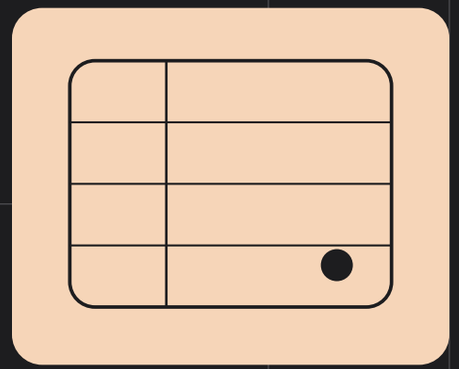
AddisLedger.

BRAND GUIDELINES

Your business, in good order.



THE ART OF EVERYDAY CLARITY.

IDENTITY / LANGUAGE / APPLICATION

DRAFT V1.0 / OCTOBER 2026

A guide to good order.

A shared reference for everyone who gives AddisLedger a voice, a shape, or a place in the world.

ESTABLISHED IDENTITY

The logo, typefaces, core palette, product scope, and existing tagline come from the current website.

PROPOSED GUIDANCE

Strategy, usage standards, and application examples are recommendations for this first draft.

01 **Brand foundations** 03
Purpose, audience and language

02 **The identity** 08
Logo, construction and correct use

03 **The visual language** 13
Color, type, grids and imagery

04 **Out in the world** 21
Social, digital and business applications

05 **Reference & handoff** 27
Research, assets and final checks

OUR PURPOSE / PROPOSED ARTICULATION

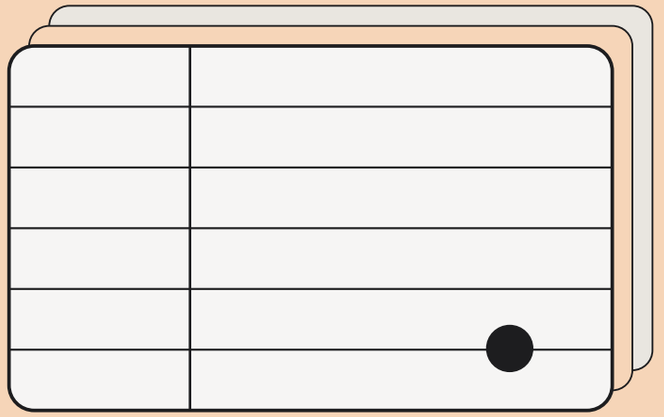
Make room for the business.

A business is built through people, decisions, and daily work. Its records should help that work move forward.

AddisLedger brings employees, payroll, quotations, invoices, sales, and purchases into one accounting workspace for Ethiopian businesses.

THE PROMISE

Your business, in good order.



A LITTLE ORDER GOES A LONG WAY.

Built around a working day.

For Ethiopian micro, small, and medium businesses, and the people who keep their everyday records in order.

01

The founder

A clearer overview.

Bring the day's records together and keep the details close to the decisions.

Lead with simplicity, visibility, and a practical place to begin.

02

The growing team

A place for people.

Keep employees, departments, and payroll organized as the work gets busier.

Lead with continuity, useful structure, and less searching.

03

The finance team

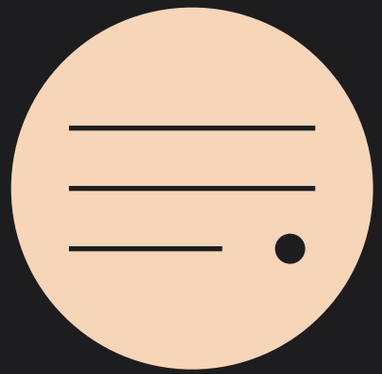
Context for every record.

Find documents by company, counterparty, project, status, and period.

Lead with traceable details and an orderly review process.

Order with a human touch.

Our proposed personality is calm, capable, and close to the realities of everyday business.



01

Clarity

Make the important thing easy to find.

One main message. A visible next step. Useful labels.

02

Care

Treat the person behind the record with respect.

Plain language. Patient guidance. Room to understand.

03

Precision

Be specific about what the product does.

Correct terms. Honest examples. Consistent details.

04

Composure

Give busy work a calmer visual rhythm.

Ordered layouts. Strong contrast. Restraint with accents.

A clear voice. A considered tone.

Speak like a capable colleague: direct, warm, and specific. Keep the voice consistent; adjust the tone to the task and the reader's state of mind.

MARKETING

Inviting and assured.

Your people. Your paperwork.
One clear workspace.

SAMPLE COPY

ONBOARDING

Helpful and practical.

Add your company details
to get started.

SAMPLE COPY

SUPPORT

Calm and accountable.

Your changes could not be saved.
Try again or contact our team.

SAMPLE COPY

For money, payroll, and errors: prioritize clarity over wit. Say what happened, explain what the person can do next, and avoid blame or promises the product cannot support.

One promise. Many useful stories.

MESSAGE HIERARCHY

01 / BRAND PROMISE

Your business, in good order.

02 / PRODUCT DESCRIPTION

An accounting workspace for Ethiopian businesses.

03 / SUPPORTING STORY

People, payroll, and everyday accounting. Together.

A SOCIAL CAPTION

A quotation starts with a clear draft. Keep line items, client details, notes, and terms together in AddisLedger.

Explore the product. →

Write with evidence. Use concrete verbs: organize, record, find, review. Avoid unsupported claims such as "guaranteed compliance", "error-free payroll", or "instant financial success".

A small symbol of good order.

A ledger page, a letter, and a set of orderly entries. A compact mark that connects the name to the work.

The rounded square gives the mark an approachable digital form. The terminal period adds a quiet sense of completion.

This is a reading of the existing design, rather than a claim about its original creation process.



AddisLedger.

One identity, in light and dark.



PRIMARY / CHARCOAL ON A LIGHT FIELD



REVERSE / BRAND WHITE ON A DARK FIELD

Use supplied artwork. Preserve the period, type weights, proportions, and icon-to-name spacing. The white mark uses transparent inner lines.

Give the identity room.

Keep the artwork fixed. Add breathing room around the visible mark and wordmark, independent of the padding in the exported file.



x = 1/3 of the visible icon square height

CLEAR SPACE

Keep at least x on every side. In social avatars, use the larger inset on page 21.

FIXED PROPORTIONS

The mark uses a 36-unit canvas, a 30-unit square, and a 7-unit corner radius.

CONSTRUCTION, NOT RECREATION

Source line weight is 1.8 units. Always place the master SVG instead of rebuilding it.

Small, clear, recognizable.

RECOMMENDED MINIMUM SIZES

AddisLedger.

160 px wide

Full horizontal SVG canvas. Use the icon when space is tighter.

24 px high

Standard icon canvas. Below 24 px, use the dedicated site favicon.

Check the smallest delivered size, not just the large artwork. Leave the logo intact and make sure every ledger line remains distinct.



LIGHT / PRIMARY



DARK / REVERSE



A circular crop needs generous inset. Keep the full square visible.

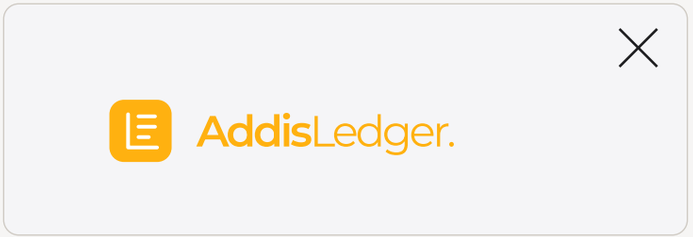
Consistency earns recognition.

The identity becomes familiar through repetition. These treatments weaken its shape, meaning, or legibility.



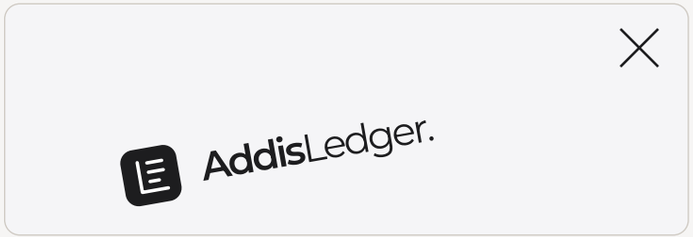
Do not stretch.

Keep width and height proportional.



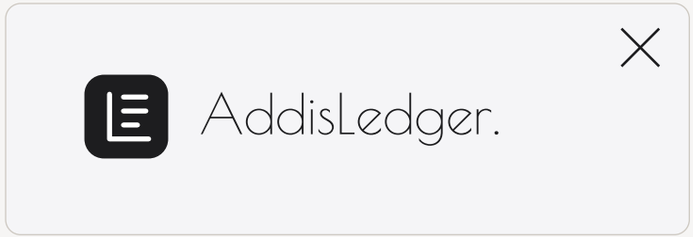
Do not recolor.

Use charcoal or brand white.



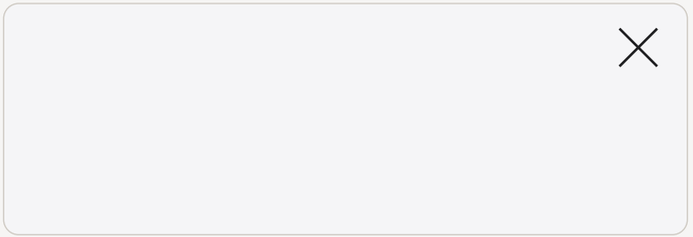
Do not rotate.

Keep the identity upright.



Do not replace the type.

Place the supplied wordmark.



Do not lose contrast.

Choose a clear light or dark field.



Do not crowd the mark.

Respect its clear space.

Paper. Ink. Possibility.

A restrained foundation gives information room to breathe and lets small moments of warmth stand out.

Brand white is a cool near-white for reverse artwork. Paper is the warmer canvas of the website. They have different jobs.

01

Aa

Charcoal

#1D1D1F

RGB 29 / 29 / 31

Structure, words, primary identity.

02

Aa

Brand white

#F5F5F7

RGB 245 / 245 / 247

Reverse identity and dark-field text.

03

Aa

Paper

#F6F5F4

RGB 246 / 245 / 244

Warm editorial backgrounds.

Warmth, with a clear role.

Peach

#F6D5B8

RGB 246 / 213 / 184

Human moments and welcoming fields.

Yellow

#FFB110

RGB 255 / 177 / 16

Small moments of emphasis.

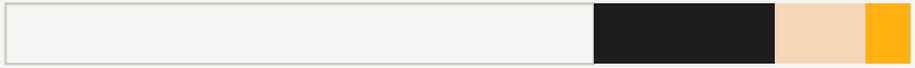
Neutral

#E9E6E0

RGB 233 / 230 / 224

Grouping, structure, and quiet support.

COLOR BALANCE / STARTING POINT



65% light base / 20% ink / 10% warm / 5% accent

A guide to emphasis, not a quota. Dark campaigns may invert the base while keeping accents restrained.

VERIFIED TEXT PAIRINGS

Ink on paper	**15.46:1**
White on ink	**15.46:1**
Ink on peach	**12.12:1**
Ink on yellow	**9.26:1**

Normal text: 4.5:1 minimum. Large text: 3:1.

Avoid white text on peach or yellow. Use charcoal.

Character meets clarity.

01 / POIRET ONE

Aa Bb
012345

Expression. Use the Regular cut for large headlines and brief editorial statements. Give its fine strokes ample scale and strong contrast.

02 / MONTSERRAT

Aa Bb
012345

Information. Use Regular for reading, Medium for interface emphasis, and Semibold for labels and hierarchy.

Both typefaces are supplied under the SIL Open Font License.

Make information easy to read.

DISPLAY / 64 PT / 1.05

Good order.

SECTION / 32 PT / 1.15

Everything has its place.

BODY / 14 PT / 1.5

Bring people and everyday records together.

LABEL / 10 PT / 1.4

PURCHASE RECORD

NUMBERS DESERVE CLARITY

ETB 48,000.00

Quantity	6
Unit price	1,800.00
Line subtotal	10,800.00

Use explicit currency, consistent decimals, and right-aligned amounts. Set financial data in Montserrat; reserve Poiret One for headlines.

ILLUSTRATIVE TYPOGRAPHY ONLY

A framework for freedom.

A ledger organizes information into useful relationships. Our proposed layout system does the same, with space for expressive scale.

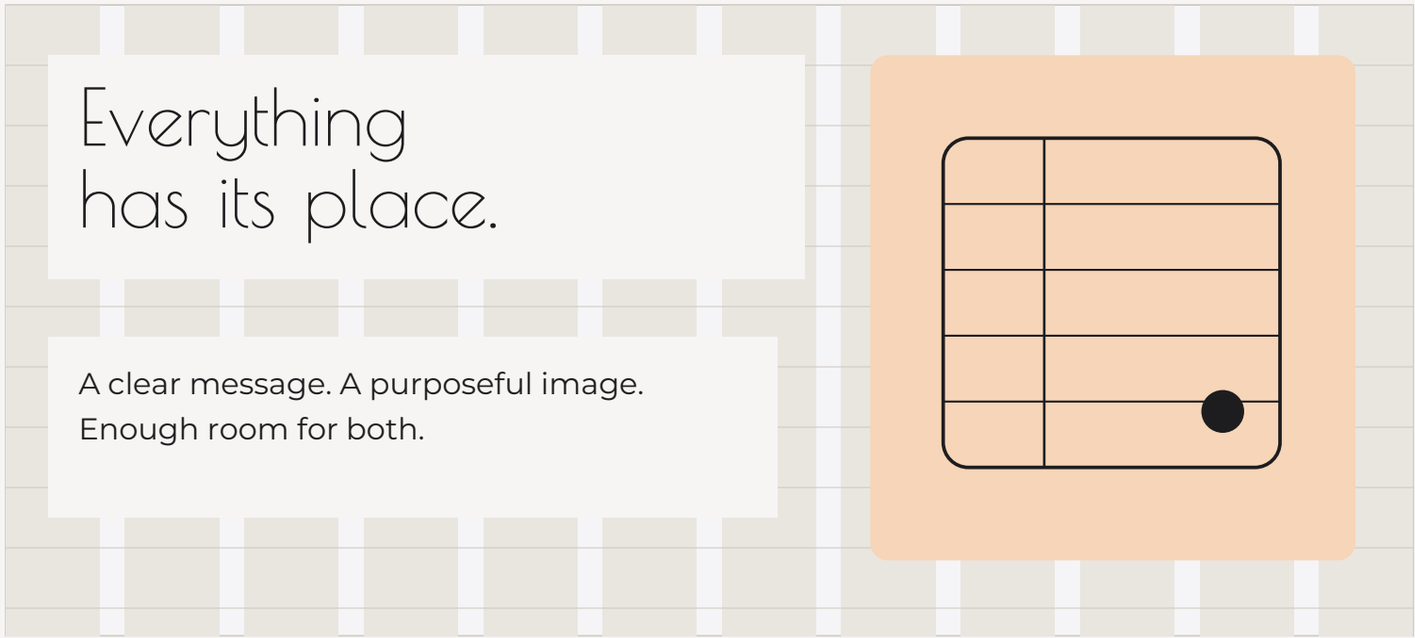


Diagram shows proportional relationships; the grid is a tool, not a visible requirement.

12 COLUMNS

Use a 12-column grid with 48 pt page margins and 12 pt gutters in this book.

A STEADY RHYTHM

Build spacing from 6 pt increments. Align captions, headings, and image edges.

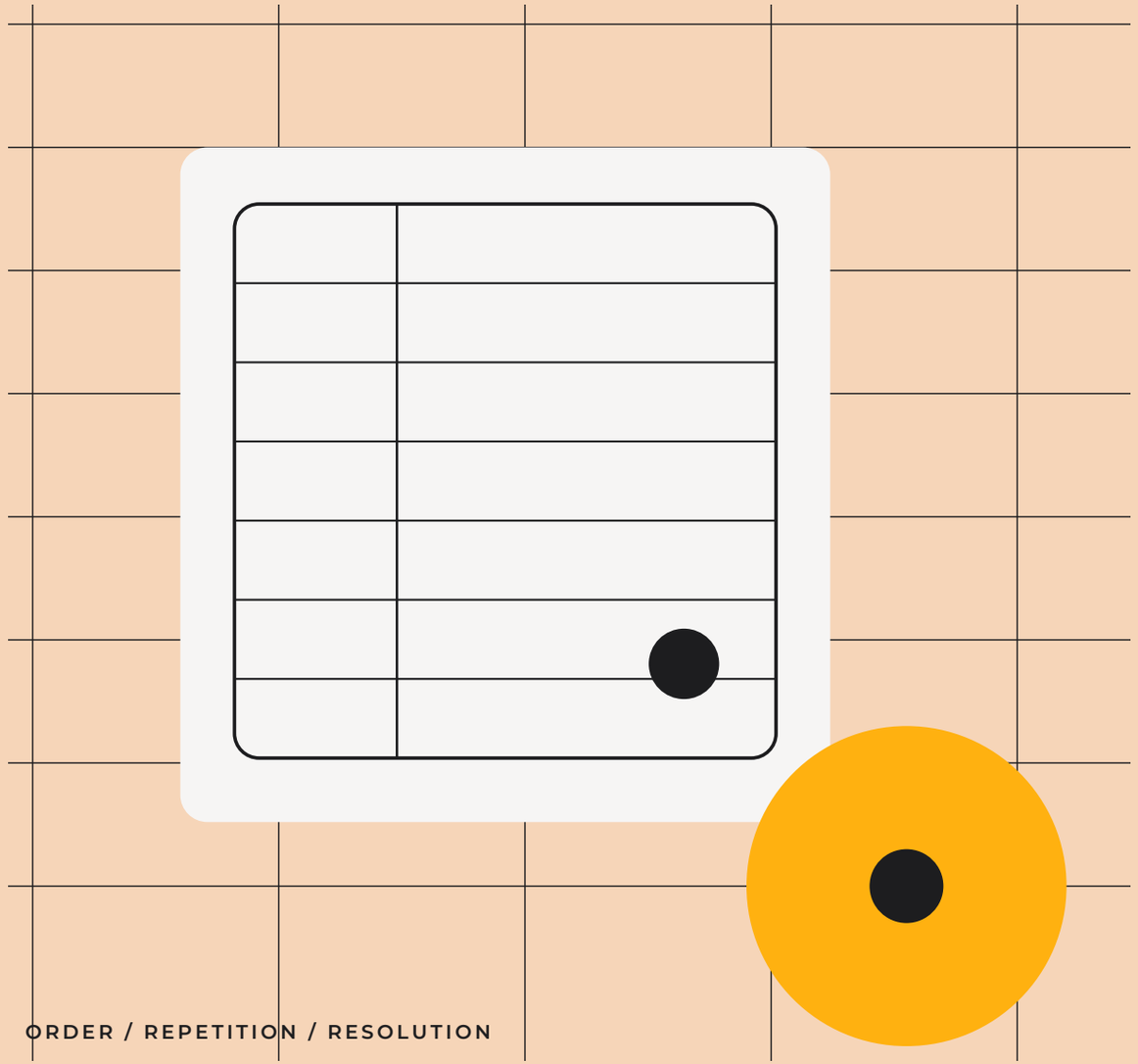
ACROSS FORMATS

Translate proportions to each canvas. Use 6% outer margins for social artwork.

From entries to expression.

Use the logic of the ledger as a visual language: parallel rules, clear divisions, repeated entries, and one decisive full stop.

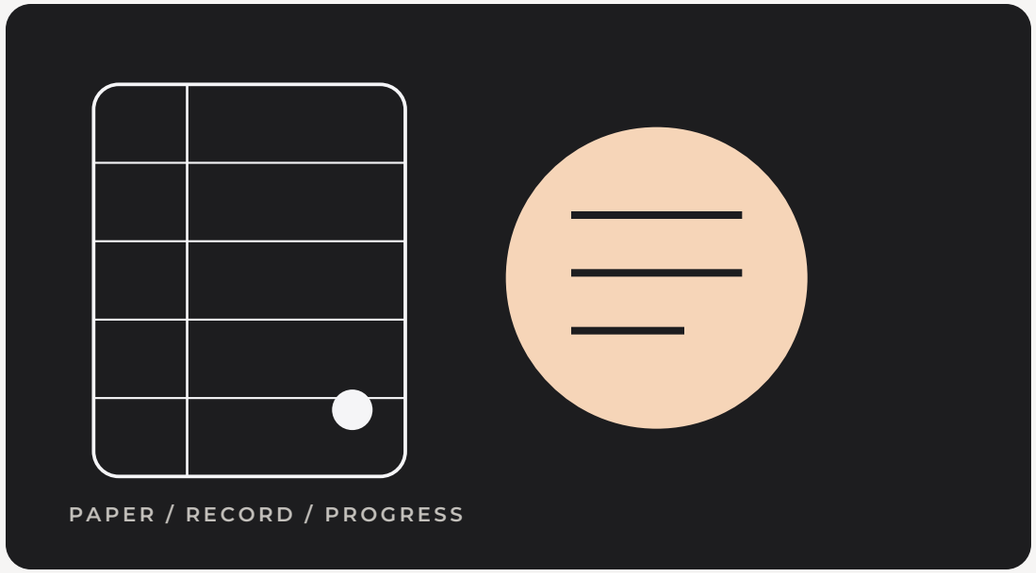
Keep motifs purposeful. They can organize a page, frame a story, or create a moment of emphasis. Never modify the logo to create decoration.

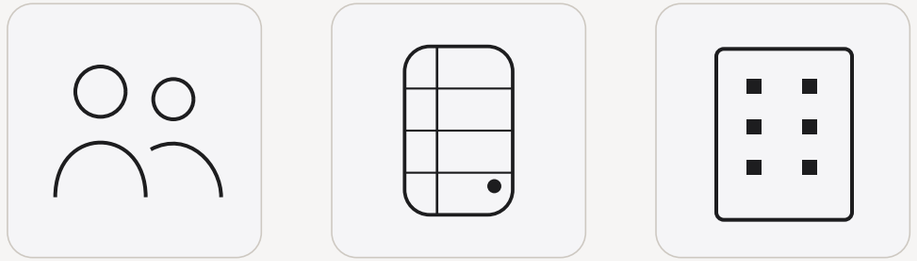


ORDER / REPETITION / RESOLUTION

Useful forms. A lighter touch.

The website pairs simple outline symbols with paper-inspired flourishes. Carry that balance into brand communications.





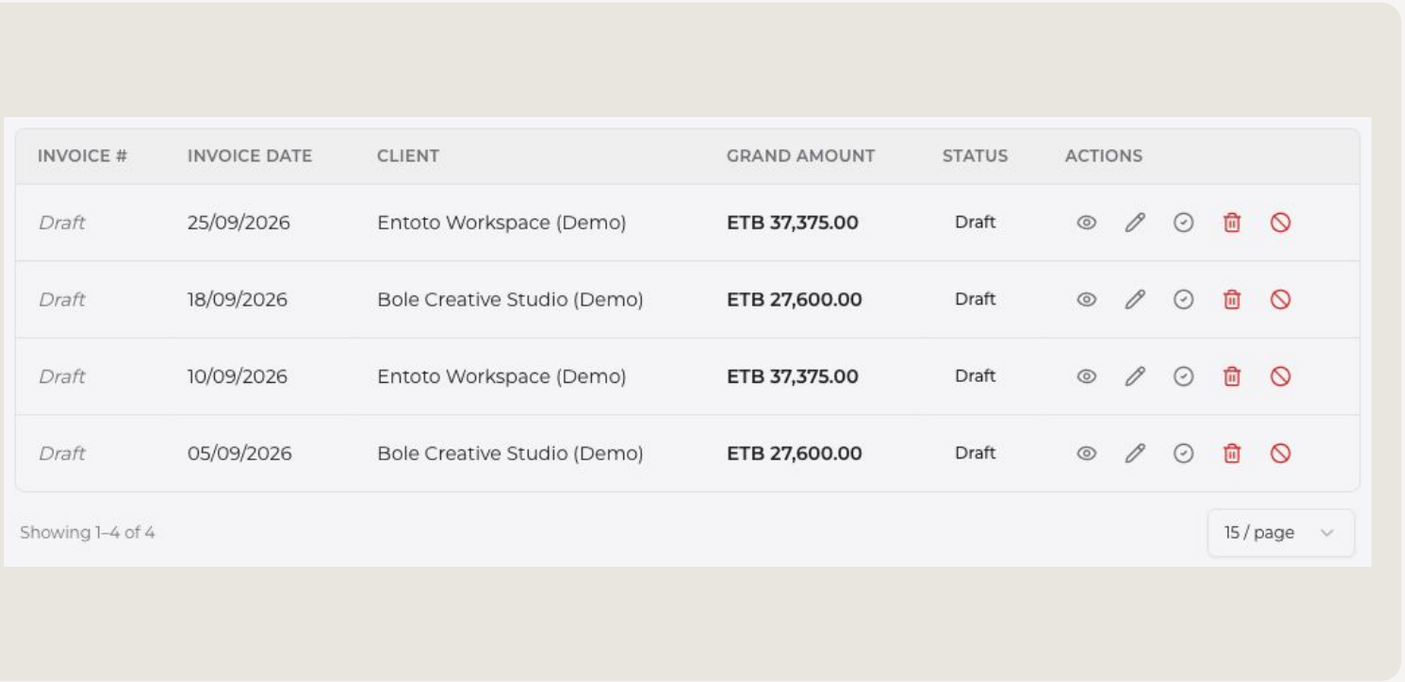
People Document Company

Use rounded joins, consistent stroke weight, and clear silhouettes. Match the site's outline icon family when extending the set.

Restraint is part of the style. Use one main illustration per composition. Keep accounting screens precise; place expressive artwork around the information.

Show the work, truthfully.

Use real product views to make capabilities tangible. Preserve labels, values, and statuses; use demo data in public-facing materials.



INVOICE #	INVOICE DATE	CLIENT	GRAND AMOUNT	STATUS	ACTIONS
Draft	25/09/2026	Entoto Workspace (Demo)	**ETB 37,375.00**	Draft	
Draft	18/09/2026	Bole Creative Studio (Demo)	**ETB 27,600.00**	Draft	
Draft	10/09/2026	Entoto Workspace (Demo)	**ETB 37,375.00**	Draft	
Draft	05/09/2026	Bole Creative Studio (Demo)	**ETB 27,600.00**	Draft	

Showing 1–4 of 4

15 / page

Existing demo screen: four September 2026 draft invoices for fictional counterparties. These are unsent drafts.

CHOOSE A USEFUL VIEW

Show a complete task or a clearly labeled detail. A crop must retain the context needed to understand it.

LET THE PRODUCT LEAD

Use a quiet frame, accurate proportions, and a readable scale. Avoid decorative overlays on data.

PEOPLE AND PLACE

If photography is commissioned, favor credible Ethiopian working environments and natural moments.

Recognizable before the first word.

Use the mark for the avatar and the full name for the display name. Let the bio explain the product in plain language.

AddisLedger

People, payroll, and everyday accounting.
One workspace for Ethiopian businesses.

info@addisledger.et

SAMPLE PROFILE



1080 x 1080 px

Center the mark. Keep its 36-unit canvas at 66% of the avatar width so the square survives a circular crop.

Use one stable display name. Confirm account handles before publishing; this guide does not claim or reserve a username.

A feed with a point of view.



SQUARE / 1080 X 1080 PX



PORTRAIT / 1080 X 1350 PX

ONE IDEA

Give each post one useful message. Lead with a business need or a specific capability.

A RECOGNIZABLE RHYTHM

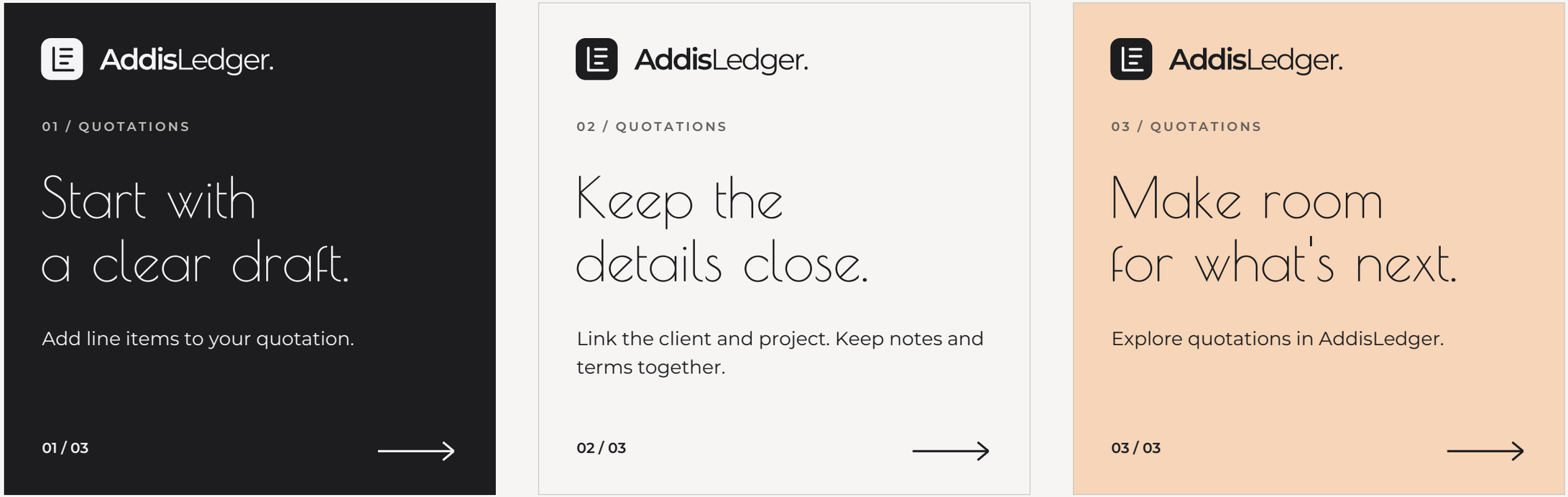
Keep logo placement and margins consistent. Vary scale, composition, and background.

A USEFUL NEXT STEP

Use a clear action such as "Explore the product" or "Request a demo".

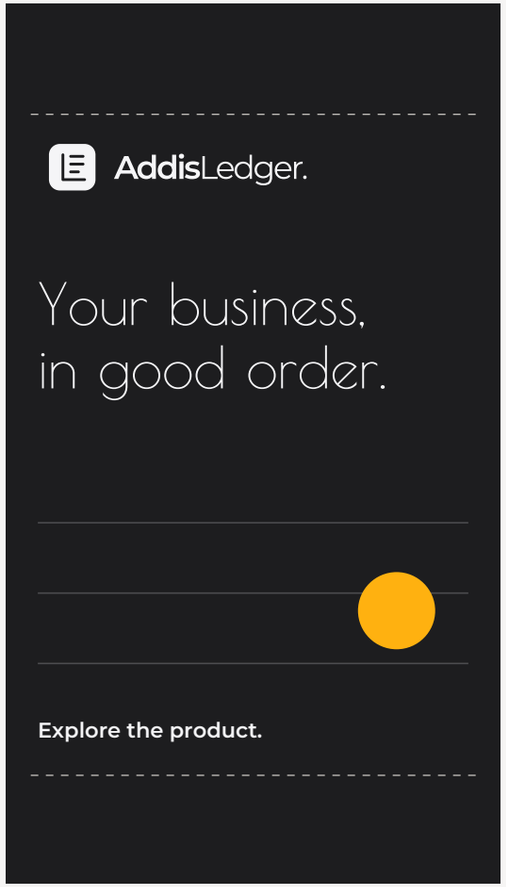
Tell the story, one step at a time.

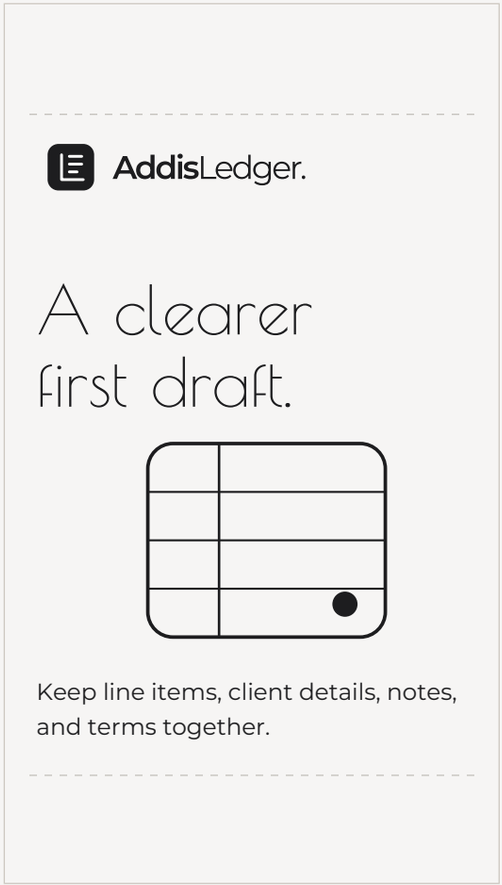
A three-panel carousel turns one workflow into a short, useful sequence. Keep the progression clear and the type readable on a phone.



1080 X 1080 PX PER PANEL / SHARED MARGINS / ONE WORKFLOW

A vertical canvas. A clear invitation.





1080 X 1920 PX

Use a single message with generous room above and below the content for platform controls.

SAFE COMPOSITION

Keep essential copy and calls to action inside the central 75% of the height. Preview the actual platform before posting.

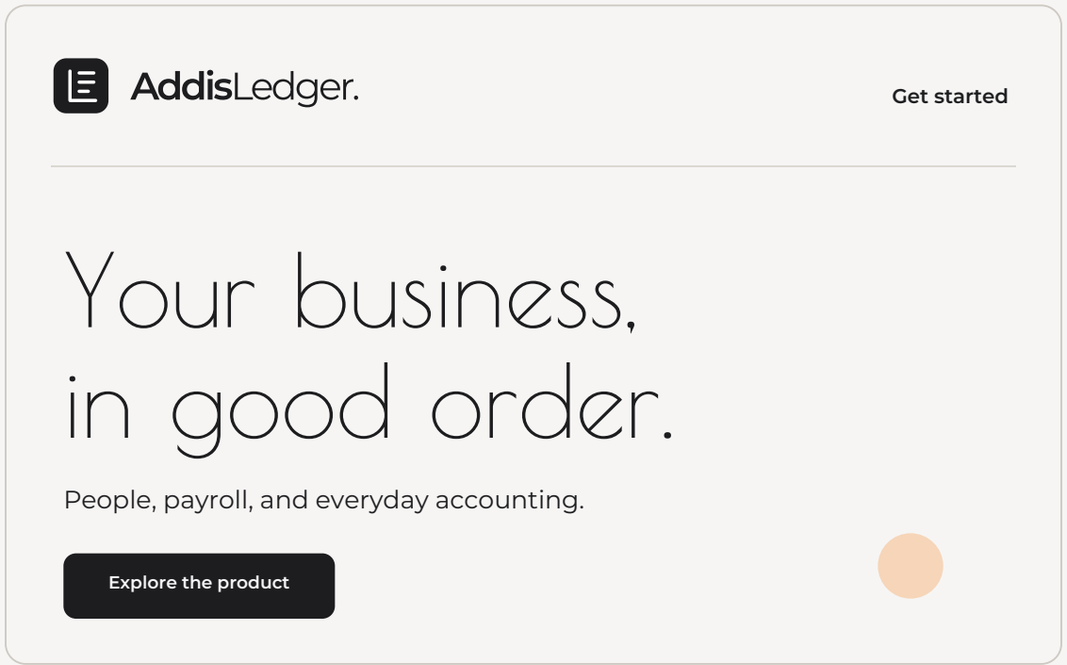
A READABLE NEXT STEP

Add the destination using the platform's link control. Keep animations calm and respect reduced-motion preferences.

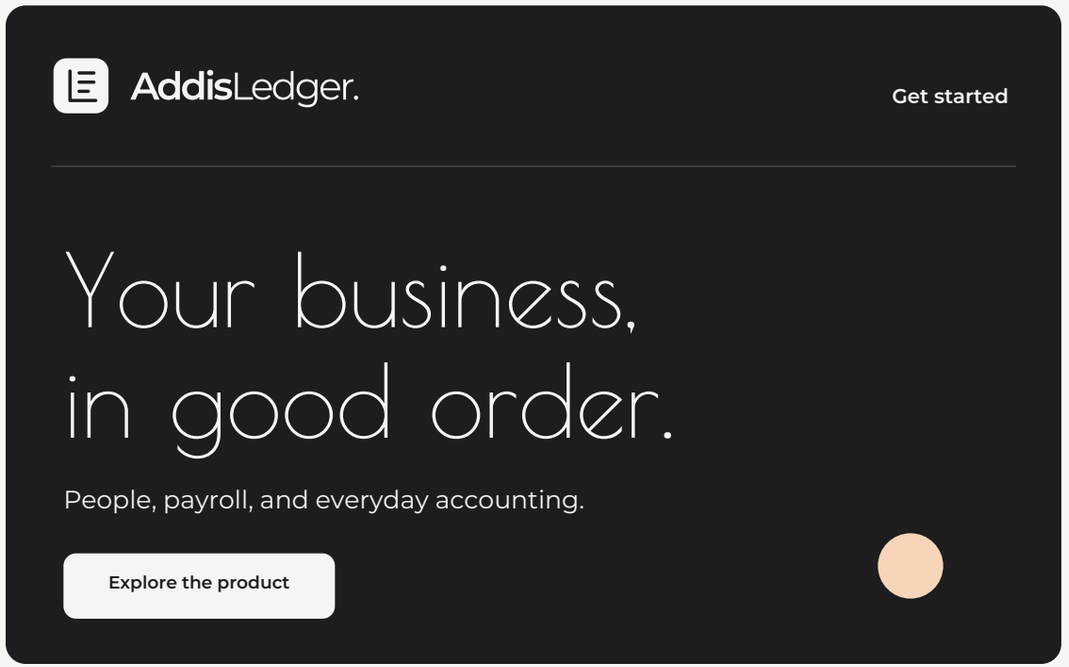
Dashed lines indicate the suggested safe area; omit them from published artwork.

The same character, in every light.

Carry the same hierarchy, spacing, and brand voice across digital surfaces. The dark treatment below is a proposed extension of the current site.



LIGHT / EXISTING FOUNDATION



DARK / PROPOSED APPLICATION

Good order, beyond the screen.

AddisLedger.

A CLEAR PLACE TO BEGIN.

Hello from AddisLedger.

Bring people, payroll, and everyday accounting into one workspace for your Ethiopian business.

For a product walkthrough, contact our team. We will help you explore the workspace and find the details you need.

info@addisledger.et

A4 LETTERHEAD / SAMPLE



Contact card shown without a personal name, address, or phone number.

Let the identity do the work. Use considered spacing, useful information, and one quiet accent.

AddisLedger

Your business, in good order.

info@addisledger.et

Developed and Maintained by VP Solutions.

Learn from principles. Make it our own.

Five references informed the structure and thinking of this draft.

SOURCE	PRINCIPLE STUDIED	ADDISLEDGER INTERPRETATION
Slack Brand Guidelines	Clear construction and usage diagrams.	Explain the AddisLedger logo through usable examples.
IBM Design Language / 2x Grid	Consistent relationships between scale and space.	Build a ledger-inspired grid with disciplined alignment.
Dropbox Brand Guidelines / Framework	Design principles connect personality to expression.	Link clarity and care to visible design decisions.
Wise Brand identity story / 2023	An identity connected to people, place, and mission.	Ground our story in Ethiopian business needs.
Mailchimp Content Style Guide / Voice and Tone	A consistent voice with a tone suited to the situation.	Write differently for discovery, setup, and support.

Source names are clickable. These are research references, not affiliations or endorsements.

Keep it in good order.

Use the shared assets. Check the small details. Keep every expression recognizably AddisLedger.

AddisLedger.

info@addisledger.et

CHOOSE THE RIGHT ASSET

SVG / Master artwork

Use for scalable design, digital layouts, and print production.

PNG / Transparent export

Use for placements that require a raster image. Never stretch.

White / Dark backgrounds

Use the brand-white asset with transparent internal lines.

BEFORE YOU SHARE

Check the logo, clear space, contrast, copy, destination link, and mobile-size legibility. Confirm all product claims and use approved demo data.

Developed and Maintained by VP Solutions.