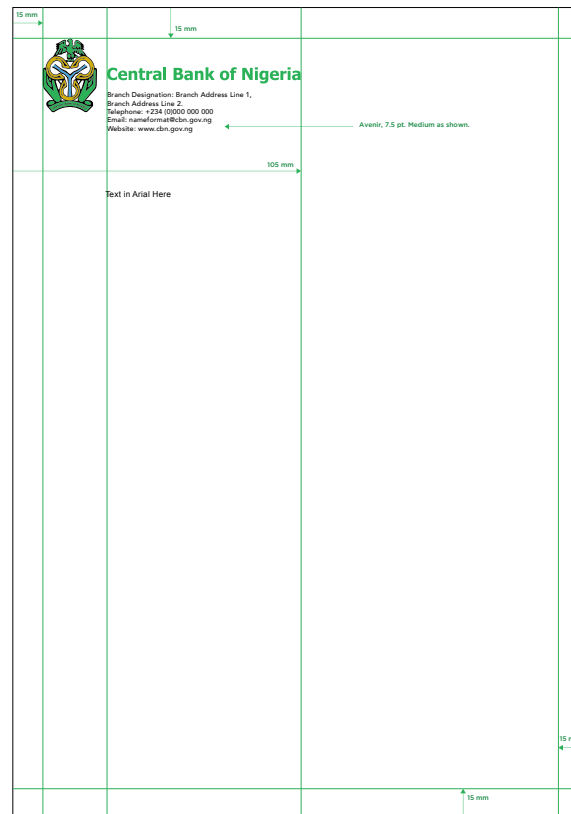
## Letterhead & Continuation

The Central Bank Of Nigeria Logo is placed at the top left of the page on letterheads.

Letterheads can be published either in colour or in black and white.

### Information Format

Line 5 - Website



Continuation page

## 5.3

## Folder

Standard sizes should be used for Folder & File Jackets.

The Central Bank Of Nigeria Logo is placed at the top left of the front cover page and the back cover page is CBN Green coloured with website url centred at the bottom half as shown.

Take note to observe the given 15 mm margins.

Folders can be published either in colour or in black and white.

### Information Format

Line 1 - Branch Designation: Branch Address

Line 2 - Branch Address

Line 3 - Telephone:

Line 4 - Email

Line 5 - Website



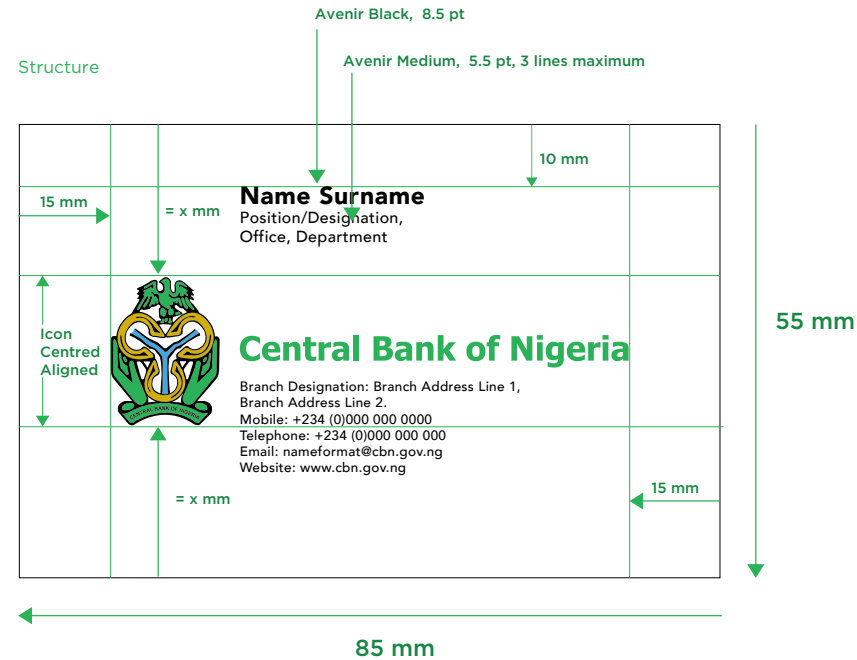
## 5.5

The detailed structure should be **strictly** adhered to when creating the complimentary cards.

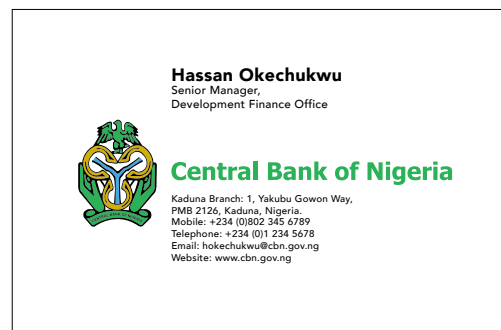
### Information Format

- Line 1 - Branch Designation: Branch Address
- Line 2 - Branch Address
- Line 3 - Mobile
- Line 4 - Telephone
- Line 5 - Email
- Line 6 - Website

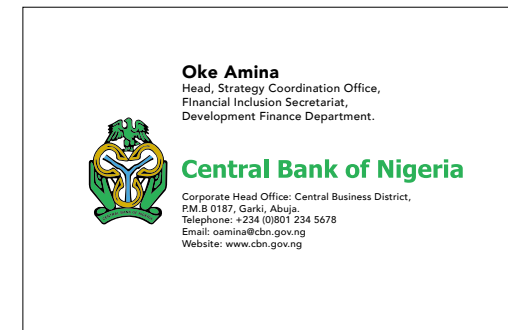
## Complimentary Card



Branch Sample



HQ Sample



## 5.7

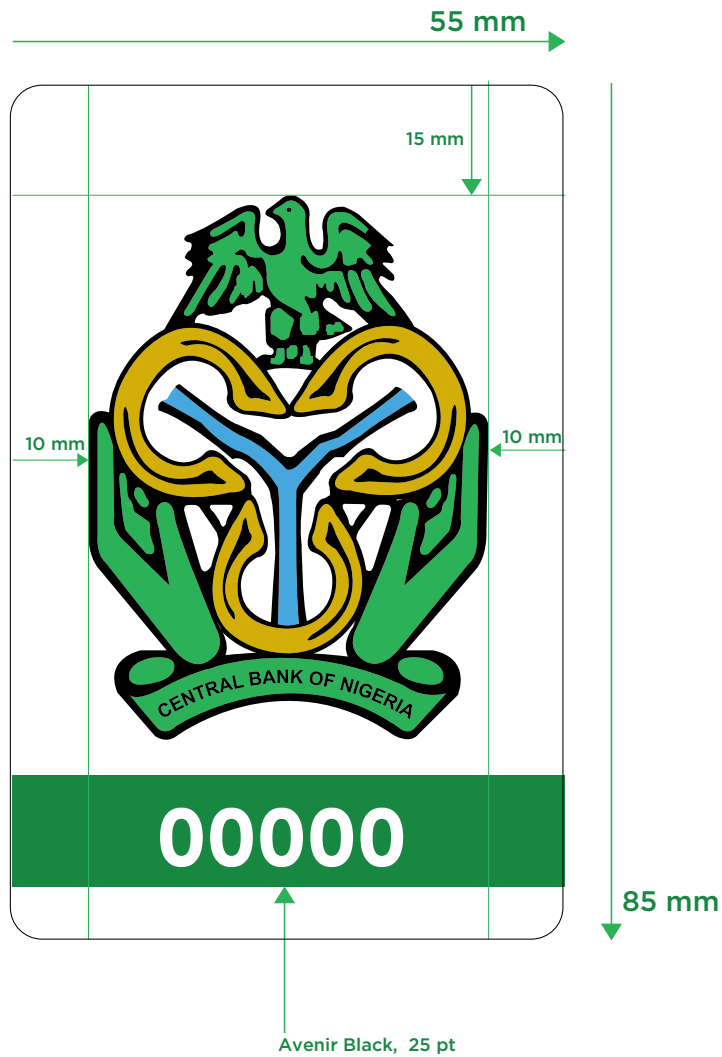
### Access Card

The detailed structure should be **strictly** adhered to when creating the Access cards.

#### Information Format

Line 1 - ID Number

Structure



## 5.9

Always feature the CBN Green and other CBN coloured backgrounds.

- Always place our Logo (Primary & Variation) within the left half or in the middle of a layout, NEVER on the right except for the Logo (Icon ) which can be placed on any part of layout. ALL OTHER LOGO RULES APPLY.
- Observe the space demarcation ratios.
- Observe the edge spacings & text positioning.
- Website URL & Social Media platforms handles must be placed visibly.

## Backdrop




Central Bank of Nigeria

# CULTURE DAY





Showcasing Diversity & Unity

AUGUST 10th, 2017  
INTERNATIONAL CONFERENCE CENTRE, ABUJA

[www.cbn.gov.ng](http://www.cbn.gov.ng)  @cenbankng  @cenbank  @+CbnGovNgr  @cenbank



[www.cbn.gov.ng](http://www.cbn.gov.ng)

 @cenbankng  
 @cenbank  
 @+CbnGovNgr  
 @cenbank

# 2017

## IN SUMMARY.

TRANSORP HILTON  
DECEMBER 3rd  
10.00 AM

## 5.11

### Digitally Printed Flags

SIZE: 183 cm x 91.5 cm

ORIENTATION: Landscape

MATERIAL: Single thickness knitted polyester

READING: One side, mirror on reverse

FINISH: Rope & Toggle & fitted with antifray

USE: **On Site; Bank Branches, CBN owned Locations.**

## Flag: Landscape



**Central Bank of Nigeria**

91.5 cm

183 cm





## 5.12

# Corporate Gifts & Merchandising

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### Parasol

#### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.



## 5.12

## Corporate Gifts & Merchandising

### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.

### Hydro Flask



## 5.12

## Corporate Gifts & Merchandising

### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.

Tote Bag



## 5.12

# Corporate Gifts & Merchandising

### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.

### Pen & Pen Holder



## 5.12

# Corporate Gifts & Merchandising

### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Gunmetal Gold foil logo when using Gold Monochrome logo.
- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.

### Mugs



## 5.12

# Corporate Gifts & Merchandising

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### T - Shirts

#### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Gunmetal Gold foil logo when using Gold Monochrome logo.
- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.



## 5.12

# Corporate Gifts & Merchandising

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### Golf Shirts

#### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Gunmetal Gold foil logo when using Gold Monochrome logo.
- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.



## 5.12

# Corporate Gifts & Merchandising

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### Caps

#### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Gunmetal Gold foil logo when using Gold Monochrome logo.
- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.





## 5.12

# Corporate Gifts & Merchandising

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### Laptop Bags

#### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Gunmetal Gold foil logo when using Gold Monochrome logo.
- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.



## 5.12

# Corporate Gifts & Merchandising

### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
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- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
- Embelish with the CBN Icons where possible.

### Cufflinks & Scarf



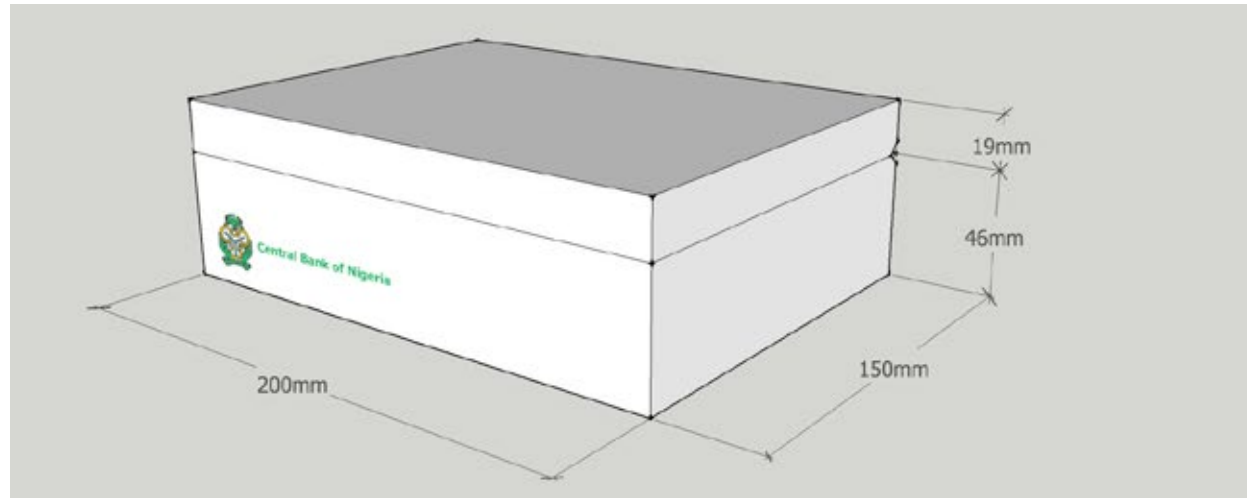
## 5.12

# Corporate Gifts & Merchandising

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- Use appropriate paper & card thickness.
- Use white backgrounds generally.
- Ensure top quality finish.
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Box Packaging



## 6 THE CBN SECONDARY BRAND APPLICATIONS

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6.1 E-Signature

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6.2 Corporate PowerPoint

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6.3 E-Communications: Web Banners & CD Rom

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6.4 Social Media

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6.5 Web User Interface: Homepage

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6.6 Web User Interface: Desktop & Mobile View

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## 6.5

## Web User Interface: Homepage

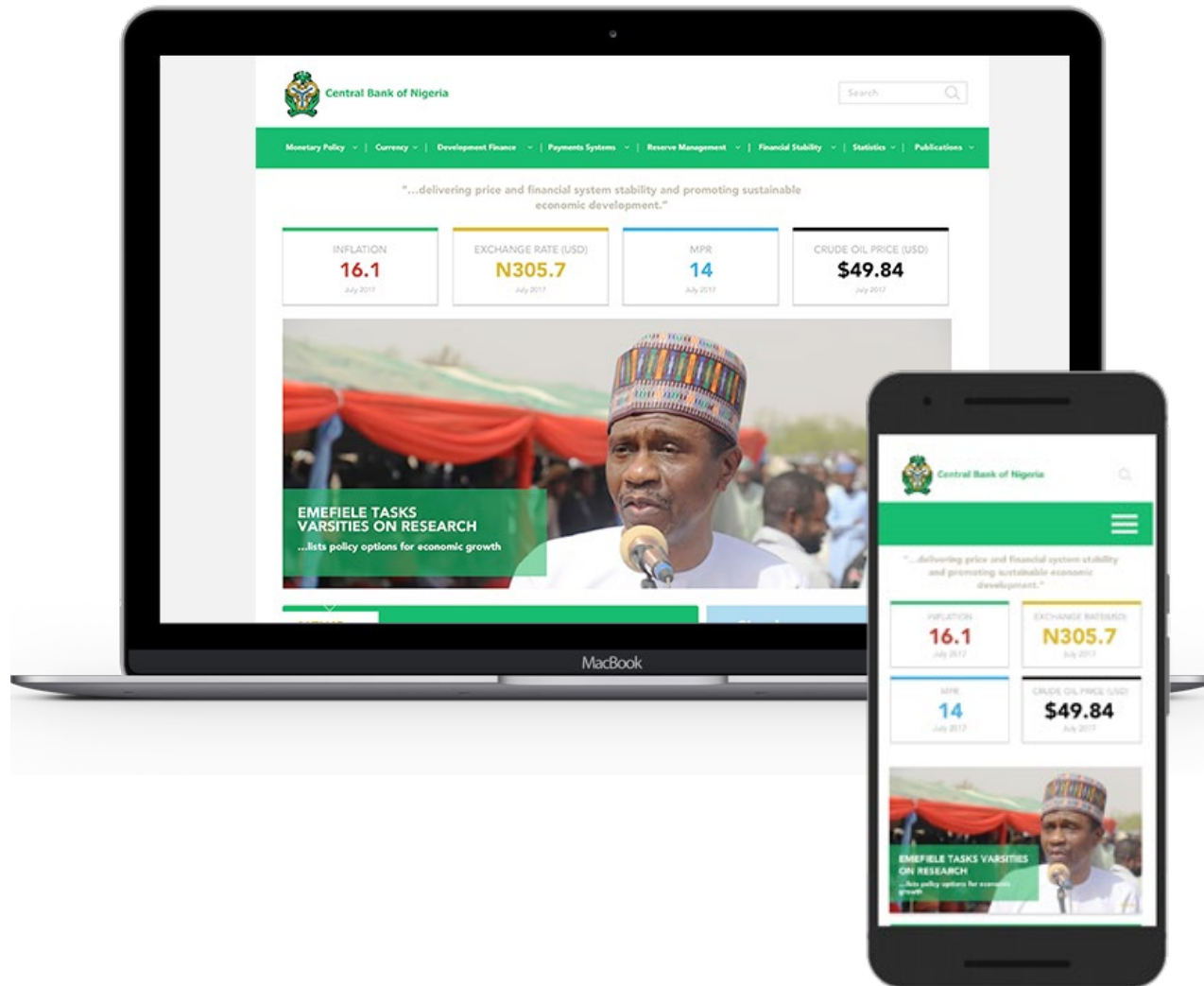
### General Rules

- Use appropriate logo
- Use original artworks, approved fonts & colours.
- Ensure text legibility.
- Ensure responsiveness across devices to maintain same user interface experience.



## 6.6

## Web User Interface: Desktop & Mobile View



## 7 THE CBN SPACES

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7.1 Architecture

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7.2 Offices, Receptions, Meeting Rooms, Waiting Areas etc.

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7.3 Sign & Way Finding Systems

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7.4 Fairs, Exhibitions & Events

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## 7.2

## Offices, Receptions, Meeting Rooms, Waiting Areas etc.

### General Rules

- Reception areas should ALWAYS be very clean.
- The CBN icon should be placed behind the Reception Desk.
- This area MUST be properly lit and devoid of any clutter.
- Appropriate way finding Signs MUST be placed in a visible area within the Reception.



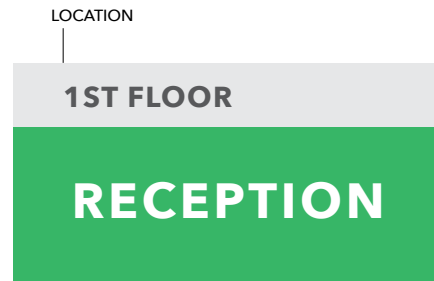


## 7.3

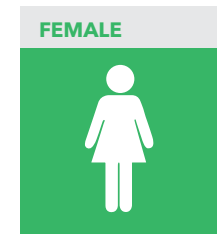
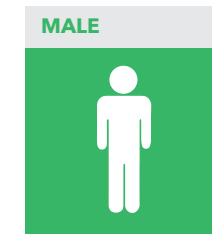
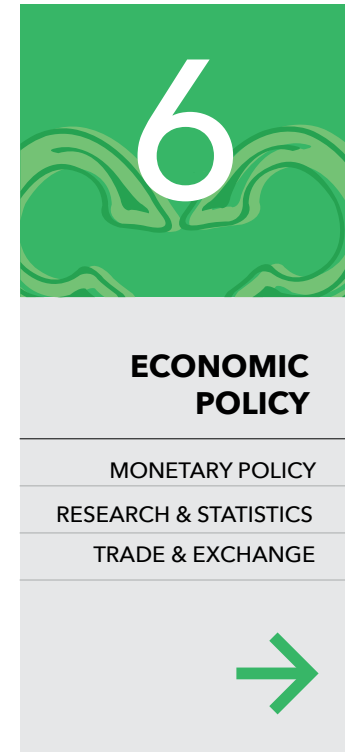
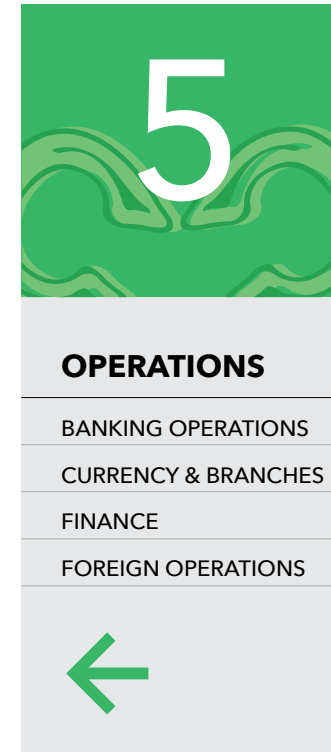
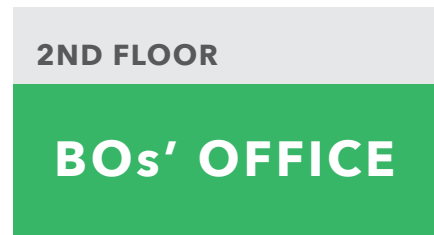
### General Rules

- Use one Icon for sign per floor for differentiation.
- Use original artworks, approved fonts & colours.
- Ensure text legibility.
- Ensure materials are durable and easy to replace.

## Sign & Way Finding Systems



NAME



# Fairs, Exhibitions & Events

## General Rules

- Use the CBN Green Background Art & always infuse this subtly, ensuring a balance of green & white.
- Display the CBN Portrait flag where possible.
- Use original artworks, approved fonts & colours.
- Materials to be used must meet approved SON Standards.
- Display the Buntings where possible.
- Stands MUST be flatpacks and modular units for easy assembly and dismantling.
- Use the appropriate versions of the CBN logo where applicable.



# Fairs, Exhibitions & Events

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For more information and enquiries, please contact the Corporate Communications Department of the Central Bank of Nigeria.

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