OUR GUIDE TO AN EMPOWERING BRAND

IBSBank
Empowering you

Brand Guidelines

THE CONTENT

INTRODUCTION

INTRODUCTION

INTRODUCTION

IBS Bank is a premier regional commercial and Investment bank with its headquarters in Mogadishu, the capital city of Somalia.

The Bank's vision is to be a leading, innovative and regional Islamic financial institution adhering to the highest sharia principles and international banking standards; leading in the positive transformation of peoples' lives in East Africa.

The bank has taken upon itself to positively transform peoples' lives by providing quality Sharia-compliant financial services through innovative, efficient and reputable practice.

OUR
BRAND
PLATFORM

OUR BRAND ATTRIBUTES

Our brand attributes describe the spirit of our organization and guide the appearance and tone of all our communications. Our brand attributes demonstrate and reinforce who we are and why we are different.

BRAND ATTRIBUTES

Winning Together
Within ourselves and with our customers, we work together and we win together

Transparency & Integrity
Our customers will trust and reward us for it.

Excellence
We take care of our Employee as through them we strive to be better.

Humility
It's not about us, it's about our customers.

Customers Focus
We focus on providing solutions for our customers.

Shareholders Value
We enhance shareholder value through a strong banking foundation.

OUR NAME

Our name is a representation of who we are. It serves as the introduction of our purpose, values and identity. Like any individual's name, our name refers to our wholesome nature in who we are and what we do.

This is why it is important that we remain as distinct as possible to enable us to tell our story as clearly as possible.

IBS Bank is a name with its origin in the acronym of the words: International Bank of Somalia. This name was originally crafted with a vision of taking Somalia to the global market.

The change of use from International Bank of Somalia to just IBS Bank was necessitated by the thought of crossing national and international boarders with greater ease. This will indeed help IBS Bank take Somalia to the world easier and faster.

IBS Bank

OUR
BRAND
ELEMENTS

OUR PRIMARY LOGO
LOGO ICON

Our logo consists of two parts, an icon and a word mark.

The logo icon is evolved from an OVERLAPPING feature which represents collaboration and the spirit of working together to make things happen and secondly an feature of STABILITY that brings in the feeling of strength and a solid/sure organization in the bank. Together, they bring about a sense of STRONGER COLLABORATION to the Bank's identity.

The word mark completes our logo as it speaks out the name of our brand.

OUR PRIMARY LOGO
WORD MARK

The work mark is a shortened version of the Bank's Name.

This new way of representing our name helps us have a shorter, easier to pronounce, speak, remember and identify in our logo.

This in turn helps our audience relate with us better as they see us as easier to approach and engage.

OUR PRIMARY LOGO
POSITIONING STATEMENT

Our tagline is an emotional expression of our brand. It is the promise that we make to the world and must stand by in all brand interactions and expressions with the market.

Our tagline, EMPOWERING YOU, is a promise to walk with our customers in life and partner with them to ensure they grow and move up in life. We promise to be their friend and fiancial support system.

OUR PRIMARY LOGO
LOGO ARCHITECTURE

The architecture of a logo is availed to ensure that any discussion about the logo is well understood. It is here that we define and outline the different areas of a logo.

Our full logo has 2 main parts. The LOGO ICONS and the WORDMARK. The workmark is then divided in 2 parts. THE BRAND NAME and the POSITIONING STATEMENT/ brand descriptor.

These elements come together to express the full nature of our brand visually and ensures clarity in communicating the capacity we have.

logo icon   word mark

brand name

descriptor/ positioning

OUR PRIMARY LOGO
OUR LOGO SPACING

Our logo is an asset to us and must be treated as such. For maximum impact in application, one must leave a healthy amount of breathing space around the logo to create presence and legibility.

Exhibits below illustrate the spacing and minimum size that our logo can be used.

STANDARD CLEARANCE SPACE

The space left around our logo must be equal to or greater than the grid created by the size of the letter 'a' that ends the word 'IBS Bank' when in use.

To create the grid, use the "a" in the word Bank in and UPRIGHT version for the top and bottom spacing and rotated 90 degrees for the left and right side spacing. This ensures uniform spacing all round.

NOTE: the size of the letter "a" used is relevant to the font size of the logo at that point of use.

MINIMUM LOGO DIMENSIONS

Our logo must not be used in a width less than 2cm with the height relevant to the mentioned width.
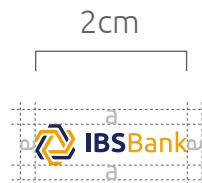
OUR PRIMARY LOGO
COLOR VARIATIONS

Our logo is flexible in color use and can be applied on differer colors as prescribed below.

Reverse logo options can be used in production to lower costs implications.

FULL COLOR LOGO

APPLICATION ON BLUE

APPLICATION ON YELLOW

APPLICATION ON BLACK

APPLICATION ON GREY SCALE

OUR PRIMARY LOGO
OUR DOs AND DONTs

The integrity of the IBS Bank logo must be respected and maintained at all times. Do not stretch, condense, skew or morph our logo in any way.

Any modifications to our logo may cause confusion and reduce the brand equity that we fight to maintain.

Do not change the font color unless in single color reverse.

Do not change the icon color to a single color unless in single color reverse.

Do not mix or interchange the colors unless explicitly advised on sub-brands.

Do not change the font or use full lower case font of the word mark on our logo.

Do not change the proportions of our logo icon to the word mark.

Do not skew or add a shear effect to our logo.

Do not use our logo on top of images without protecting it.

Do not all elements to our logo.

Do not condense our logo.

OUR SECONDARY LOGO
FULL LOGO

Our logo secondary logo has the same elements and behavior of our primary logo with a change in layout.

This helps open up options in logo placement on portrait layouts.

OUR SECONDARY LOGO
LOGO ARCHITECTURE

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logo
icon

word
mark

IBSBank

Empowering you

brand
name

descriptor/
positioning

OUR SECONDARY LOGO
OUR LOGO SPACING

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MINIMUM LOGO DIMENSIONS

Our logo must not be used in a width less than 2cm with the height relevant to the mentioned width.

1.3cm

OUR SECONDARY LOGO LAYOUT VARIATIONS

Our logo is flexible in color use and can be applied on differer colors as prescribed below.

Reverse logo options can be used in production to lower costs implications.

APPLICATION IN FULL COLOR

APPLICATION ON BLUE

APPLICATION ON YELLOW

APPLICATION ON BLACK

APPLICATION ON GREY SCALE

OUR SECONDARY LOGO
OUR DOs AND DONTs

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Do not change the proportions of our logo icon to the word mark.

Do not skew or add a shear effect to our logo.

Do not use our logo on top of images without protecting it.

Do not all elements to our logo.

Do not condense our logo.

OUR COLOR PALETTE

Our brand colors are specific to the level of architecture that we are highlighting.

Brand colors must never be used in place of each other with each being a defining expression of the sub-brand that it is allocated to.

PRIMARY COLOR PALETTE

PRIMARY COLOR PANTONE P 103-16 U
C97 M81 Y0 K51   R5 G36 B96   Hex # 052460

IBS Blue

PRIMARY COLOR PANTONE P 17-8 U
C0 M43 Y100 K0   R249 G160 B27   Hex # f9a01b

IBS Yellow

SECONDARY COLOR PALETTE

PRIMARY COLOR PANTONE P 25-16 U
C0 M57 Y100 K35   R172 G95 B15   Hex # ac5f0f

IBS Dirty Yellow

PRIMARY COLOR P PROCESS BLACK C
C0 M0 Y0 K100   R35 G31 B32   Hex # 231f20

IBS Black

PRIMARY COLOR P PROCESS BLACK C 75%
C0 M0 Y0 K65   R119 G120 B123   Hex # 646363

IBS Grey

OUR FONTS

Typography is and essential part of the IBS Bank brand as it brings unity and adds personality to all our communication.

UBUNTU FAMILY is our primary font that can be used in headlines and callous. It is bold, confident yet friendly. It sets a tone that is welcoming to all who come into contact with it.

Fonts within the MYRIAD PRO FAMILY make up our secondary font. Its wide range in weigh allows us to establish a clear heir achy of information and to create easy-to-read communication.

PRIMARY FONT
UBUNTU FAMILY

UBUNTU LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UBUNTU LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UBUNTU REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UBUNTU ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UBUNTU BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UBUNTU BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OUR FONTS

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SECONDARY FONT
MYRIAD PRO FAMILY

MYRIAD PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

***MYRIAD PRO* SEMIBOLD ITALIC**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO BOLD *ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OUR FONTS IN USE

Use of all caps for key information gives our messages a bold and confident tone, while the use of sentence case for copy helps make our content easy to read.

Use the guideline below when setting typography, but always consider the type of application and how the content is presented to enable readability and impact.

Layout sample in Ubuntu family fonts of varied weight.

PAGE HEADLINE GOTHAM BOLD USED

SUB HEADLINE- GOTHAM MEDIUM
Ta ea corum inciis ipsam quiam ratusam la nobit eum volupti nonsedit omnihictem eossedi quo officat emodit dolorem et es magni conse plis nullam, quatatur acerumq uodistrum dolorem poresteni ipicit liquiderum in nietur?

SUB HEADLINE 2- GOTHAM MEDIUM
Quiati dolut moditae con nem faccabor acil ium intiberio testem dolo verovitatus aturibus con nias dolore suntibus dolor si consed et ab ius, antota dolorione quas dolupid ut eossequam facerehendus maxime ratur, omnissequas alicaborepe et, sanimust quam imincit atenimaio

DIAGRAM HEADLINE GOTHAM MEDUIM

OUR COMMUNICATION STRUCTURE

OUR SUPER GRAPHIC

A super graphic is a patten or graphic that is designs to complement and enhance a brand visually. Our super graphic is a composition of the logo icon repeated symmetrically and used as a pattern that localizes our brand while giving is the unique feel in execution that will differenciate if from other brands and their commnuication.

Logo icon isolated from word mark.

Logo icon replicated in equal spacing and balance.

Logo icon in reverse with blue background sliced equally from and from bottom to enhance the style's uniqueness.

Our final Super-graphic to be used in our communication.

OUR COMMUNICATION SYSTEM

Our communication system is arrived at by following the following steps as illustrated below.

The super-graphic is used in all communication to split the communication creating a top and bottom section and never a left and right section.

A Wedge slanting at the same angle as the super-graphic is added to either end of the graphic to allow for a white logo space to be created. This ensures that we can always use our logo in full color in all our communication.

Communication frames created from our system can be used interchangeably for images plus header and for content plus body copy.

Co branding is achieved by using the mother brand logo on the white area and sub-brands on the section that the body copy is held. If is advisable but not mandatory that the sub brand or co-brand/supportive brand logos come in a section below our brand.

Our final Super-graphic to be used in our communication.

A wedge is created slanting in the same angle as the super graphic in shite to create a section for out logo to be placed on in full color.

The super-graphic is used in all communication to split the communication creating a top and bottom section and never a left and right section.

OUR COMMUNICATION SYSTEM APPLICATION VARIATIONS

Our communication system is arrived at by following the following steps as illustrated below.

The super-graphic is used in all communication to split the communication creating a top and bottom section and never a left and right section.

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All our communication follows the same approach but remains dynamic enough to produce different layout options.

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OUR COMMUNICATION SYSTEM IN APPLICATION - PORTRAIT

All our communication follows the same approach but remains dynamic enough to produce different layout options.

Brand colors and element guides must be adhered to at all times.

**TITLE
SECTION**
SUBTITLE
SECTION

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

ibsbank.so

IBSBank
Empowering you

**TITLE
SECTION**
SUBTITLE
SECTION

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

ibsbank.so

IBSBank
Empowering you

OUR COMMUNICATION SYSTEM
IN APPLICATION - LANDSCAPE

All our communication follows the same approach but remains dynamic enough to produce different layout options.

Brand colors and element guides must be adhered to at all times.

**TITLE
SECTIONS**
SUBTITLE
SECTION

ibosbank.com

IBSBank
Empowering you

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ibosbank.com

**Title
Section**
Subtitle
Section

IBSBank
Empowering you

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
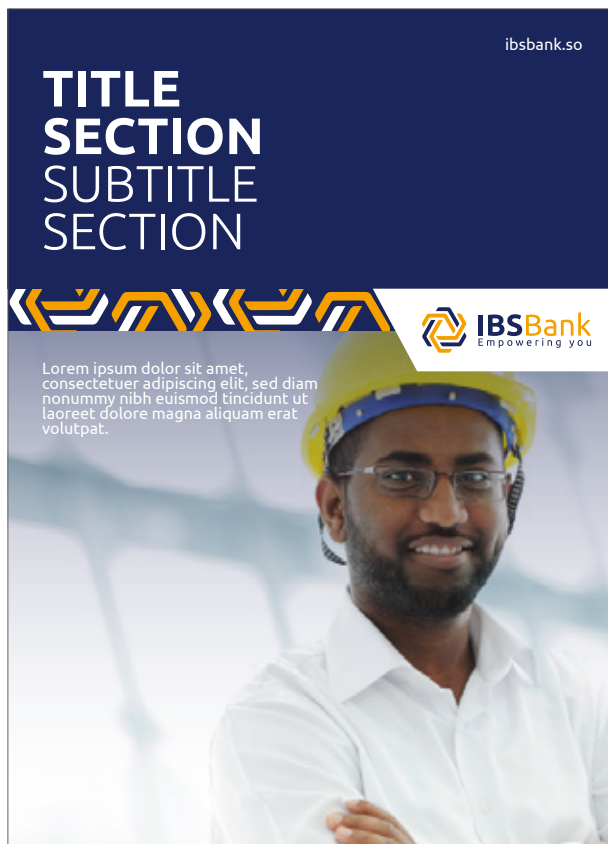
OUR COMMUNICATION SYSTEM
IN APPLICATION - ROLLUP BANNERS

All our communication follows the same approach but remains dynamic enough to produce different layout options.

Brand colors and element guides must be adhered to at all times.

ibsbank.so

TITLE SECTION HEAD
SUB TITLE SECTION FOLLOW

IBSBank
Empowering you

TITLE SECTION HEAD
SUB TITLE SECTION FOLLOW

IBSBank
Empowering you

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

IBSBank
Empowering you

TITLE SECTION HEAD
SUB TITLE SECTION FOLLOW

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

OUR COMMUNICATION SYSTEM
IN APPLICATION - PRESENTATION TEMPLATE

All our communication follows the same approach but remains dynamic enough to produce different layout options.

Brand colors and element guides must be adhered to at all times.

**PRESENTATION
TITLE AND DEPARTMENT**
DATE AND DETAILS

**BREAKER PAGE
SUB SECTION TITLE**
FOLLOW UP STATEMENT IF ANY

Slide Title

Ta ea corum inciis ipsam quiam ratusam la nobit eum volupti nonsedit omnihictem eossedi quo officat emodit dolorem et es magni conse plis nullam, quatatur acerumq uodistrum dolorem poresteni ipicit liquiderum in nietur? Quiati dolut
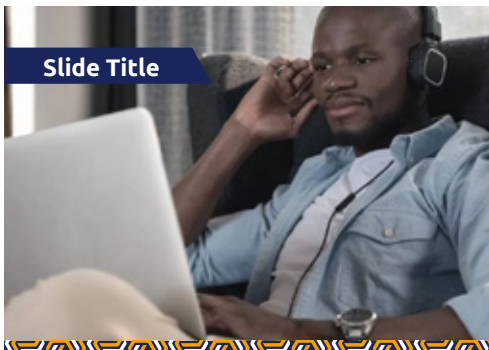
Slide Title

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Slide Title

THANKYOU
DATE

COPYRIGHT 2019

OUR COMMUNICATION SYSTEM
OUR DOs AND DONTs - Image use Checklist

The integrity of the IBS Bank logo must be respected and maintained at all times. Do not stretch, condense, skew or morph our logo in any way.

Any modifications to our logo may cause confusion and reduce the brand equity that we fight to maintain.

IMAGE CHECK LIST

- Use 'real' people you can identify with, not glamorous models.

- Shoot people from a sensitive viewpoint, around eye level to create a sense of connection with the subject. Looking up at the subject may feel overbearing, and looking down too subservient.

- Shoot people from more unconventional, but not distracting angles. This helps create a reportage feel.

- Natural poses, looking at the camera, allow the model to relax and feel comfortable.

- The subject posture should be positive, no slouching, etc.

- Add interest by using people or objects in the foreground, background and out of focus to create a sense of depth.

- Where possible avoid using harsh artifcial light.

- We want the photograph to be shot in a light, clean and natural style. Avoid using harsh artifcial light.

- Keep imagery positive, upbeat, confdent and feeling at ease.

Avoid illicit and banned substances

Avoid slanted/ angle images

Avoid overly glamorous models

Avoid over-posed subjects

OUR COMMUNICATION SYSTEM
OUR DOs AND DONTs - Image use Checklist

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IMAGE CHECK LIST

• Show an age and gender mix.

• Portray people in a realistic situation / environment either individually, or as teams- that re ects what you want to communicate.

• Try to keep the background reasonably uncluttered, this makes it easier for the audience to focus on the subject.

• Do not crop an image too tightly, allow some space around the subject to give the designer some exibility when cropping.

• Shoot in both portrait and landscape formats so that the image can be used on a variety of communications, such as A4 portrait literature to landscape billboard formats.

• Always contextualize the imagery and be sensitive to cultural norms and practices of the market.

Avoid harsh, contrasting lighting

Avoid cluttered environments

Avoid negative expressions

Avoid over- exposed images

OUR
BRANDING
TOUCH POINTS

BRANDING TOUCH POINTS
BUSINESS CARDS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

Person's Name
Position
M. +252 111 111 111
E. Person@ibosbank.com

Trepiano Building, Maka al-Mukarama Street
P.O. Box: 777, Hodan Mogadishu, Somalia
T: +252 1 865 999 **Call Center:** 8080
E. info@ibosbank.com **W.** www.ibosbank.com

BRANDING TOUCHPOINTS
EMAIL SIGNATURE

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

Person's Name
position
Address: Yoobsan Street
P.O.Box : 777, Hamarwayne, Mogadishu – Somalia
Phone: +2521865999 / +252612666553
www.ibobank.com

🐦 📘 📷 @IBSbankSomalia

IBSBank
Empowering you

Person's Name
position
Address: Yoobsan Street
P.O.Box : 777, Hamarwayne, Mogadishu – Somalia
Phone: +2521865999 / +252612666553
www.ibobank.com

🐦 📘 📷 @IBSbankSomalia

IBSBank
Empowering you

BRANDING TOUCHPOINTS
LETTERHEADS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

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Trepiano Building, Maka al-Mukarama Street P.O. Box: 777, Hodan Mogadishu, Somalia
T: +252 1 865999   E. info@ibosbank.com   W. www.ibosbank.com

ibsbanksomalia

BRANDING TOUCH POINTS
ENVELOPES

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www.ibosbank.com

www.ibosbank.com

Trepiano Building, Maka al-Mukarama Street P.O. Box: 777, Hodan Mogadishu, Somalia
T: +252 1 865999   E. info@ibosbank.com   W. www.ibosbank.com

ibsbanksomalia

BRANDING TOUCHPOINTS
STAFF AND LANYARDS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

Ali Mohamed
Team leader
Staff No. IBOS-3321
Issued: 01 May 2019
Expired: 30 April 2020

www.ibosbank.com

This card is the property of IBS Bank.
If found, please return the card to any IBS Bank Branch

Trepiano Building, Maka al-Mukarama Street
P.O. Box: 777, Hodan Mogadishu, Somalia **T:** +252 1 865 999
E. info@ibosbank.com   **W.** www.ibosbank.com

Ali Mohamed
Team leader
Staff No. IBOS-3321
Issued: 01 May 2019
Expired: 30 April 2020

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www.ibosbank.com

BRANDING TOUCHPOINTS
NOTEBOOKS & PENS

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BRANDING TOUCHPOINTS
CARRIER/GIFT BAGS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

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BRANDING TOUCHPOINTS
BUSINESS FOLDERS

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BRANDING TOUCH POINTS
T SHIRTS & CAPS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.
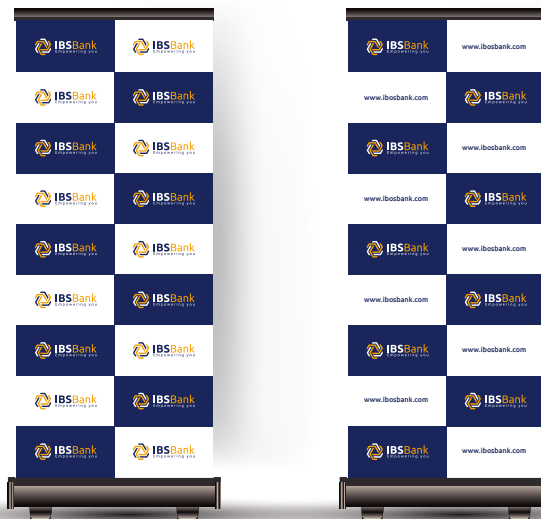
Tshirts

Tshirts

BRANDING TOUCHPOINTS
STAFF UNIFORMS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

uniforms

ladies

gents

polos

BRANDING TOUCH POINTS
UMBRELLAS & MUGS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

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BRANDING TOUCH POINTS
TEARDROP & ROLL-UP BANNERS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

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BRANDING TOUCH POINTS
FLAGS & BACKDROP BANNERS

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.
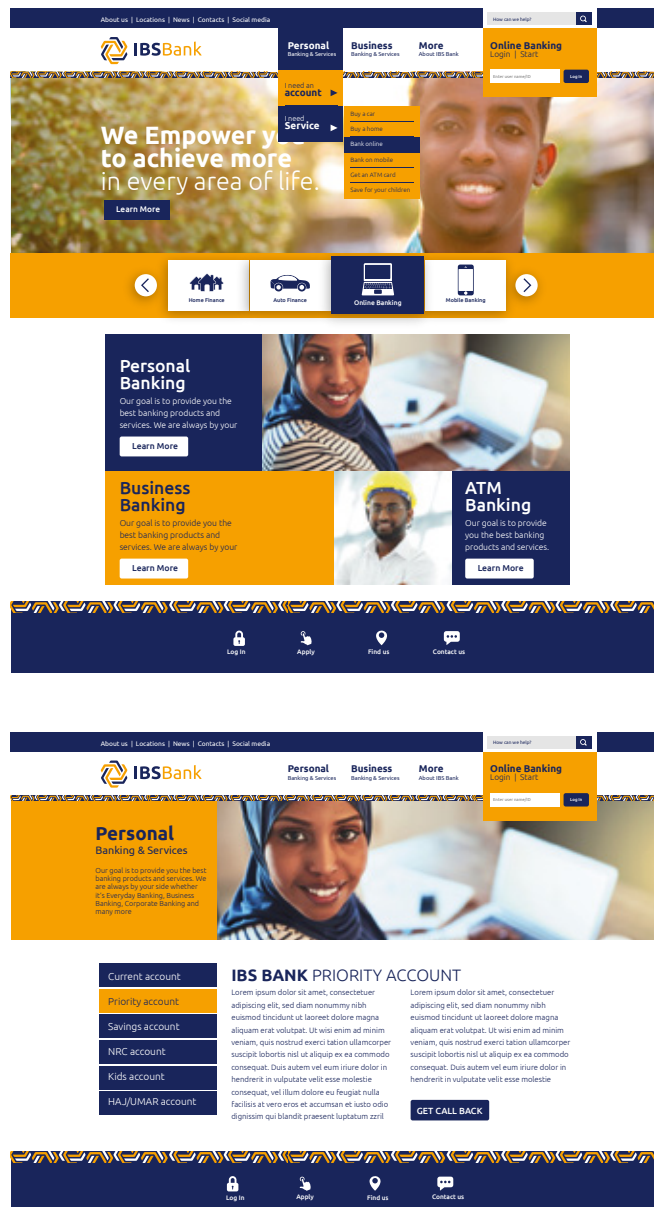
BRANDING TOUCHPOINTS
VEHICLE BRANDING

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

BRANDING TOUCH POINTS
WEBSITE

The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

OUR
BRANCH
BRANDING

BRANCH BRANDING
OVERVIEW OF SPACE EXPERIENCE

This manual has been created so that all IBS Bank employees, suppliers and other stakeholders can have a clear guideline on our general offce/ banking hall outlook.

This consistency in communication is what good brand management is all about.

This booklet demonstrates our company values and will raise our profile and strengthen our position as a strong, collaborative and progressive organisation, providing seamless customer experience in all branches.

We must be seen as passionate providers of excellent service and at the same time maintaining our bank as a vehicle of financial growth to all our members. This document has been prepared as a working tool for the implementation of the IBS Bank brand and provides assistance with its day-to-day application. To ensure that the corporate Branding Policy is applied consistently, it is important to set some clear guidelines.

The key elements are as listed below:

• All branches must use the new design in the form provided in these guidelines.

• All of the rules given in these basic guidelines must be strictly adhered to.

• Business unit heads and branch managers are responsible for the implementation of the brand guidelines within their branches.

• When renewing or signing any new lease, the guidline requirements MUST be taken into account.

• The development of these guidelines is the responsibility of the marketing team. Therefore all / any variations or innovations not covered in this brand manual must be directed to and obtain clearance from the head of marketing team.

GENERAL GUIDELINES

1. All branches should be located in convenient areas for members and away from blocking objects such as trees and on the ground floor.

2. All premise contracts should have an internal and external remodelling agreement that allows for changes to reflect the corporate standards.

3. Partner branding should be restricted to the brand template at the entrance of the building and the internal aluminium snapper frames.

4. All posters should be mounted on the provided steel frames and brochures placed in the brochure holders.

5. Bantings / washlines should never be used as a communication tool within our branches.

6. A blue skirting around the exterior of the building should always be 0.5m (except for offices areas where it can be 1 meter above ground)

7. Flooring should be cream(20%) tiles or terrazzo.

8. Window grills if used should be the recommended shade of blue (100%).

9. Blinds are the only window covers allowed and the colour is restricted to the recommended light shade of cream (20%) in the blue coloured rooms or blue (20%) in the cream coloured rooms.

10. All staff and reception chairs whould be blue fabric covered with no patterns and the executive and senior management chairs black leather.

NB: These are guidelines showcasing outlet branding. Note, that each office is unique and the design should be adjusted realistically to suit the acquired space.

BRANCH BRANDING
FACIA BRANDING

The IBS Bank signage system extends to branch facia. This is key for quick identification of the Bank's premises. The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

Fascia design

Sticker on glass

One way window graphics

Sticker on glass

One way window graphics

BRANCH BRANDING
FACIA BRANDING SIMULATION

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BRANCH BRANDING
INTERIOR SUSPENDING SIGNS

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BANKING TELLER AREA
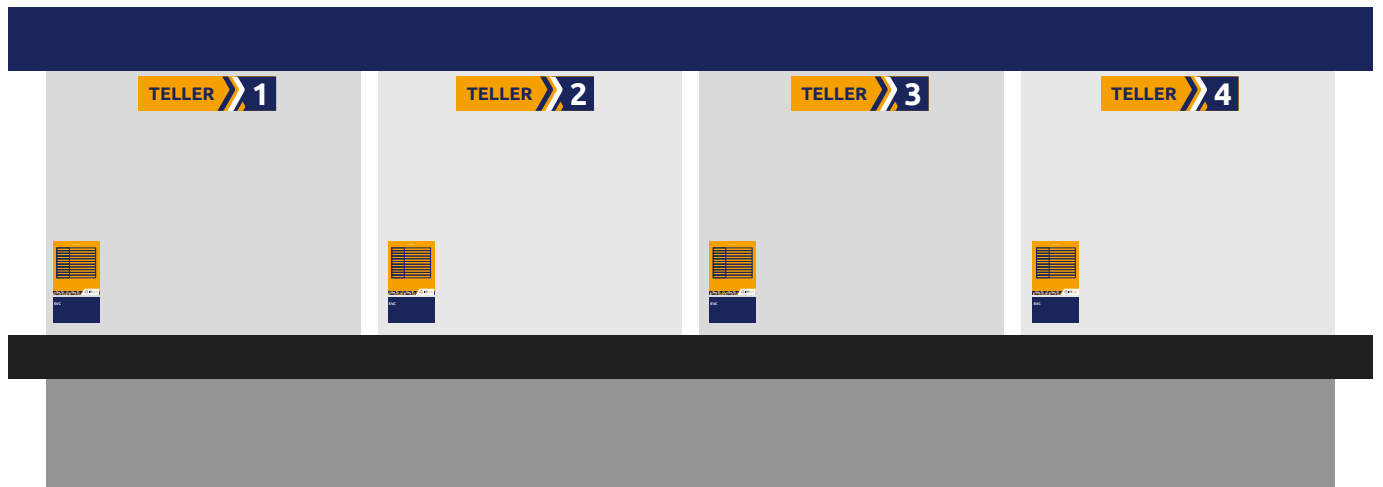
CUSTOMER CARE AREA

BRANCH BRANDING
ATM BRANDING

The IBS Bank signage system extends to branch ATM branding. This is key for quick identification of the Bank's premises. The design below can follow the same approach but remains dynamic enough to produce different layout options.

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ATM DOOR

Branded Perspex

One way window graphics

ATM BACKLIT SIGN

Flex/ sticker on backlit box
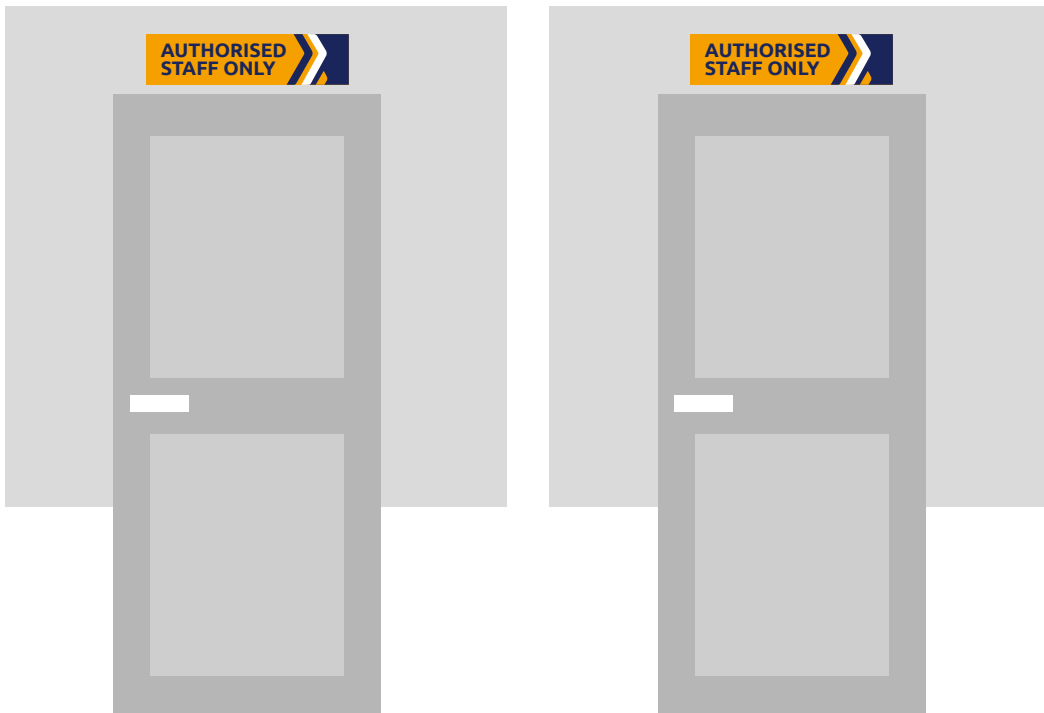
ATM MACHINE BRANDING

Sticker on board

BRANCH BRANDING
OTHER BRANDING SPACES

The IBS Bank signage system extends to branch door branding. This is key for quick identification of the Bank's premises. The design below can follow the same approach but remains dynamic enough to produce different layout options.

On the other hand, Brand colors, fonts and logo element guides must be adhered to as prescribed at all times.

BRANCH BRANDING
OVERVIEW OF SPACE EXPERIENCE

This manual has been created so that all IBS Bank employees, suppliers and other stakeholders can have a clear guideline on our general offce/ banking hall outlook.

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IBSBank
Empowering you