



Welcome to Ameria world



A unified brandbook for everyone
who steps into Ameria world

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Brand positioning



Banking with
impeccable style

We have been shaping engaging experiences in the field of consulting and banking in Armenia with a unique mix of

**intellectual approach,
exceptional and tailored style,
visual attractiveness
and extraordinary solutions.**



Brand ideology

Ameria Beautiful mind

We (and everyone by association: our colleagues, our clients, our partners) are carriers of a special mindset, that dictates our unique approach to everything we create.

THIS APPROACH DEMANDS ELEGANCE, RELIABILITY, CREATIVITY, EFFICIENCY, FUNCTIONAL AND AESTHETIC EXCELLENCE.

Never settle for less than brilliant, always pursue the **golden ratio between how things feel and how they work**. Seek and invent optimal solutions. Change the rules, change the game, **change the world**.

We believe in people with this mindset, we believe in the power of partnership and vision. **Together we can create a better future for our industry and for the people we work with and work for.**

We are **ALL AMERIANS** and we share this **BEAUTIFUL MIND**, capable of beautiful things.



Brand Principles

CHANGE

In constantly seeking new, more advanced, personalized and effective ways to serve the society and people who share our values

PEOPLE

In partnering with like-minded people to make a positive shift towards better banking, better world, better life

EFFECTIVENESS

In solutions beautiful with their simplicity and content to make results effective and lives improved.

We believe in



Brand values

How we think

BEAUTIFUL

Whatever we do, whatever we strive for is destined to be beautiful inside and out: elegant, functional, stylish, ethical and impactful.

No detail is too small to and no challenge is too big to be solved in a creative and efficient manner.

How we feel

RESPONSIBLE

Our goal is to build life-long loyalty. This commands outmost sense of responsibility and dutifulness. An understanding that each day we deal with people's money, their energy and livelihood.

We have the power to change the world, with each step we must be sure we're changing it for the better.

How we feel

UNITED

We are a team, a community, a part of society. We are never alone in our quest. We work side by side, ally ourselves and serve like-minded people, who chose to trust us and be with us. We are Americans, united by a mission, a mindset, a dream.



Human centricity



In the world where everything is done for the human, personalized in the most possible way, it is no longer an advantage to talk about client centricity. If thinking in frames of ecosystems, we need to think of a centricity in a wider community level, like:

CUSTOMER CENTRICITY

FAMILY CENTRICITY

COMMUNITY CENTRICITY

EMPLOYEE CENTRICITY

SHAREHOLDER CENTRICITY

PARTNER CENTRICITY

This is about **HUMAN CENTRICITY**.

This is how we work and grow and never stop searching for better, newer ways to do things.

Rethinking client centricity

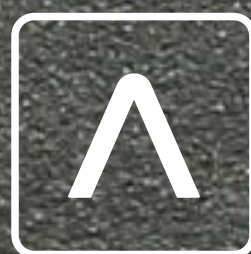
Brand slogan is

Bank about people

about us

about you

about me



Brandbook

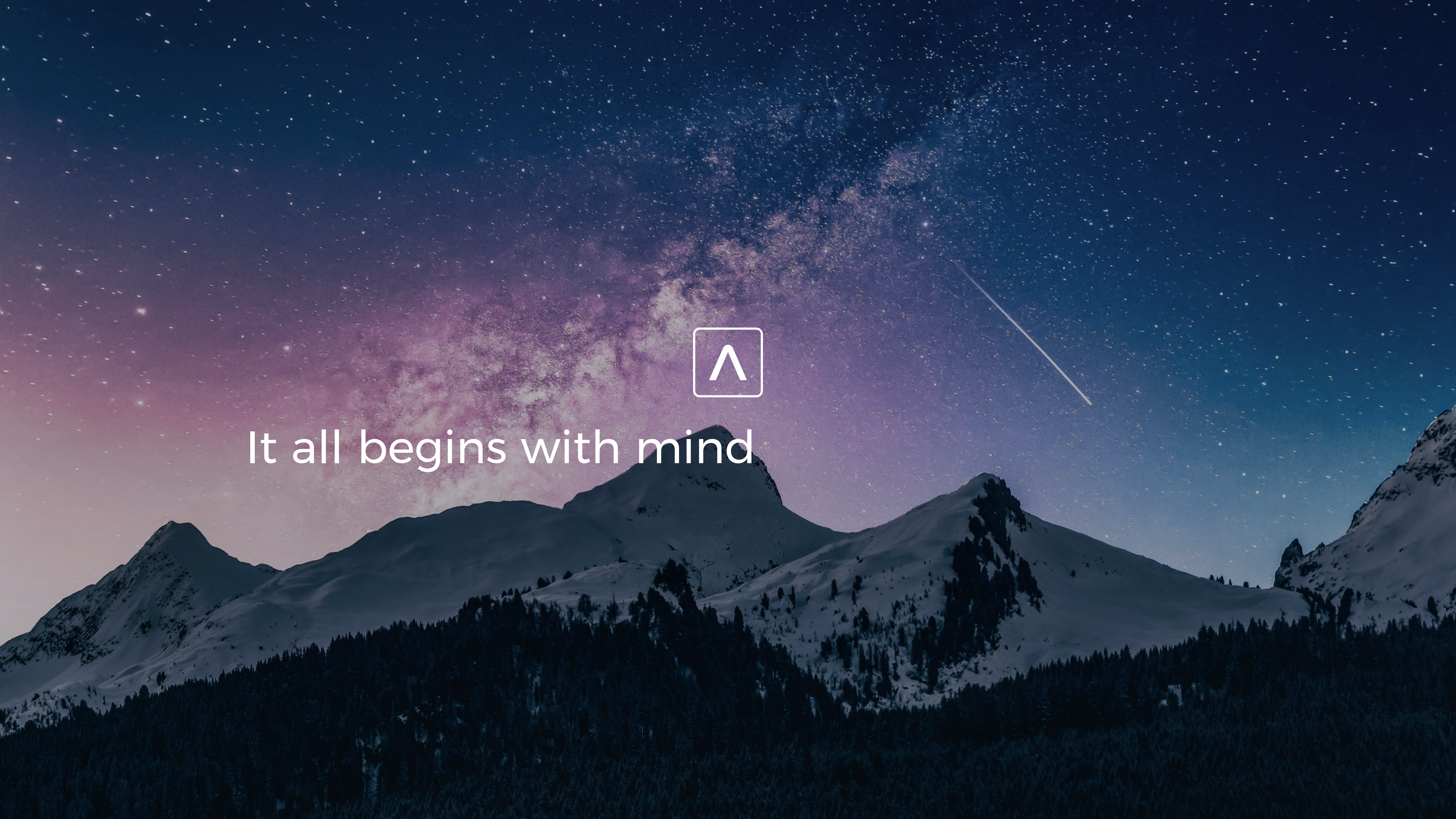


Brandbook

The Ameriabank visual identity system capitalizes on our next wave of product offerings. It helps us be simple, clear, and direct. It elevates the content that matters most. It creates delightful connections.

The Ameriabank logo celebrates our heritage and our future. It highlights the role we play in many consumers' lives today, and the increasing breadth of unexpected and innovative products we are delivering.

The identity elements—logo, typography, color, grids, tiles, imagery, and icons—make it easier to create memorable internal and external communications.



It all begins with mind



It all begins with mind, a beautiful mind

Terms and definitions

Accent colors

Palette of colors that complements the primary colors, to be used as additional colors when needed or specified.

Advertising materials

Materials produced by printers or publishers, such as booklets, brochures, catalogs, CDs, etc., designed to provide information, and stimulate interest about a product or business.

Alignment

The proper positioning or state of adjustment of objects in relation to each other.

Baseline

An imaginary line upon which letters sit and descenders extend below the baseline.

Brand architecture

Brand hierarchy system that consists of a monolithic brand, its references, sub-brands, co-brands, etc.

Benefit

Something that promotes or enhances well-being; an advantage.

Communication channel

A medium through which a message is transmitted to its intended audience.

Clear space

It defines the minimum space around graphic or text elements.

CMYK

(Cyan-Magenta-Yellow-Black), standard color model, used in printing.

Corporate colors

Set of primary and secondary colors, used for the corporate design style.

Corporate logotype

Key design element of the corporate style, a specific lettering for the writing of the company name, as a part of the corporate signature.

Corporate signature

Combination of the corporate symbol and the corporate logotype, a visual representation of the master brand.

Corporate typeface

It helps to establish a company's corporate brand design in its unique style.

Descriptor

Name of a service of a company that differentiates the particular service from others, or that qualifies specific services from the offering as a whole.

Disclaimer

A statement that is meant to prevent an incorrect understanding of something.

Design grid (layout grid)

Set of horizontal and vertical lines, dividing the layout area into a grid with certain ratio for alignment of design elements.

Design guidelines

Manual, including a set of color, graphic, verbal, typographic, design elements, defining the visual style of all communication visual materials.

Design elements

All design objects (corporate signature, symbol, logotype, corporate colors, etc).

Design principles

The principles of design describe the ways in which all design elements should be used.

Element

Any distinct part of a layout such as the logo, headline, images, or borders.

Electronic media

Broadcast or storage media that uses electronic technology. They may include television, radio, internet and any other medium that requires electricity or digital encoding of information.

Engraving

Cut image created with various printing forms and techniques.

EPS

It stands for Encapsulated Post Script. This is a graphics file format used to transfer a PostScript document that contain an image within another Post Script document.

Grayscale

A range of luminance values for evaluating shading through white to black.

Grid

It is a two-dimensional format made up of a set of horizontal and vertical axes used to structure content.

Bank's logo has been developed by a world-famous British Agency Identica.

Launching, leadership and triumphant conclusion

The logo of Ameriabank symbolizes the first and the last letters of the new name – Ameria. On the one hand, it symbolizes the launch and the logical and triumphant conclusion, and on the other hand, conveys the idea of leadership and purposefulness, in a form of a pointer directed upward.

Ascent, progress and innovation

The logo of Ameriabank symbolizes Armenia with its upward-pointing peaks. Thus, Ameria embodies a structure striving for new heights, never-ending rise and progress, which, first and foremost, acts for the benefit of Armenian clients and any entities functioning in Armenia and the region.

A “Dream-Team” brought together in one organization

Ameria's Team is designated by the color green; its members, supplementing each other, incessantly strive for attaining new heights of improvement. “Ameria” is creating a “Dream-Team”, where all members are wreathed in a blue frame symbolizing the ideas of loyalty, high professional self-consciousness and integrity.

LOGOTYPE

The new Ameriabank logo is familiar and welcoming, drawing upon the heritage of our brand values, typeface, and colors. The symbol is built for the digital world, supporting the diversity of our businesses, representing and endorsing our products and services.

Our logo must be used on 100% of internal and external communications. The logo is intended for use by corporate organizations and facilities; certifications and subscriptions; programs and events; competitions; corporate solutions (multiproduct); hardware; and Ameriabank technologies, services, and products.





full version

So this is our corporate sign

short versions



BANK

So this is our corporate sign

Amerian green

RGB 105 186 43
CMYK 63 1 100 1

Amerian Black

RGB 0 0 0
CMYK 0 0 0 100

Here are defenitions

The corporate sign has two components - the square symbol with letter A in the center and the wordmark which is based on the Montserrat typeface, that is also used in our products and marketing communications.



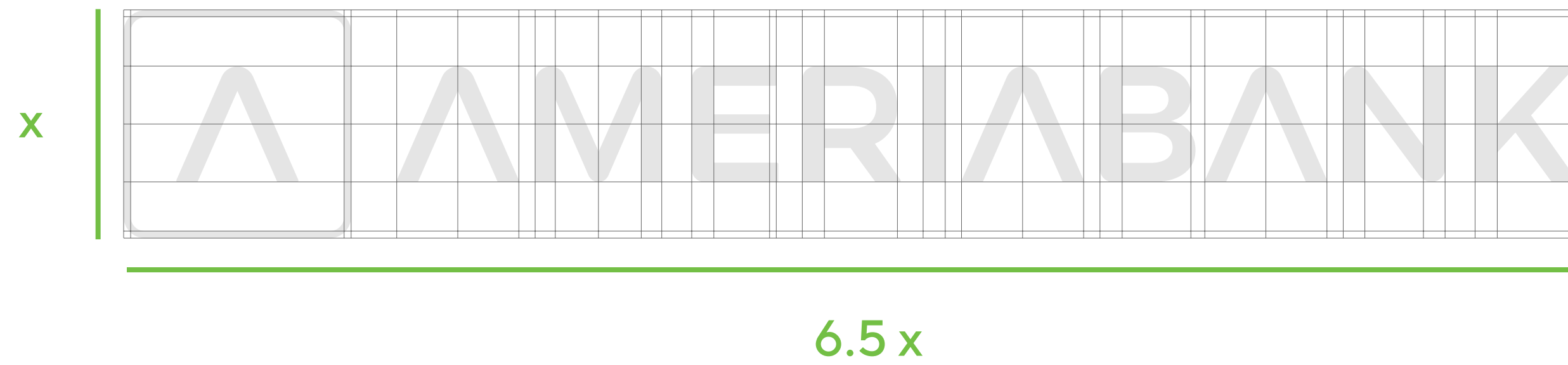
symbol

AMERIABANK

wordmark

These are proportions

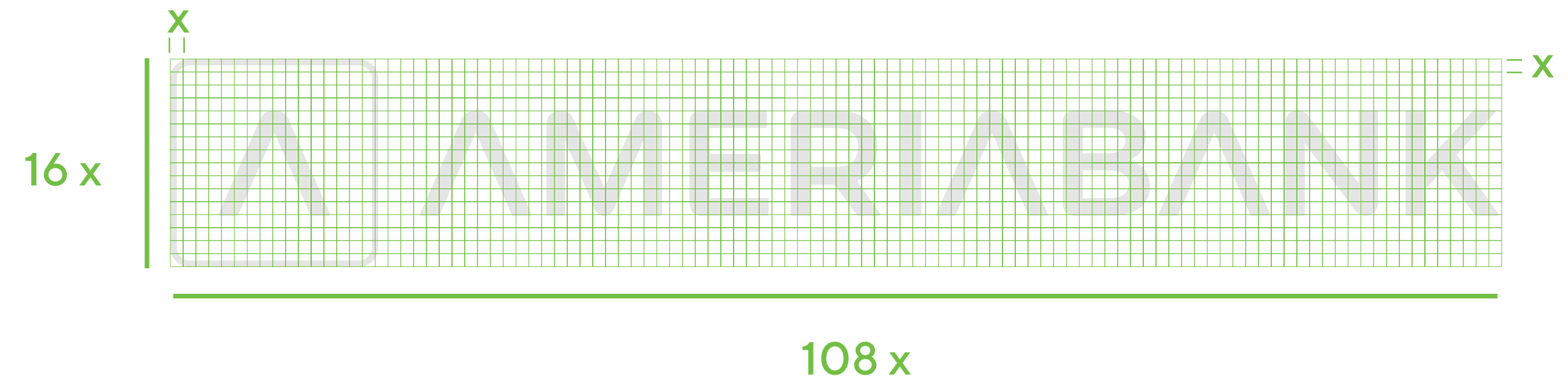
Our corporate sign is divided
in a symbol of **1x** by **6.5x**



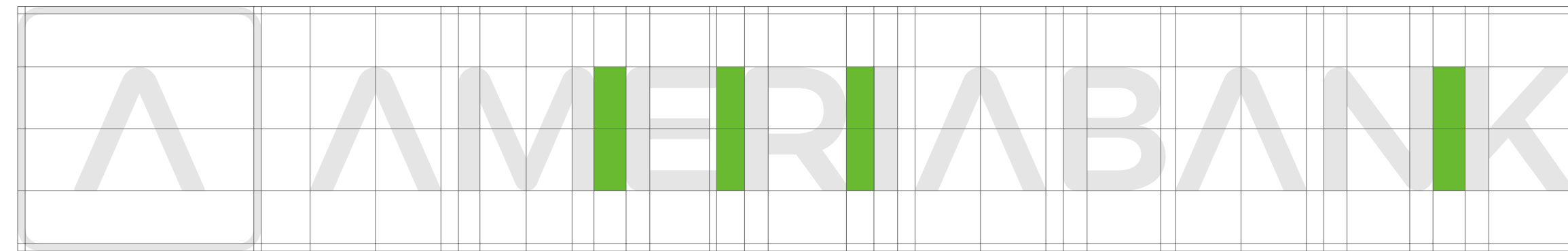
These are also proportions

Our corporate sign is divided in a grid of **104** by **16** squares.

The measuring unit “x” is two of the thickness of symbol’s box.

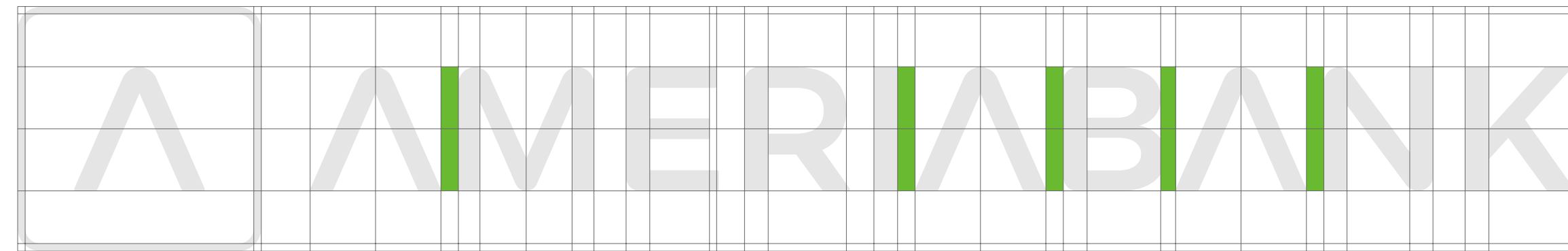


Distance between letters



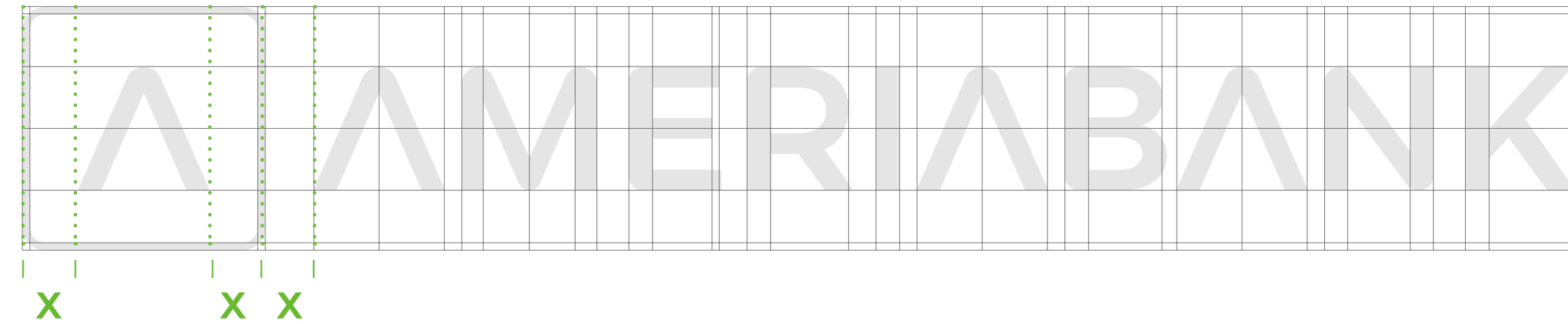
group 1

Distance between letters



group 2

Distance between symbol and wordmark





**Distance between symbol
and wordmark**

Total green logotype

The one-color logo should be used only on photographs, color backgrounds and some monochrome printing files.

We prepare 3 one-color version:
total green
total black
total white



Total black logotype

The one-color logo should be used only on photographs, color backgrounds and some monochrome printing files.

We prepare 3 one-color version:
total green
total black
total white





Here, how it looks on green

on black



On any other colors, backgrounds or images  AMERIABANK is always white

On any other colors, backgrounds or images  AMERIABANK is always white or black



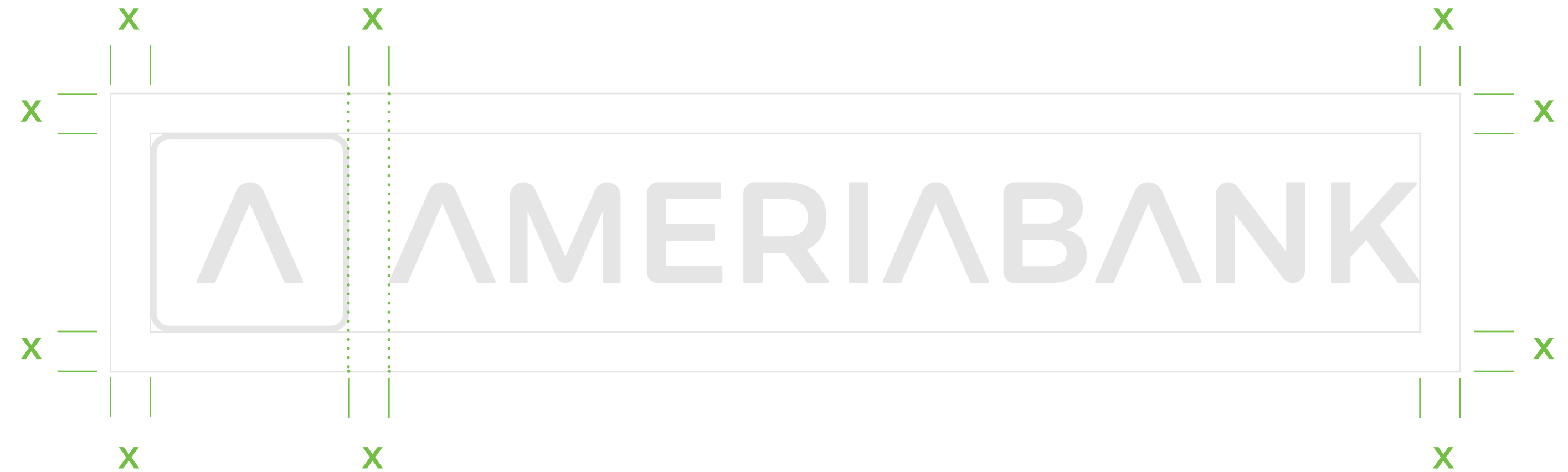
1.5 CLEAR SPACE

Give the sign space to preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design that ensures quick visibility of the logo among other logos, symbols, artwork or text.

#givethespace

Clear space proportions

Let the logotype breathe. We respect the logotype by giving it some space. The minimum clear space that must surround the logotype is equivalent to distance between symbol and wordmark.



1.6 CONSTRUCTION

Ameriabank logo marks our heritage and our future. It underlines the role we play in lives of many consumers today and the breadth of unexpected and innovative products we deliver.

The next few pages contain all the canons and details of the building of our logo.

#curveitsmooth

Turn on dark mode

So let's zoom in to see the curves



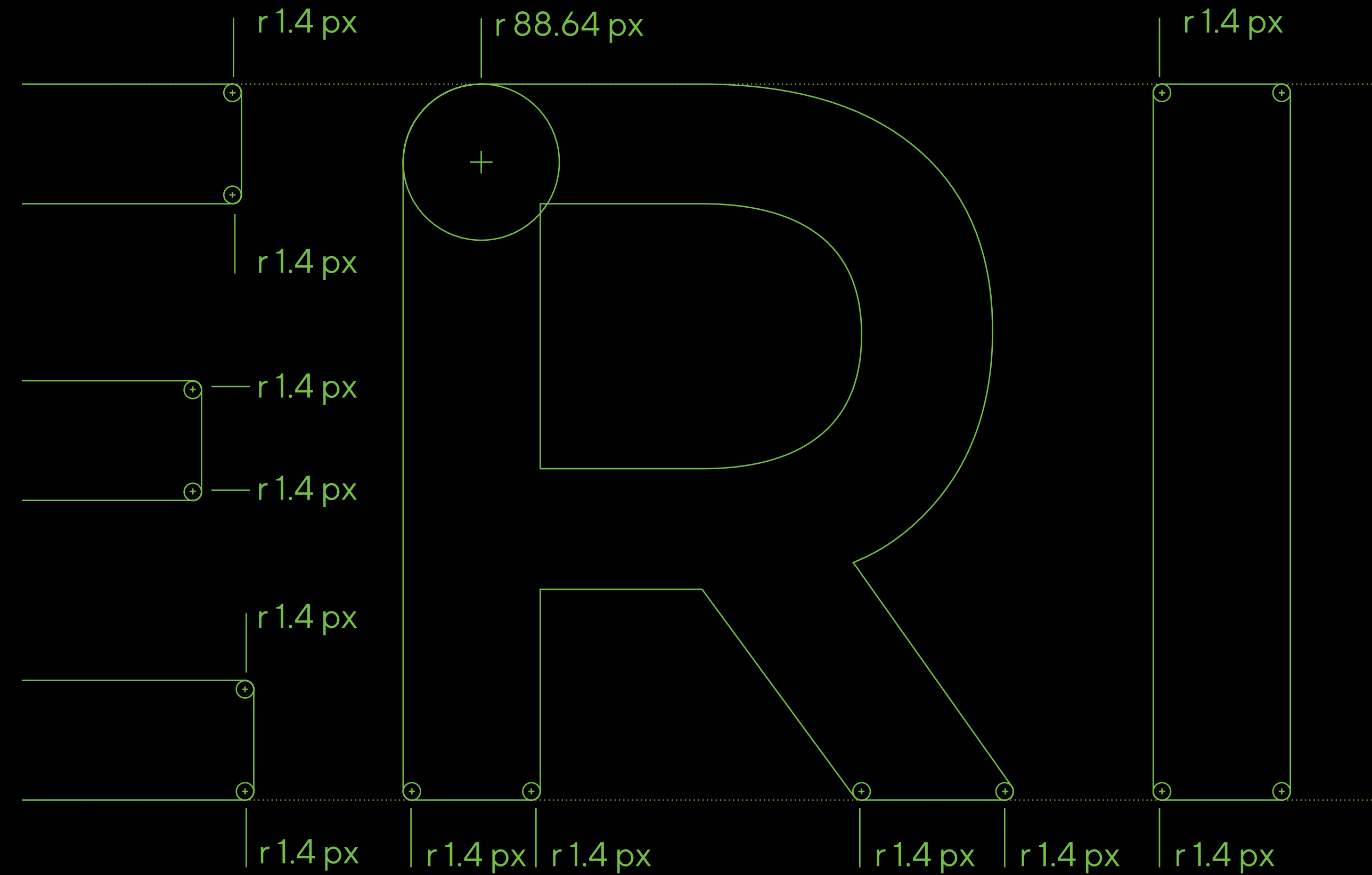
One more time

AMERIANCE

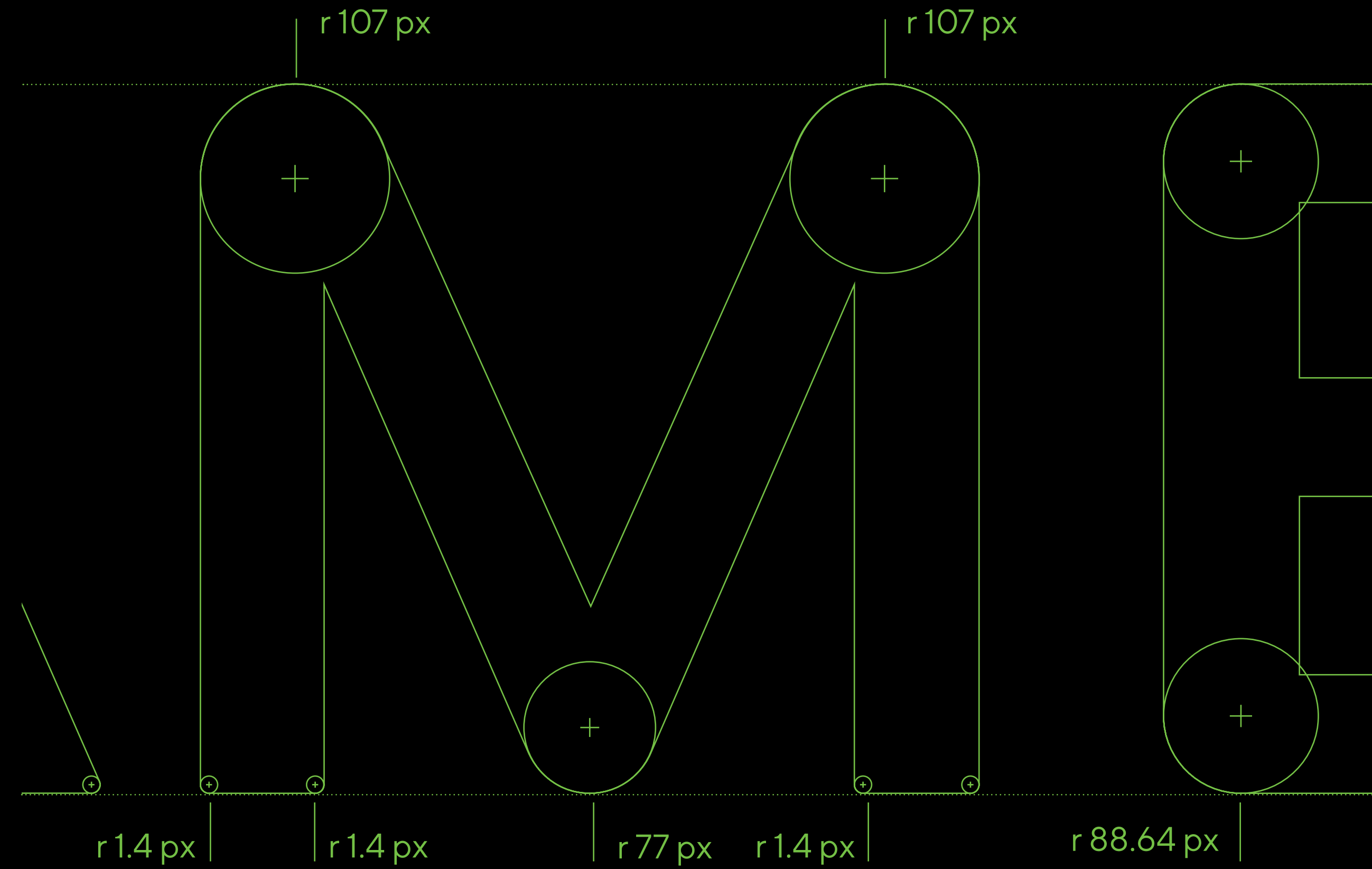
Go on



Here you are



Here are the details



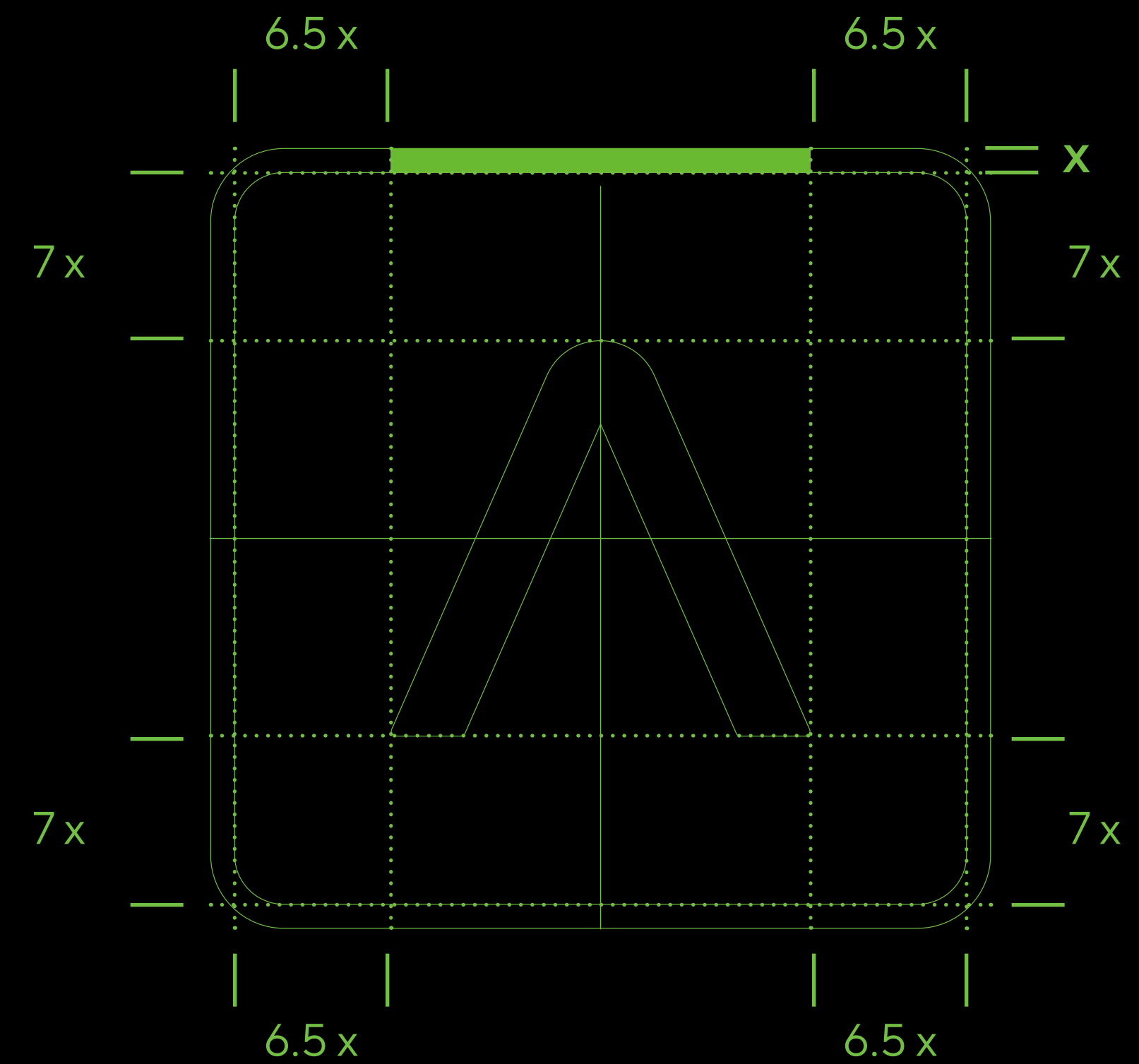
And what about our symbol?

**It is a perfect rounded square
with iconic A placed in its very center**

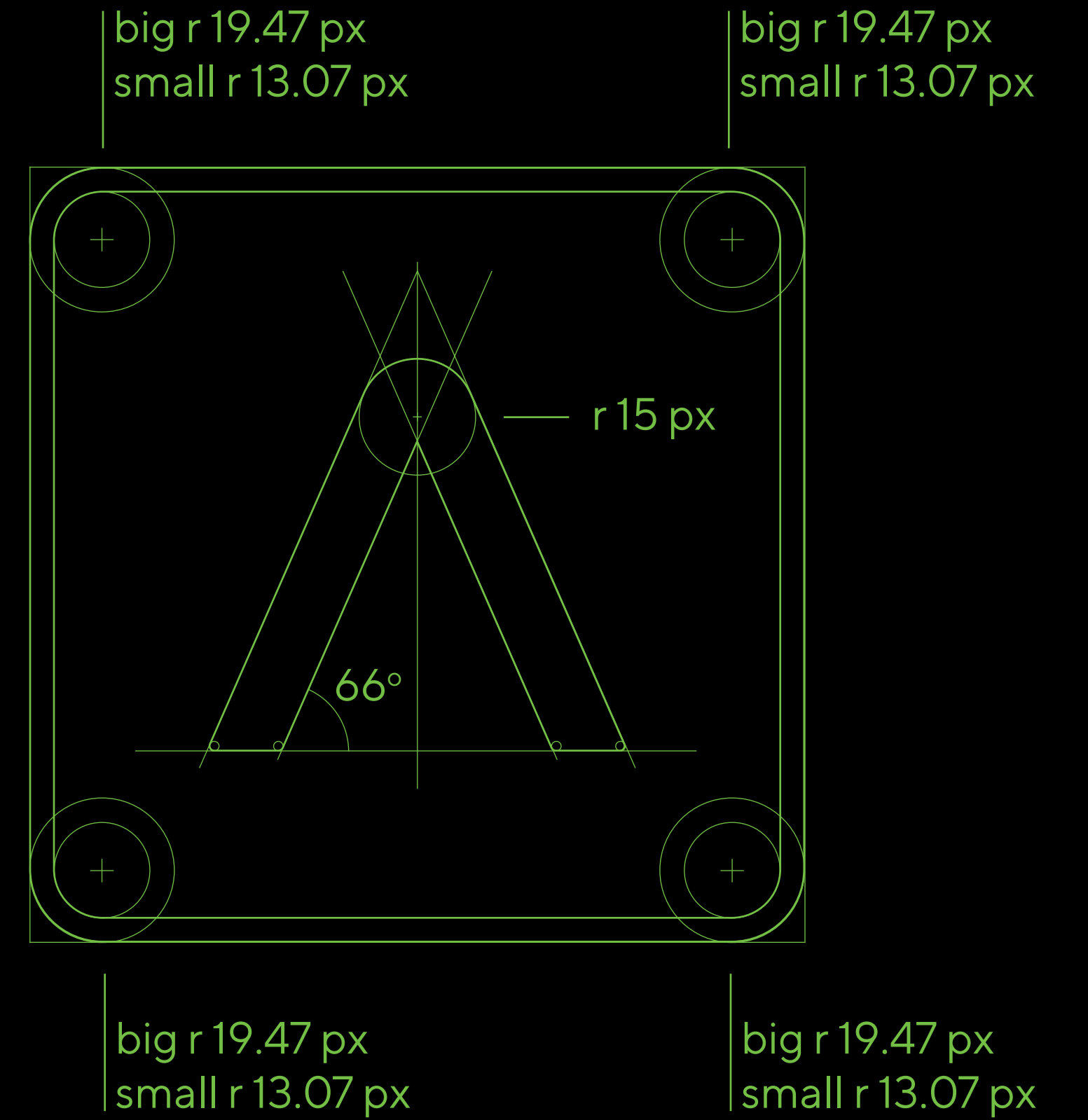


location of A letter in square

The measuring unit "x" is thickness of the box in symbol.



Details of rounded box and A letter angle



SO

so #makeitbeautiful











1.7 LOGOTYPE SIZING

It is very important to maintain the correct sizing of the logotype in order to keep the clear visual proportions and ensure distinct visibility.

#sizematter

format: billboard (60000x30000)
2030 mm



format: cityfomat (1800x1200)
470 mm



format: A0 (1189x841)
335 mm width



format: A1 (841x594)
235 mm width



format: A2 (594x420)
165 mm width



format: A3 (420x297)
117 mm width



format: A4 (297x210)
83 mm width



format: A5 (210x148)
61 mm width



format: A6 (148x105)
40 mm width



format: minimal size
20 mm



Sizing hierachy

When pushing the logo smaller than mentioned above it loses readability since key elements merge together and lose their unique and iconic identity.

Don't

Don't

recreate the logo
change proportions
use only wordmark
outline the logo
add outer lights
stretch or rotate

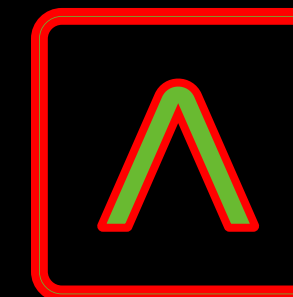


AMERIABANK



AMERIABANK

AMERIABANK



AMERIABANK



AMERIABANK



AMERIABANK

Don't

1.9 PARTNERSHIP PRINCIPLES

For partnerships, we lock up the Ameriabank logo with a partner logo, preferably with Ameriabank coming first.

Partner logos should be aligned to the optical baseline of the Ameriabank logotype.

#wearefriends

horizontal lockup

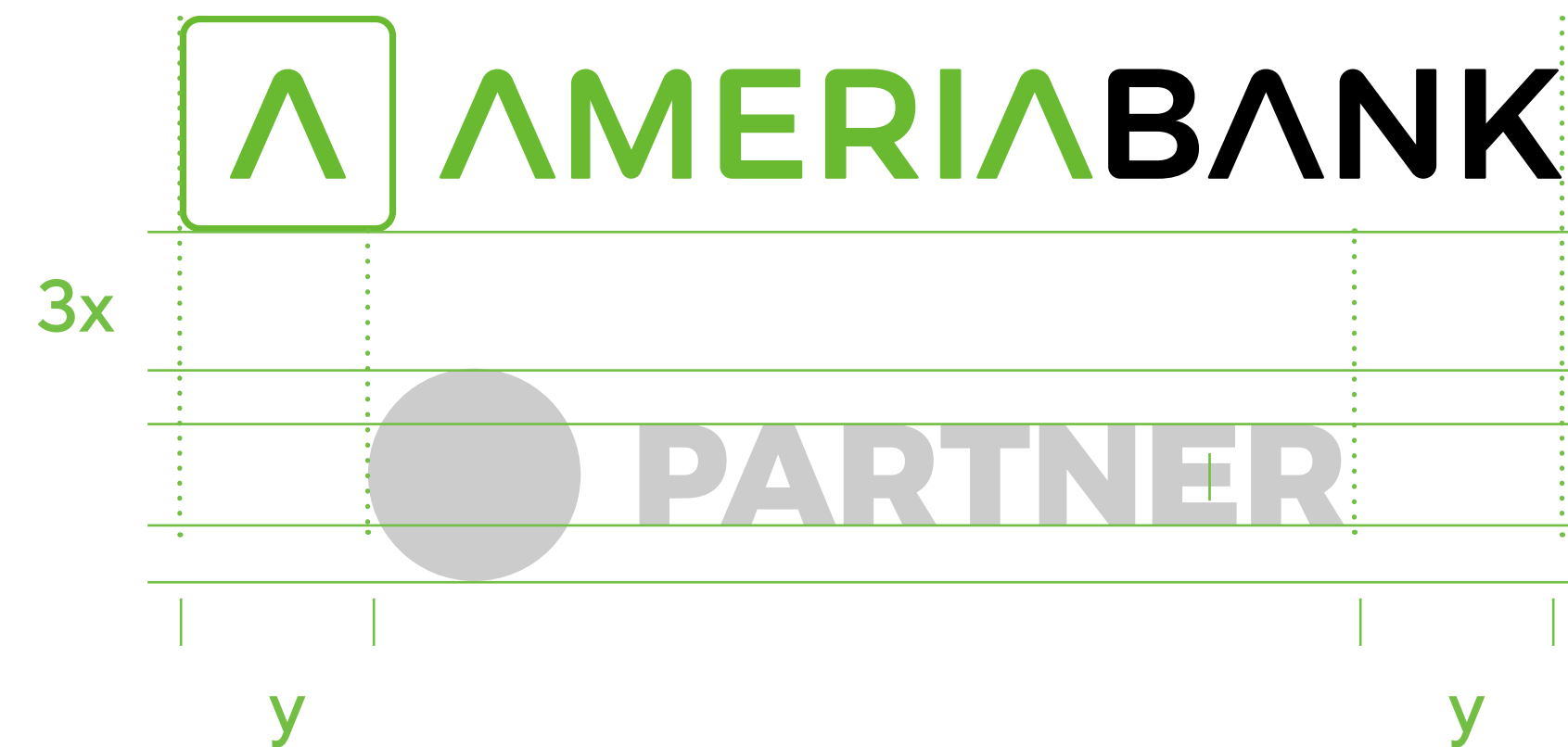


Follow the rules

We are excited to work with you!
We kindly ask that you adhere to the following:

- Do not use the Ameriabank name or marks as part of your own
- Do not use Ameriabank in any advertising without our explicit approval
- Do not use Ameriabank assets or similar words/marks on apparel or merchandise

vertical lockup



What we want people to think:

What we want people to think: It's fresh

What we want people to think: It's fresh, It's simple

What we want people to think: It's fresh, It's simple and it's beautiful

TYPOGRAPHY

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Simple, easy to read, and human centric, the Montserrat type family is closely aligned with the Ameriabank brand personality. We use it within products and in communications across brands.

Montserrat is straightforward, allowing our messages—from the enthusiastic to the practical—to be easily understood.

Montserrat is the brand font used for print and graphic executions. This font is the Windows OS and Mac OS font, and the font that is used for on-screen and digital executions.

For our Cyrillic communications we use Proxima Nova type family



Non

er

Thin

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Extra Thin

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Regular

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 123456780
ABCDEFGHIJKLMNopQRSTUVWXYZ

Medium

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

SemiBold

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Bold

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

ExtraBold

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Black

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Прокси

51

Light

Regular

SemiBold

Bold

ExtraBold

Black

The quick brown fox jumps over
the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNQRSTVWXYZ

The quick brown fox jumps over
the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNQRSTVWXYZ

The quick brown fox jumps over
the lazy dog

abcdefghijklmnopqrstvwxyz 123456780
ABCDEFGHIJKLMNQRSTVWXYZ

The quick brown fox jumps over
the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNQRSTVWXYZ

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNQRSTVWXYZ

The quick brown fox jumps
over the lazy dog

abcdefghijklmnopqrstvwxyz 1234567890
ABCDEFGHIJKLMNQRSTVWXYZ

2.4 TERMS AND RECOMENDATIONS

The following pages will guide you through building the correct and organized brand typography.

#keeptherules

Alignment

Texts should always be aligned left (left alignment). Right-side alignment is used only if there is an object (picture, text, column) on the right side.

Hyphenation

Initials, prepositions, year numbers and numbers without unit of measure must not be left on end of line. Em dash always stays on end of line, not in beginning of next line.

Paragraphs

It is not recommended to type the text in one single block, because it makes the logical perception of the information difficult. Starting a new paragraph or semantic group always creates space or indentation between the lines.

correct

|<
Vel dolorem iuscing feugiam conullamet.
Qaui euguer am, con henibh eugait ver henisi.

>|
Lorem ipsum dolor sit
amet, fusce vel lacus
metus dolor.

correct

Vel dolorem iuscing feugiam conullamet –
qaui euguer am, con henibh eugait ver.

option 1

Lorem ipsum dolor sit amet, fusce vel lacus
dolor dolor.
¶
Eleifend libero volutpat iaculis orci. Mollisr sed.

Incorrect (Center-aligned text is not allowed.)

>|<
Lorem ipsum dolor sit amet, fusce vel lacus
metus dolor dolor. Interdum ipsum
sociosqu, wisi soda

>|
Lorem ipsum dolor sit amet, fusce vel lacus
metus Interdum ipsum sociosqu, wisi soda

Incorrect (Center-aligned text is not allowed.)

Vel dolorem iuscing feugiam conullamet
– qaui euguer am, con henibh eugait ver.

option 2

Lorem ipsum dolor sit amet, fusce vel lacus
dolor dolor.
Eleifend libero volutpat iaculis orci.
Mollisr sed. Didiano wel astare do pandon.

2.5 EMITONAL HIERARCHY

It is important to organize typography in a hierarchy system according to relative importance or inclusiveness through scale and emotional depending on product communication.

#keeptherules

Product headline Montserrat extrabold 50pt

Emotional headline Montserrat regular 110pt
0% tracking
110pt leading

Info headline Montserrat semibold 40pt
0% tracking
50pt leading

Body Montserrat regular 25pt
0% tracking
24pt leading

benefits Montserrat regular 25pt
0% tracking
24pt leading

Contacts Montserrat semibold 30pt
0% tracking
36pt leading

Regulations Montserrat medium 18pt
0% tracking
2pt leading

PRODUCT NAME
emotional
large
message

**this is informative text box
about product or service**

lorem ipsum dolor sit amet,
consectetur adipiscing elit
sed diam nonummy nib

- consumer loan for purchase of vehicles on primary market: terms
- consumer Loan vs Purpose Loan
- “finance for All” abcfinance.am website

ameriabank.am
010 56 11 11

ATTENTION this is advertising
Bank is controlled by central bank

yes, we never use upper letters in our messages

2.3 FUNCTIONAL HIERARCHY

It is important to organize typography in a hierarchy system according to relative importance or inclusiveness through scale and emotional depending on product communication.

#keeptherules

Product headline

Montserrat extrabold 110pt
0% tracking
110 leading

**PRODUCT
NAME**

Info headline

Montserrat semibold 40pt
0% tracking
50pt leading

**this is informative text box
about product or service**

Body

Montserrat regular 25pt
0% tracking
24pt leading

lorem ipsum dolor sit amet,
consectetur adipiscing elit
sed diam nonummy nib

Benefits

Montserrat regular 25pt
0% tracking
24pt leading

- consumer loan for purchase of vehicles on primary market: terms
- consumer Loan vs Purpose Loan
- “finance for All” abcfinance.am website

contacts

Montserrat semibold 30pt
0% tracking
36pt leading

**ameriabank.am
010 56 11 11**

Regulations

Montserrat medium 18pt
0% tracking
2pt leading

ATTENTION this is advertising
Bank is controlled by central bank

1.6 CALL TO ACTION

There is one way to create call to action button for brand communications.

Use our symbol box for button box and Ameria's icons set.

find Ameria's icon set here >
iconography page 105

#keeptherules

Symbol base

Use our symbol as a base for button icon
don't change roundness or thickness of box



Proportions

Follow the proportions
The measuring unit "x" is a distance
between message and icon



Final view

Make sure that final result
looks balanced and green



Variations

Make sure that final result
looks balanced and green



Don't

Don't

use other fonts
change proportions
use gradients
outline the text
add other color
stretch or rotate

use other fonts
change proportions

Don't

outline the text

add other **color**

stretch or rotate

So

So, say it right

So, say it right, say it beautiful

COLORS

Our color system preserves the heritage and recognition of Ameria's synonymous green color with incorporating black and white which are core to Ameria's brand.



We call it Amerian green

We call it
Ameriian
green

RGB **114 191 68**

Hex **#72bf44**

CMYK **60 0 100 0**

RAL **6018**

Pantone **376C**

We call it
Ameriian
black

We call it
Ameriian
black

RGB **0 0 0** CMYK **0 0 0 100** Pantone **Black C**
Hex **000000** RAL **9005**



**We call it
Ameriian
white**

We call it
Ameriian
white

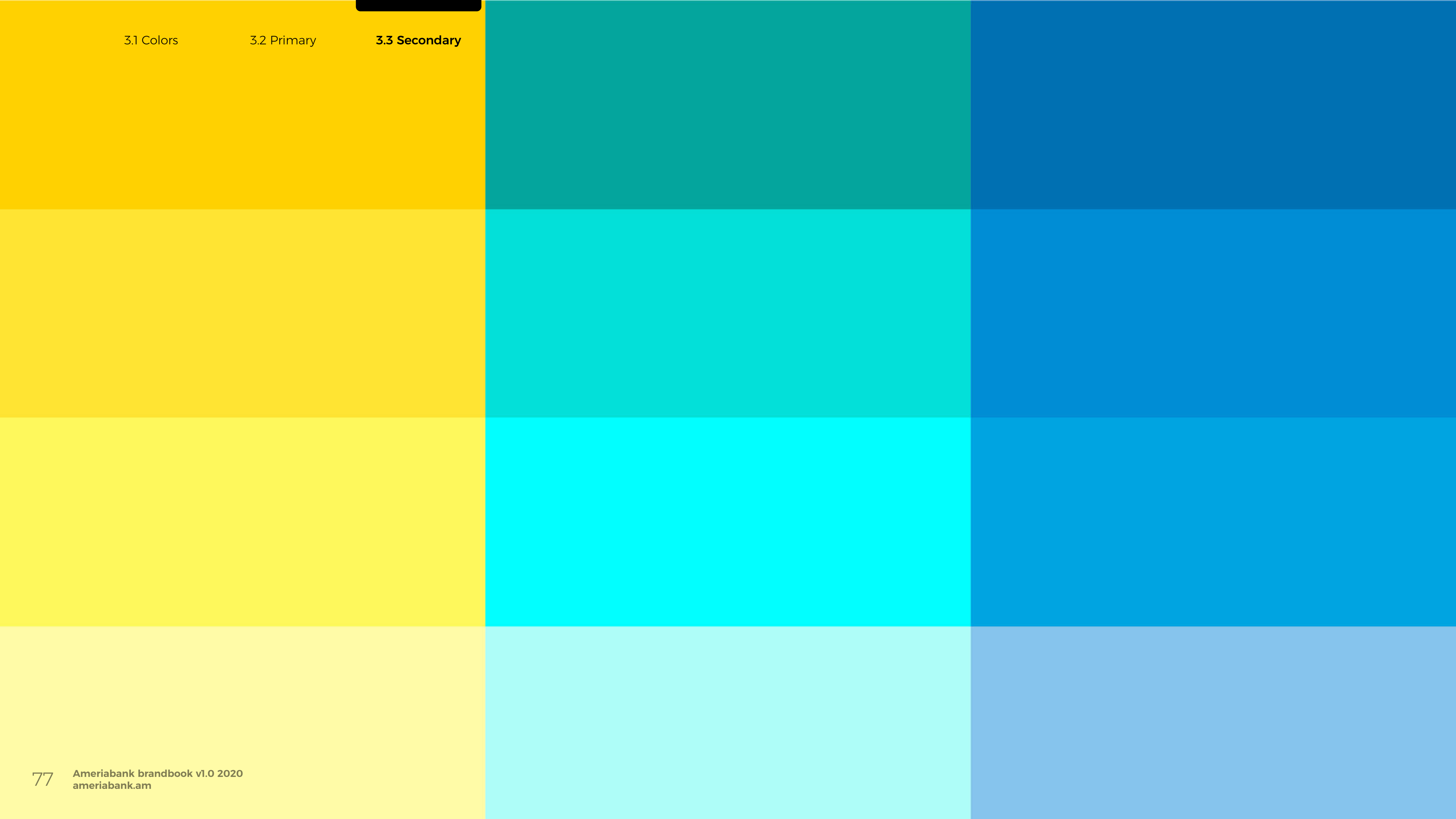
RGB **255 255 255** CMYK **0 0 0 0** Pantone **Bright White**
Hex **FFFFFF** RAL **9016**

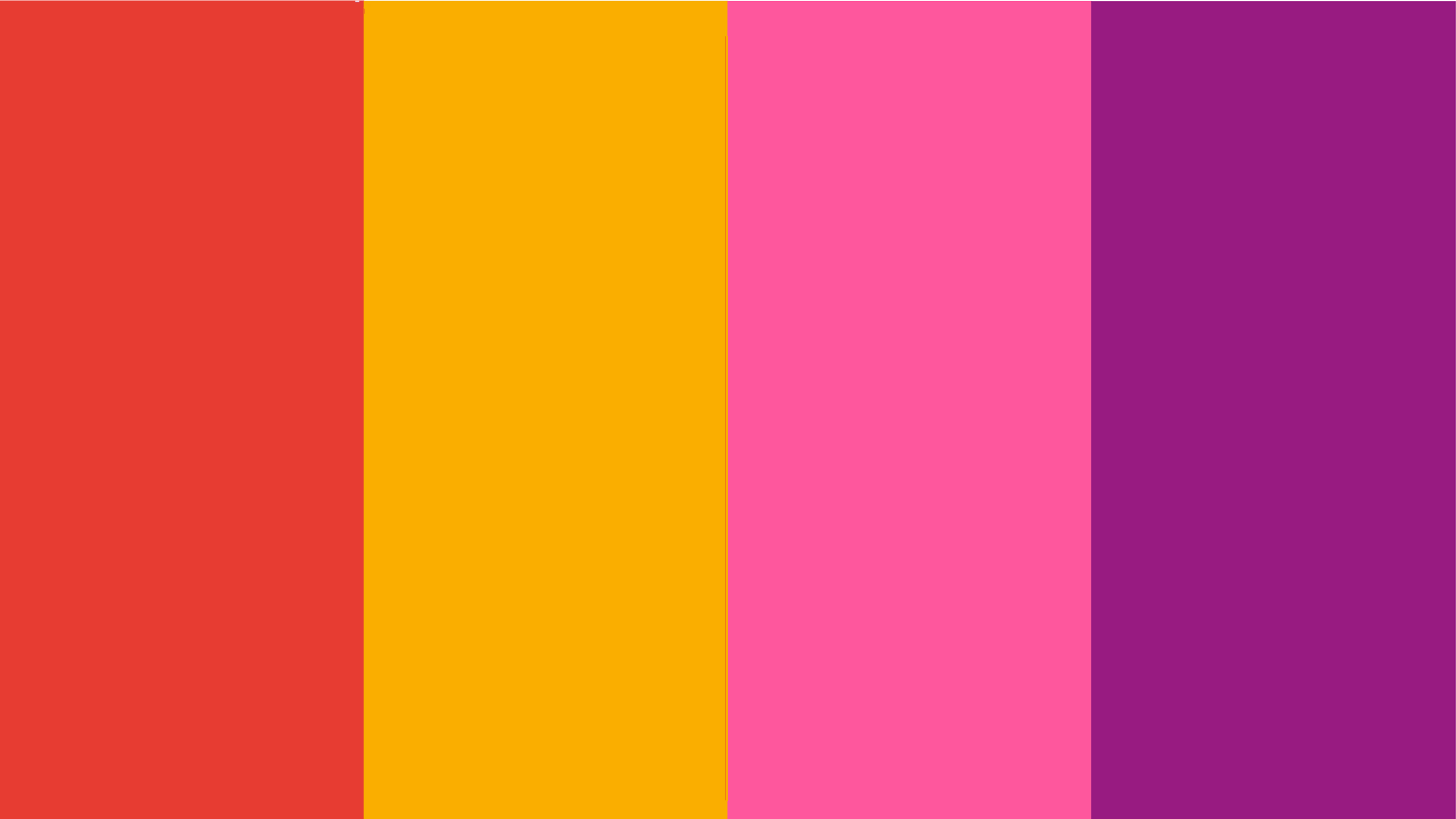
3.2 SECONDARY COLORS

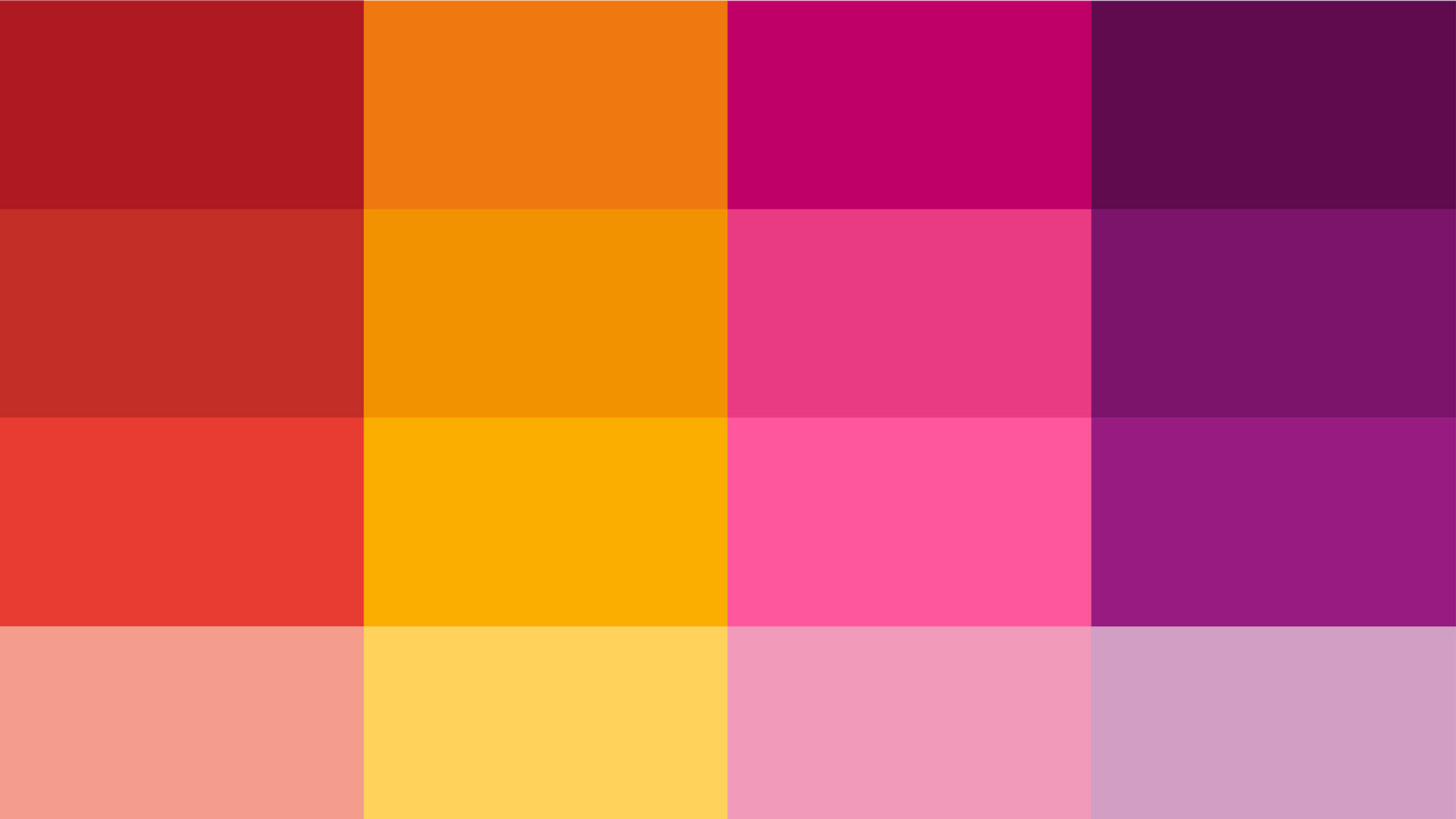
With brand new apperience of Ameria brand we are starting to use secondary color pallete to emphasize our new idealogy.

Life happens in color. Color captures passions, inspires emotions, and connects people. Bright and energetic, pure and beautiful, our colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

#jointhecolors







IMAGERY

What do we want our images to show?

in terms of their overall impression, the images convey a feeling of confident composure. They are snapshots from the everyday world, but they contain surprising, inspiring moments that touch people.

Like our brand voice, all our photography direction is based on a spectrum of relatable to aspirational.

People: Relatable, human, warm,quirky, but not silly. Colorful, but mature, personable.

Still life: Attainable, clear, concise,human, demonstrates the our personality. Simple, not overly complex.

Lifestyle: Aspirational, alludes tocollaboration, confident, clear, focused,environmentally inclusive (the subject is a part of something bigger).





**it's all about
people**

#dontmakemistakes

4.6 Illustrations

The illustrations serves the implementation of various design tasks. It has supporting function and can be applied to all materials.

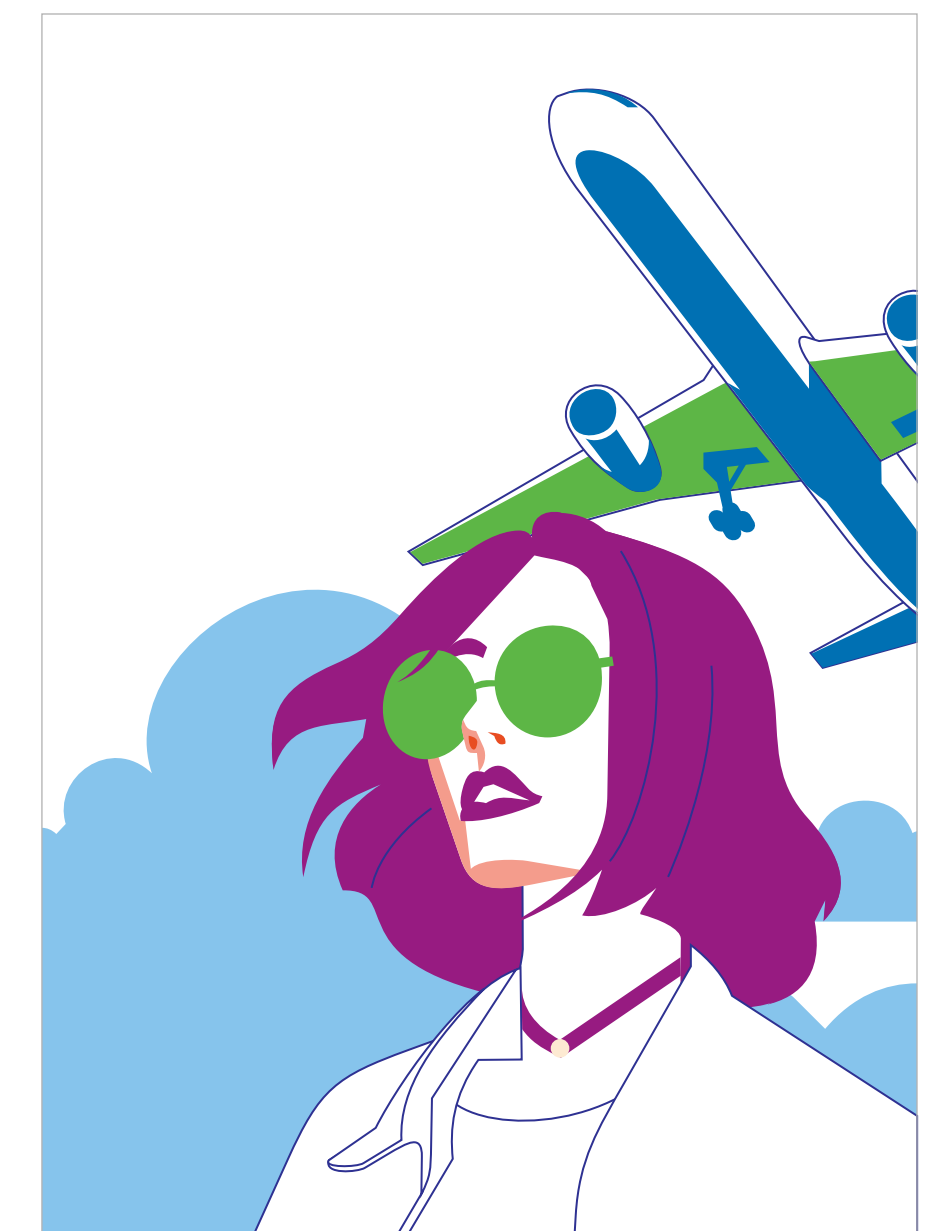
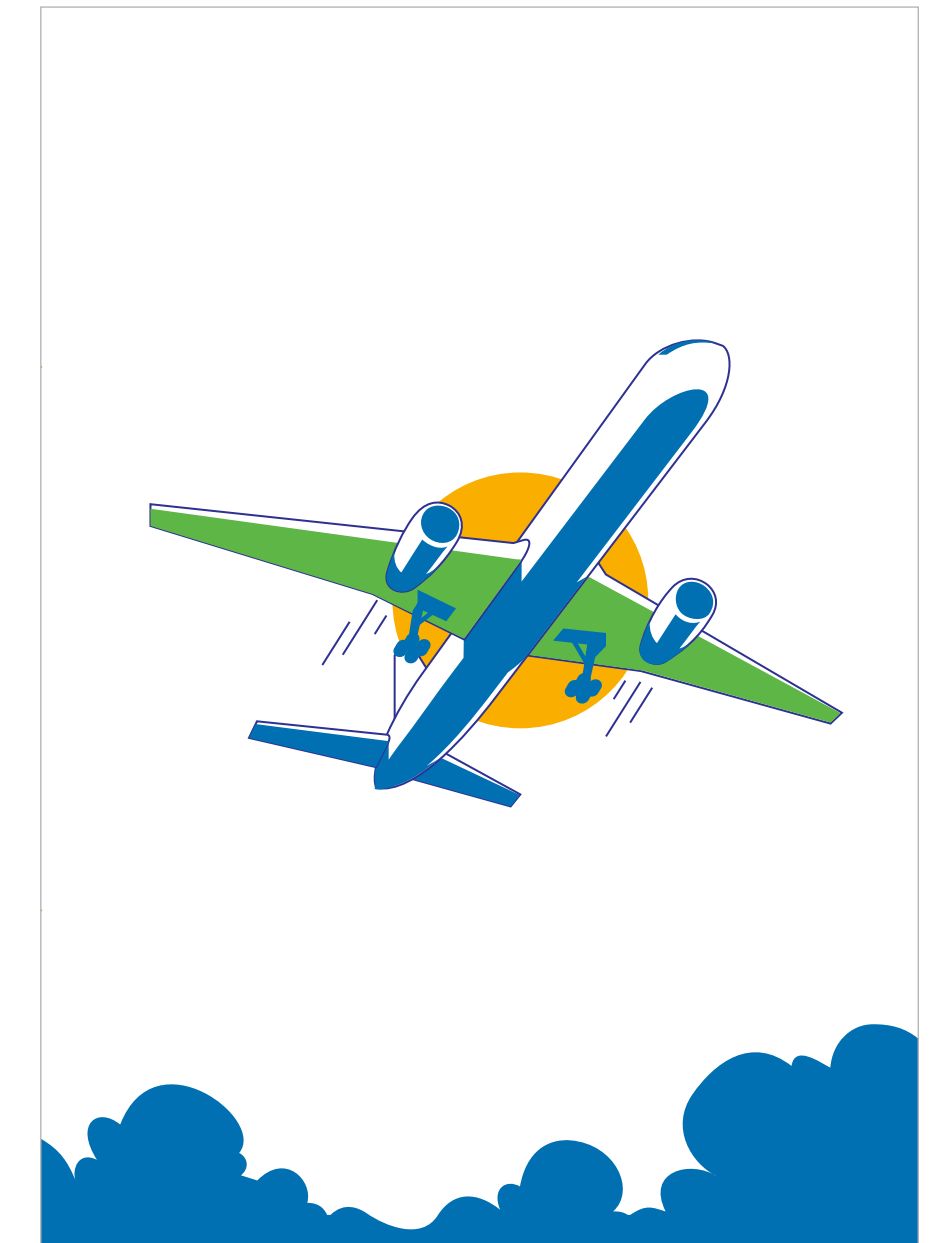
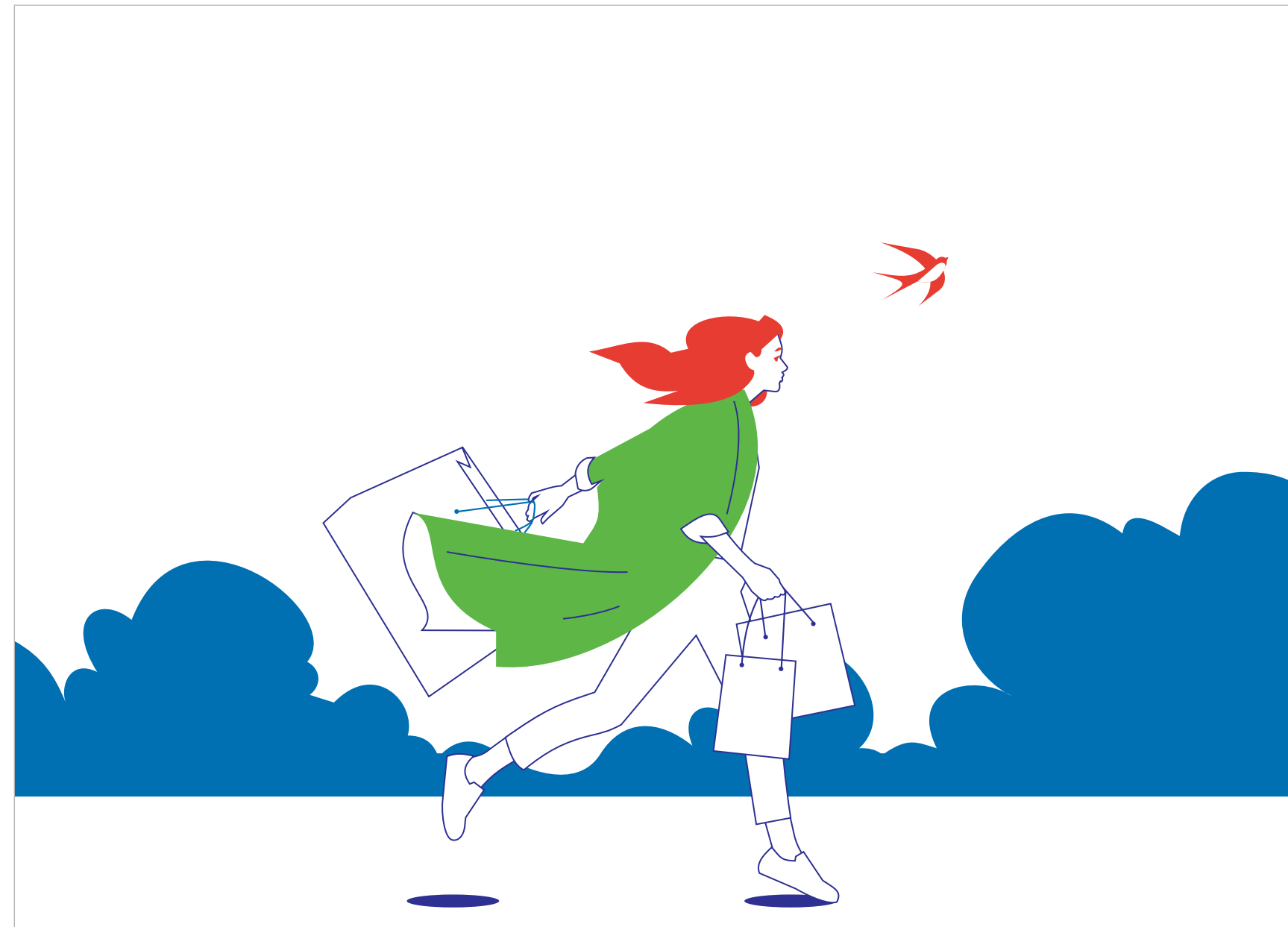
Our illustrations should always reflect the personality of the amerian-open and smart. They can be witty, but never silly.

Basic principles

use our symbol as a base for button icon
don't change roundness or thickness of box

Colors

follow the proportions
The measuring unit "x" is a distance
between message and icon



Don'ts

- don't use 3D illustrations
- don't mix with photography
- don't use seamless patterns as background



Do's

- always use Amerian green color in illustrations
- try to keep bright or white background
- use 2-3 colors in illustrations

