



Corporate Guidelines

Primary colours

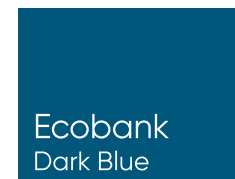
Ecobank Light Blue

The Ecobank Light Blue is a key brand colour as it is the colour of the brand bar. It should have the highest prominence of the four primary colours.



PANTONE 640*
CMYK C100 M11 Y3 K16
RGB R0 G130 B187
HEX #0082BB

*(coated and uncoated)



PANTONE 308*
CMYK C100 M19 Y8 K50
RGB R0 G91 B130
HEX #005B82

*(coated and uncoated)

Ecobank Dark Blue

Ecobank Dark Blue should be used sparingly and is largely used for headlines and text.

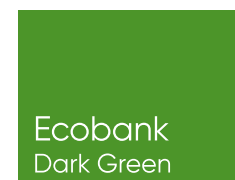
Ecobank Light Green

The Ecobank Light Green is used for the green line (horizontal line) in the brand bar. It is also used as a highlight and supporting colour for call-out text or text boxes and within graphs, tables and graphics.



PANTONE 382*
CMYK C34 M0 Y100 K0
RGB R190 G214 B0
HEX #BED600

*(coated and uncoated)



PANTONE 7739*
CMYK C68 M0 Y100 K22
RGB R60 G137 B48
HEX #3C8930

*(coated and uncoated)

Ecobank Dark Green

Ecobank Dark Green is a supporting colour within core brand communications. Its main use is as the signature colour for Commercial Banking.

See 34 Commercial Banking in divisional section



Single colour logo



Brand fonts

Gilroy

Gilroy is a modern sans-serif font. It has a bold, clear and approachable appearance. These characteristics help our communications to be highly visible and engaging.

Gilroy is used as Ecobank’s primary font for communications and publicity.

Italic weights are not used in our communications.

Gilroy

Gilroy (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789 !@£\$%&?

Gilroy (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789 !@£\$%&?

Gilroy (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789 !@£\$%&?

Gilroy (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789 !@£\$%&?

Gilroy (Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789 !@£\$%&?