



Unifimoney Brand Guidelines

LOGOS

The Unifimoney logo set consists of two variants:

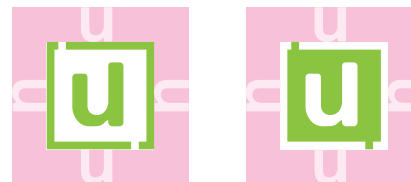
Full Logo

The full logo is designed to be used on all Unifimoney properties across digital and print. It should be used wherever users are logged out of their accounts.

U Logo

The 'U' logo is primarily used within the app to maximize available space within the app header.

All logos use the 'u' from the primary logo as a spacer to form the required safe area around the logo.



COLORS

Unifimoney uses a range of colors over three palettes.

Primary Palette

These colors are the base of the Unifimoney brand palette. UM Green is used as a highlighting color that's ownable for Unifimoney. UM White and UM Black are bold, contrasting colors to be used as backgrounds and text colors throughout Unifimoney digital and print properties.

Secondary Palette

The colors in this palette allow for a range of gray tones. They are largely used as backgrounds and content containers.

UM Green

CMYK (0/16/100/0) RGB (134/179/36)
HEX #86B324 Pantone 368 C

UM White

CMYK (0/0/0/0) RGB (255/255/255)
HEX #FFFFFF -

UM Black

CMYK (0/0/0/100) RGB (0/0/0)
HEX #000000 -

UM Grey (Dark)

CMYK (0/0/0/89) RGB (28/28/28)
HEX #1C1C1C Pantone 5463 C

UM Grey (Mid)

CMYK (0/0/0/75) RGB (63/63/63)
HEX #3F3F3F Pantone 447 C

UM Grey (Light)

CMYK (0/0/0/25) RGB (191/191/191)
HEX #BFBFBF Pantone Cool Gray 5 C

UM Grey (Lightest)

CMYK (0/0/0/5) RGB (242/242/242)
HEX #F2F2F2 -

Campaign Blue

CMYK (63/28/0/26) RGB (27/117/188)
HEX #1B75BC Pantone Process Blue C



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FONTS

Print and Web Use

Headline: Berthold Akzidenz Grotesk (Bold):

The Best Investment App Is Your Bank!

Copy: Acumin Pro (Regular):

At [FI name], we strive to provide you with the latest and greatest products and services to help you live the life you want.

DISCLAIMER

For Print Use:

Unifimoney Tech QOBZ, LLC and [FI name] are not affiliated.

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* Unifimoney does not charge a commission on self-elected trading. However, other charges may apply.

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