

Press Release - Visual Identity Announcement

Centrale Bank van Aruba Introduces Refreshed Brand Identity

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The Centrale Bank van Aruba (CBA) has reached a pivotal moment that calls for the introduction of a refreshed brand identity. This development is intended to align the CBA's visual representation with its evolving mandate, its responsibility toward the Aruban community, and its continued focus on integrity and sustainability.

The previous color scheme of blue, gold, and white has been replaced by an earth-toned palette. These new colors have been selected to symbolize stability, reliability, and sustainability, while also reinforcing the CBA's role as a trusted steward of Aruba's financial system.

In recent years, Aruba has demonstrated notable resilience and adaptability in the face of global challenges. CBA recognizes that financial stability and environmental sustainability must be interconnected goals that must be pursued in conjunction. The refreshed brand identity reflects this perspective by drawing from natural tones that convey authenticity, connection to the environment, and a long-term vision for sustainable growth.

This visual renewal further emphasizes CBA's guiding values of integrity, stewardship, and responsibility. It signals CBA's intention to continue adapting to a rapidly changing global and local environment, while ensuring that present decisions are aligned with the needs of future generations. As part of this transition, the CBA website's landing page has been redesigned to reflect the new visual identity, providing a refreshed experience for the community.

The updated brand identity strengthens the public image of the Centrale Bank van Aruba by visually reflecting its mandate of safeguarding monetary stability, promoting a sound financial system, and supporting sustainable economic growth, while remaining true to the values that guide its daily operations and long-term vision.

With this step, CBA continues to position itself as a forward-looking institution, operating with clarity, purpose, and care for the island's future prosperity.

