



مصرف البحرين المركزي  
Central Bank of Bahrain

**Central Bank of Bahrain**

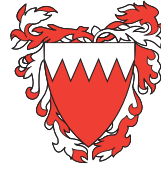
# **Brand Identity Guidelines**

[www.cbb.gov.bh](http://www.cbb.gov.bh)

## Primary Logos

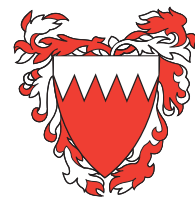
---

Where possible these logo should always be used. They are intended to be used on lighter backgrounds.



مَصْرَفُ الْبَحْرَيْنِ الْمَلِكِيِّ

Central Bank of Bahrain



مَصْرَفُ الْبَحْرَيْنِ الْمَلِكِيِّ

Central Bank of Bahrain

## Primary Logos

Another acceptable color option is to reverse the logo out to White on darker backgrounds.



مَصْرَفُ الْبَحْرَيْنِ الْمُرَكَّبِي

Central Bank of Bahrain



مَصْرَفُ الْبَحْرَيْنِ الْمُرَكَّبِي

Central Bank of Bahrain

## Primary Logos

---

The logo can appear in Black only for black-and-white and grayscale scenarios.



مَصْرَفُ الْبَحْرَيْنِ الْمَلِكِيِّ

Central Bank of Bahrain



مَصْرَفُ الْبَحْرَيْنِ الْمَلِكِيِّ

Central Bank of Bahrain

## Improper Usage



**DON'T** STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



**DON'T** TILT OR CHANGE THE ANGLE OF THE IDENTITY.



**DON'T** REARRANGE THE PLACEMENT OF THE ELEMENTS WITHIN THE IDENTITY.



**DON'T** USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



**DON'T** ADD COLORS TO INDIVIDUAL ELEMENTS.



**DON'T** PLACE THE LOGO ON A COLORED BACKGROUND.

## Our Name

---

This section aims to clear up any confusion, as it is important to keep our name consistent in content.

In first references, use  
**Central Bank of Bahrain**

In subsequent references, use  
**CBB**

DO NOT USE  
**Bahrain's Central Bank**  
**Central Bank**  
**CB of Bahrain**  
**CB**

عند ذكر المصرف استخدم  
**مصرف البحرين المركزي**

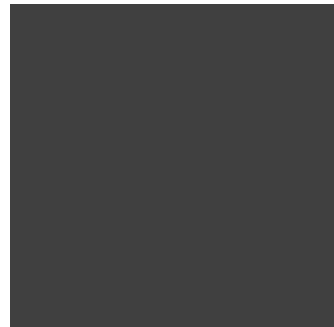
وعند ذكر اسم المصرف في المرات  
اللاحقة استخدم  
**المصرف**

لا تستخدم  
**بنك البحرين المركزي**  
**البنك المركزي**

## PRIMARY PALETTES



**HEX** #9B8945  
**RGB** (155/137/69)  
**CMYK** (0/12/55/39)



**HEX** #404040  
**RGB** (64/64/64)  
**CMYK** (0/0/0/75)

## SECONDARY PALETTES



**HEX** #cd1619  
**RGB** (205/22/25)  
**CMYK** (0/12/55/39)



**HEX** #9B8945  
**RGB** (155/137/69)  
**CMYK** (0/89/88/20)

Aa

**Zona Pro** is our typeface for English main headings

**Zona Pro Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

Aa

**Maven Pro** is our typeface for English subheadings

**Maven Pro Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

Aa

**Maven Pro Black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

Aa

**Maven Pro** is our typeface for English body

**Maven Pro Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@

Aa

**Maven Pro Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?,:/+-€\$@



Cairo is our typeface for Arabic main headings

أ ب ت

Cairo Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
أبثجخدذر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
123456890 ? , : / + - € \$ @

أ ب ت

Cairo Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
أبثجخدذر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
123456890 ? , : / + - € \$ @

Cairo is our typeface for Arabic main body

أ ب ت

Cairo Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
أبثجخدذر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
123456890 ? , : / + - € \$ @

أ ب ت

Cairo Semi-Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
أبثجخدذر ز س ش ص ض ط ظ ع غ ف ق ك ل من ه و ي  
123456890 ? , : / + - € \$ @

## Contact Us

---

Please feel free to contact us with questions about our identity or the information provided in this guide.

**External Communications Unit**  
**Central Bank of Bahrain**  
Email: [ecu@cbb.gov.bh](mailto:ecu@cbb.gov.bh)  
Website: [www.cbb.gov.bh](http://www.cbb.gov.bh)



مَصْرِفُ الْبَحْرَيْنِ الْمُرْكَبِي

Central Bank of Bahrain