



the
alternative
bank

Brand Guideline.

altbank.ng



Who We Are

Welcome to The Alternative Bank, where we do things differently.

Traditional is boring; we design solutions tailored to your individual needs.

Our adventure started with a grand idea in January 2014, when we were provisionally allowed to offer a non-interest banking window under Sterling Bank. From that moment, we knew we were destined to create something special, a dynamic bank that speaks your language and respects your individuality.



Who We Are

Our journey took a significant leap forward in July 2023 when the Central Bank of Nigeria (CBN) issued a banking license to The Alternative Bank, enabling us to operate as a fully-fledged, stand-alone bank.

At the heart of our journey is ACE, our Advisory Committee of Experts, who ensure every step we take is in harmony with the ethics of Non-Interest Banking (NIB).

It's time to say goodbye to boring banking and embrace a world of possibilities with The Alternative Bank.



Our Brand Philosophy

Our Purpose

Creating Wealth

Our Mission

We innovate to challenge boundaries

Our Core Values

Empathy, Execution and Excellence



Our Brand Personality & Voice

Our Brand Personality

Altbank isn't just a financial brand.
We're a partner, and a force for good.

Our brand feels:

- Compassionate, not performative
- Reassuring, not rigid
- Human-first, not profit-first

Tone of Voice

We speak like someone you trust, someone who's walked in your shoes and genuinely wants to help.

Our tone reflects empathy, clarity, and calm authority.

Core Traits & What They Mean

Reliable Partner: We simplify finance with a people-first approach, ensuring customers feel understood and supported.

Community-Focused: We exist for the people we serve. Every decision is guided by the needs of our communities. We build inclusive solutions, keep our processes transparent, and focus on impact that benefits everyone.



Our Symbol

The north pointing arrows represents our ethos of always moving forward.

What better way to show this than an upward trajectory.

With our dedication to stellar service that is simply out of this world, our logo shows constant movement from the bottom to the very peak of our ambition as a team, as partners and as the **Gold standard** of our field.





Our Wordmark

Our wordmark is a bespoke typographic design. It is not created using a standard font. It was custom-crafted to reflect the clarity, simplicity, and forward-thinking nature of our brand.

Written entirely in lowercase, it reflects humility, accessibility, and modernity, which are central to the Altbank identity.

The bold, geometric letterforms communicate strength and confidence. The overall composition captures our commitment to doing things differently.

That is the alternative way. This logotype is a signature asset of the brand and must always be used exactly as designed.

**the
alternative
bank**

Logo



Half Stack



Full Stack

Construction

Our logo is based on simple shapes and lines with an emphasis on sharp edges.



Proportions

The logo proportion ensures harmony and balance in every aspect. It embodies a perfect blend of size, spacing, and symmetry, reflecting our commitment to precision and elegance while maintaining a consistent and cohesive brand identity.



Clear Space Rule

The logo clear space rule is a minimum amount of space required around our logo to ensure that it is easily recognizable and not crowded by other design elements.



Usage on Backgrounds

The icon should always appear in gold, whether placed on white or black backgrounds. The wordmark should appear in black on light backgrounds and white on dark backgrounds.

In cases where the background is neither black nor white, the full logo may appear in either black or white, whichever offers stronger contrast and better legibility. This ensures clarity, contrast, and brand consistency across all applications.



Partnerships

Guidelines:

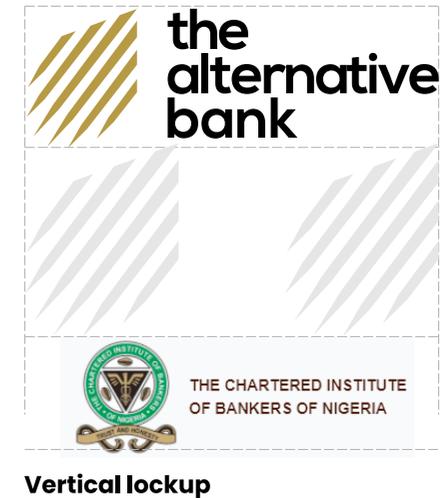
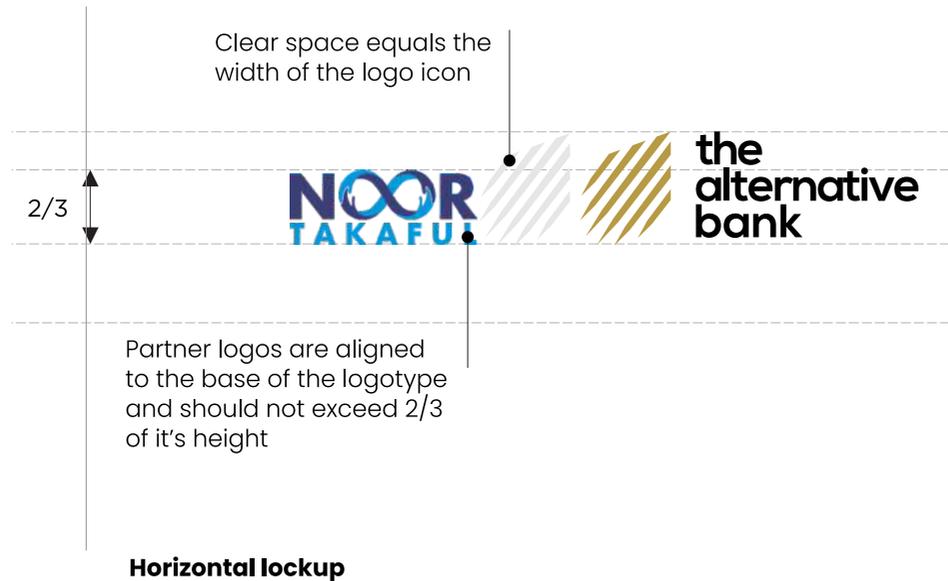
Use the altbank logo when combining it with partner logos; avoid using the logo icon alone.

Obtain explicit approval before featuring the altbank logo in advertising.

Avoid using altbank assets or similar words/marks on apparel or merchandise without approvals.

By adhering to these guidelines, we ensure a cohesive and professional representation of the altbank brand in partnership communications.

The partnership lockup is a vital communication tool for approved partnerships. It involves strategically placing the altbank logo alongside a partner's logo, maintaining a balanced and equal visual presence. A clear space between the logos, equivalent to the logo icon's size, is divided by a vertical line.



Scaling

Maximum Sizing:

Use a specific logo variant for sizes between 50px wide and 90px wide to ensure optimal legibility and visual impact.

Minimum Sizing:

Use the small logo mark between 15px tall and 20px tall to maintain clarity and brand identity.

Half Stack Logo Usage:

Only employ the half stack logo variant for small-scale applications, avoiding the full stacked logo variant to maintain visual consistency.

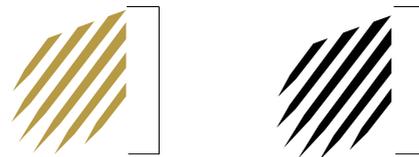
Maximum Sizing for Small Use Logo

90 px wide, approx.



(or approx. 1.25 inches)

20 px height, approx.



(or approx. 0.28 inches)

Minimum Sizing for Small Use Logo

50 px wide, approx.



(or approx. 0.7 inches)

15 px height, approx.



(or approx. 0.2 inches)

Incorrect usage



Do not use unapproved colors



Do not stretch or distort the logo



Do not add drop shadows or glow



Do not rotate or animate the logo without brand team approval

Social Media



Videos

Watermarked Logos:

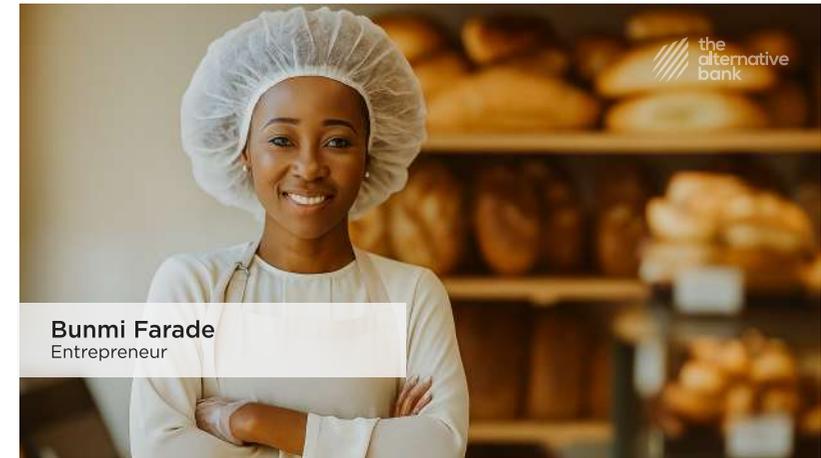
Place watermarked logos at the upper right with 50% opacity for visibility and brand recognition.

Lower Thirds:

Ensure clean and clear design for lower thirds, using official advertising fonts and setting backgrounds to 20% opacity for enhanced readability.

Ending Slates:

Conclude all videos with the altbank logo, either animated or still, to reinforce brand identity and maintain visual consistency.



OOH

Out-of-Home (OOH)

OOH placements (billboards, digital screens, transit wraps) represent high-visibility touch points.

Use short, bold headlines. High contrast only.

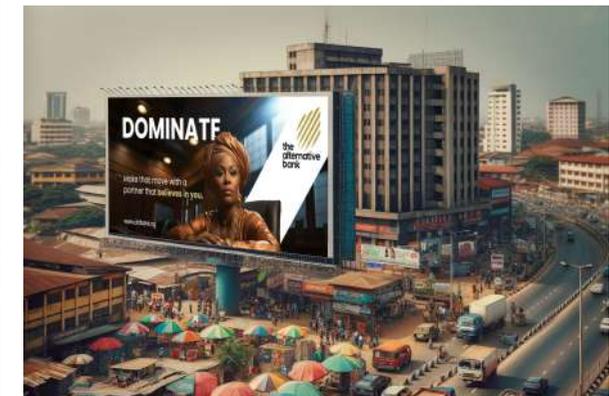
Logo must be visible and uncluttered.

Gold icon stays gold.

Wordmark in white or black depending on background.

Patterns should not compete with text.

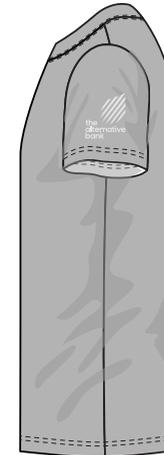
Max 7 words per headline.



Tee Shirts



Tee Shirts



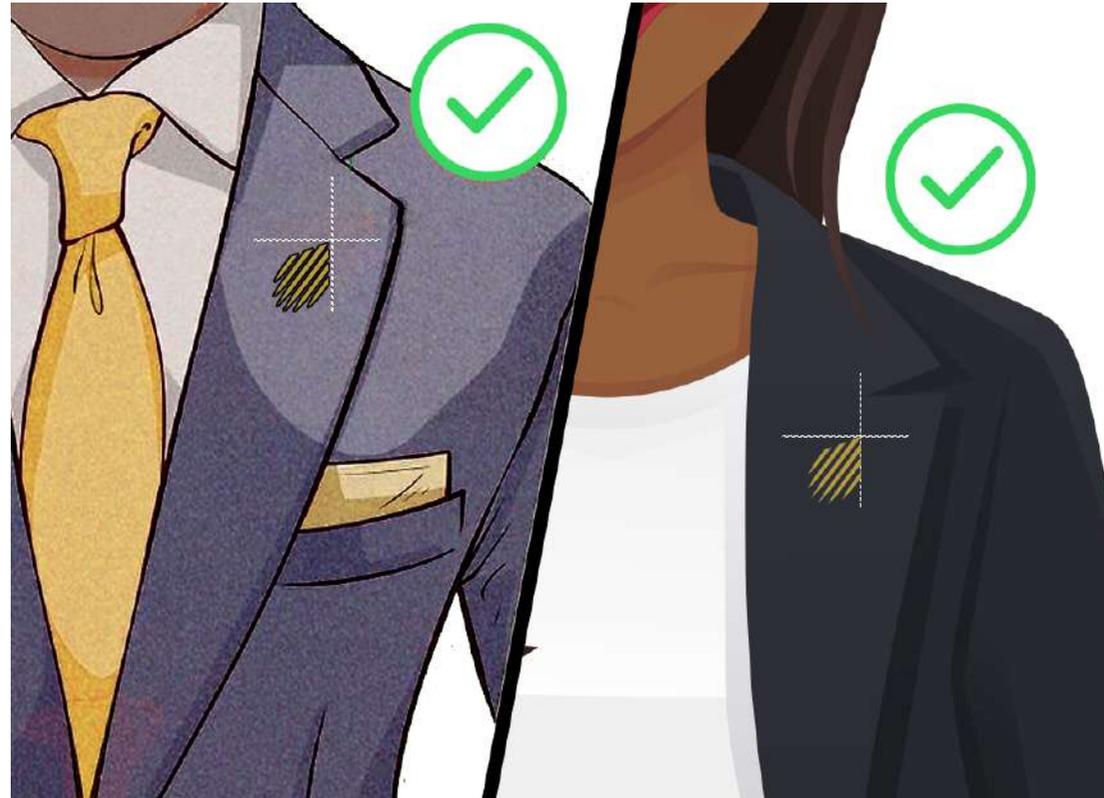
Lapel Pin

For a consistent and professional appearance, The Alternative Bank lapel pin should be placed on the left lapel of the jacket.

Ensure the pin sits neatly above the pocket line (if present) and is angled upright and clearly visible.

This positioning applies to both male and female formal wear.

Correct placement communicates brand pride and ensures uniformity across team



Event Banners



Umbrellas



Umbrellas





Parasols



Face Caps



Face Caps



Primary Stationery



Pylon, Fascia, Signs

Primary Pylon



Primary Fascia

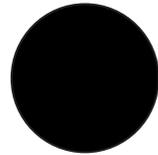


Primary Projecting Sign

Colour

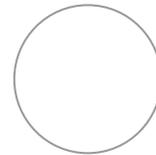
Core Colours

Galaxy Black



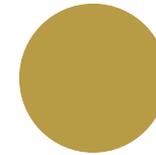
RGB: 0-0-0
CMYK: 70-35-40-100
HEX: 000000
PMS: Black 6C

Brilliant White



RGB: 255-255-255
CMYK: 0-0-0-0
HEX: ffffff
PMS: White

Pure Gold



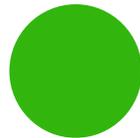
RGB: 186-158-79
CMYK: 29-35-88-3
HEX: ba9e4f

The brand embraces a timeless elegance with its logo colours. The combination of black, gold, and white exudes sophistication, while conveying trust and prosperity. These primary colours harmoniously blend to create a visual identity that resonates with altbank's commitment to excellence and reliability.

By adhering to this colour palette, we reinforce the core values of altbank, presenting a brand that is both contemporary and trustworthy.

Colour

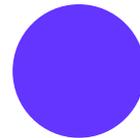
Secondary (Product) Colours



RGB: 49-182-14
CMYK: 76-0-100-0
HEX: 31b60e



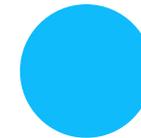
RGB: 121-240-50
CMYK: 50-0-100-0
HEX: 79f032



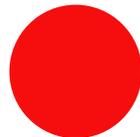
RGB: 100-53-255
CMYK: 29-35-88-3
HEX: bb9645
PANTONE: 618C



RGB: 194-90-232
CMYK: 6-25-0-0
HEX: c250e8



RGB: 16-187-251
CMYK: 64-8-0-0
HEX: 10bbfb
PANTONE: 298C



RGB: 246-14-14
CMYK: 0-100-100-0
HEX: f60e0e



RGB: 246-26-119
CMYK: 0-97-23-0
HEX: f61a77



RGB: 186-158-79
CMYK: 29-35-88-3
HEX: ba9e4f



RGB: 242-212-115
CMYK: 6-14-66-0
HEX: f2d473



RGB: 255-168-0
CMYK: 0-39-100-0
HEX: ffa800

Typography

Typography is a vital aspect of our brand's visual identity.

Our chosen fonts include Poppins for advertising, and Arial for emails.

Poppins's versatility and legibility make it ideal for advertising materials. Arial's clean and contemporary look enhances readability in email communications.

These fonts work together to create a cohesive and impactful brand presence across all channels.

Advertising Type

Aa

Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

A B C D E F G H I J K
a b c d e f g h i j k
1 2 3 4 5 6 7 8 9 0

Email and Presentation Type

Aa

Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

A B C D E F G H I J K
a b c d e f g h i j k
1 2 3 4 5 6 7 8 9 0

Hierarchy Examples

Usage	Font	Size	Weight
Heading	Poppins		Bold
Body	Poppins		Regular
Email	Arial	12pt	Regular
Presentations	Arial		

Photography

Monotone

Altbank's photography direction is vital in shaping our distinctive brand identity.

With an emphasis on authenticity, creativity, and attention to detail, our imagery tells a compelling visual story. We aim to evoke genuine emotions, foster personal connections, and highlight our commitment to innovation and sustainability.

Through a consistent color palette, composition, and lighting, our photography creates a cohesive and impactful visual language.

Through our photography, Altbank stands out in a crowded market, making a memorable and meaningful impact on our audience.



Photography

A Touch of Gold (Abstracts)



Photography

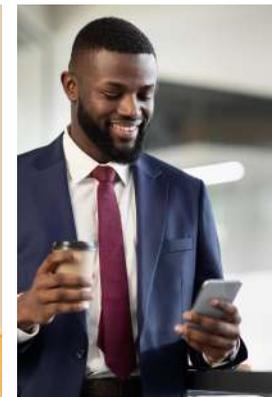
A Dash of Colors

Our photography reflects cultural respect and ethical representation.

Models must appear modest in dress and demeanor, with little or no body exposure.

Female models should cover their hair.

All imagery must align with our values of dignity, diversity, and professionalism.



Iconography

Icons are integral to our brand's visual identity, offering symbolic clarity and visual interest through simplistic shapes, across various touch-points. They communicate complex ideas effortlessly, creating a universal visual language for our audience.



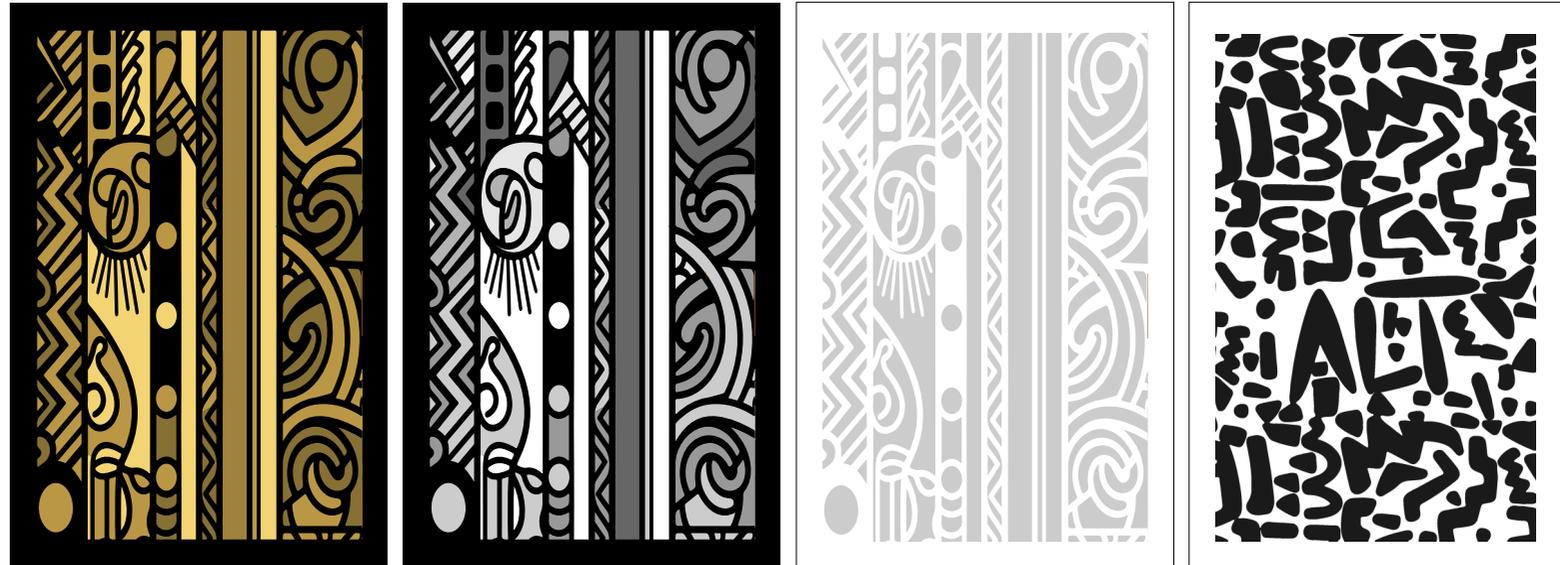
Illustration Style

Incorporating personalized illustrations is crucial for our brand persona, allowing us to visually communicate our identity and values. Each illustration should reflect our brand's essence, evoking authenticity and telling our unique story.



Print Patterns

We embrace the vibrant essence of African print patterns, infusing them as powerful brand extension elements. Inspired by the rich cultural heritage, these distinctive patterns elevate our visual identity, conveying a sense of inclusivity and diversity.



Sub-brands & Architecture

Primary Logos

Brand Product Architecture

We employ a hybrid branding strategy, combining our mother brand with distinct sub-brands.

Each sub-brand operates within specific product categories under our mother brand's umbrella, ensuring consistency.

The mother brand represents our core values, providing trust and recognition, while sub-brands maintain their unique identities. This flexibility allows us to expand into new markets and meet diverse consumer demands.

Our goal is to build a strong brand presence across market segments by delivering exceptional products through our brand architecture.





Stack Logos



altpower



altmall



alttravel



altdrive



altinvest



altbank



althomes



altbiz



wastebanc



wakeel



Governance & Downloads

Who Owns the Brand?

The Brand Marketing & Communications (BMC) team governs all brand usage.
For all queries, approvals, or access to design files: Email: altbankbmc@altbank.ng.

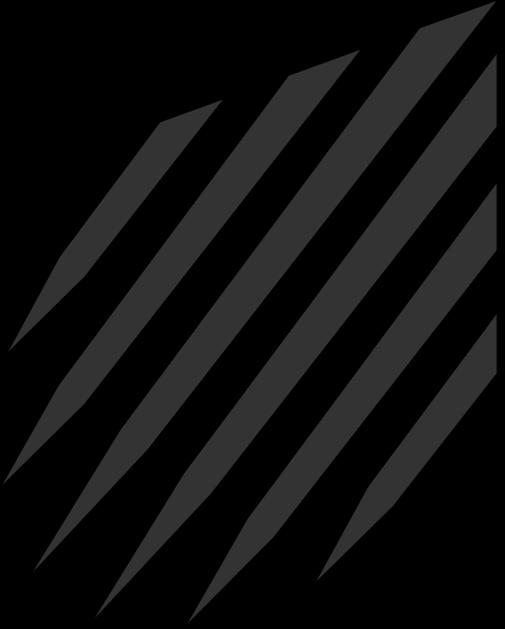
Brand Assets Portal

Find approved logos, templates, patterns, fonts, and usage guides here:
altbank.ng/guide.

Version Control

Version 2.0 – Updated June 2025
Next review scheduled for June 2026

Thank you for keeping the Altbank brand consistent, elegant, and powerful.
We go beyond, together.



Thank You