



THE ISLAMIC BANK OF ASIA

البنك الإسلامي الآسيوي

The Islamic Bank of Asia's Brand Identity

The Islamic Bank of Asia's brand identity was designed to underscore the principles of Islam and Islamic banking. Inspired by Islamic art, calligraphy and architecture, the design reflects Islamic artists' affinity for patterns and geometry.

The **interlinking elements** symbolise a bridge or partnership between the Middle East and Asia.

The design's **perfect symmetry** is an expression of equality, which is a key principle of Shariah-compliant banking, and the 360 degree **radiation from the centre** reflects growth.

The use of **green**, a significant colour in Islam, signifies harmony and balance while the **gold** accent is a sign of prestige.

The brand mark's **overlapping "translucent" effect** symbolises the transparency and purity of Islamic banking and reinforces the relationship between the Middle East and Asia.