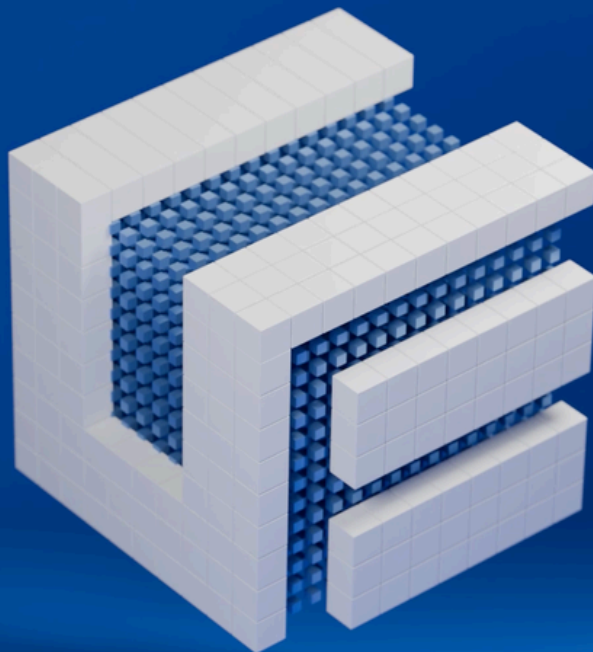




UNITED
FINTECH

Branding Guidelines

- External use



Introduction

Brand guidelines introduction

The strength of United Fintech lies in consistency.

Across products, platforms, and communications, the United Fintech brand must speak with one clear voice.

These guidelines define how the United Fintech brand is expressed, visually and verbally, across all channels. They are designed to support anyone creating or managing brand communications, providing clear standards and practical examples.

Used correctly, they help protect the integrity of the United Fintech brand while enabling clarity, flexibility, and impact at scale.

United Fintech introduction

United Fintech is one point of entry to institutional fintech.

We bring together best-in-class technology companies serving the global financial industry, creating a connected ecosystem built for scale, trust, and performance.

As a group, United Fintech simplifies access to specialist solutions while preserving the independence and expertise of each member company. Through shared infrastructure, aligned standards, and deep industry insight, we help financial institutions innovate faster and operate more effectively.

We identify as an eco-system, not a platform.

United Fintech exists to connect, enable, and accelerate the institutional fintech ecosystem.

Boilerplate

The boilerplate for PR use is found below. For any PR related questions, contact Marketing.



About United Fintech

Founded in 2020, United Fintech is an industry-neutral ecosystem connecting financial institutions with best-in-class fintech solutions. Through selective acquisitions, deep integration, and a shared infrastructure, United Fintech streamlines procurement and accelerates the adoption of new technology across global finance.

Backed by strategic investors including Citi, Danske Bank, BNP Paribas, Standard Chartered, and now Barclays, United Fintech combines capital markets expertise with technology leadership to help financial institutions modernise their operations and drive sustainable growth.

United Fintech has 11 offices worldwide, including in London, New York, Copenhagen, Singapore and UAE, and more than 200 employees.

Head of Marketing

Sarah Millerton

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Digital Marketing Coordinator

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Facts of United Fintech

Who we are

United Fintech is a global fintech **founded in 2020** on a mission to accelerate the transformation of the financial industry. We bring together proven technology companies and financial institutions to create smarter, faster, and more efficient ways of working across capital markets, banking, and asset management.

What we do

We acquire and scale exceptional fintech products that solve real challenges in trading, data, risk, and operations. By combining innovation with deep financial expertise, we deliver integrated solutions that help institutions reduce complexity, improve efficiency, and move with speed in a constantly evolving market.

Why we do it

Finance powers economies, but legacy systems and speed of innovation hold it back. United Fintech bridges that gap. **We connect the experience and trust of financial institutions with the agility and intelligence of modern technology**, driving sustainable growth and long-term competitiveness across the global financial landscape.

Where we are

United Fintech has offices in **10 locations worldwide**: Copenhagen, Singapore, New York, Dubai, Berlin, Craiova, Madrid, Ho Chi Minh City, Oslo, and with our HQ in London. We are more than **200 people** working for one mission.

Who supports us

We are **trusted by more than 250 financial institutions** and backed by five of the world's largest banks: **BNP Paribas, Standard Chartered, Danske Bank, Citi Group, and Barclays.**



United Fintech Logo

The United Fintech logo usage

Our logo always have the logomark and text, it is never a standalone logomark. We use the logo in three colours: Brand blue, black or white.

There are two approved versions, a horizontal logo and a vertical one.



Product Logo Marks

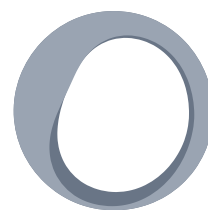


Netdania

Powering the future of financial technology

CobaltFX

Institutional FX infrastructure for credit, netting,
and post-trade automation



FairXchange

Data-driven insight for smarter, more
sustainable trading

TTMZero

Precision pricing and automation for the
capital markets



CBA

Next-generation banking engineered for
automation and global scale

Trade Ledger

Digital lending built for the modern economy



Athena

Powering the future of financial technology

Logo Use Checklist

Always use UF branding for:

- PR purposes
- Marketing materials
- Presentations
- Event materials
- Thought leadership
- General client communications

Includes:

- United Fintech logo (updated colours)
- United Fintech logo marks
- United Fintech colour palette
- United Fintech fonts

Use product logo marks when:	Use FULL product logos only when:
<ul style="list-style-type: none">• Referencing individual products• Supporting product differentiation• Adding visual cues within United Fintech branded materials	<ul style="list-style-type: none">• The material is explicitly product-specific and logomark is not sufficient• The audience is client-facing
<p>Rules:</p> <ul style="list-style-type: none">• Prefer black or white• Always subordinate to United Fintech branding• Never replace United Fintech as the primary brand	<p>Rules:</p> <ul style="list-style-type: none">• The product needs to be clearly identified (e.g. PDFs, datasheets)• Use sparingly• Keep United Fintech branding present

Do not use:

- Logos with “part of United Fintech”
- Standalone product branding in general marketing
- Mixed or competing brand hierarchies

Core principle

- United Fintech is always the dominant brand.
- Products are expressed through logo marks and messaging, not competing logos.

Colour Palette

Brand colours

United Fintech is staying true to its foundational colours with the primary scale of a range of blues and a secondary scale of a range of greys.

See the exact colour codes below or contact the marketing department for additional information or materials.

Primary Scale



Gray Scale



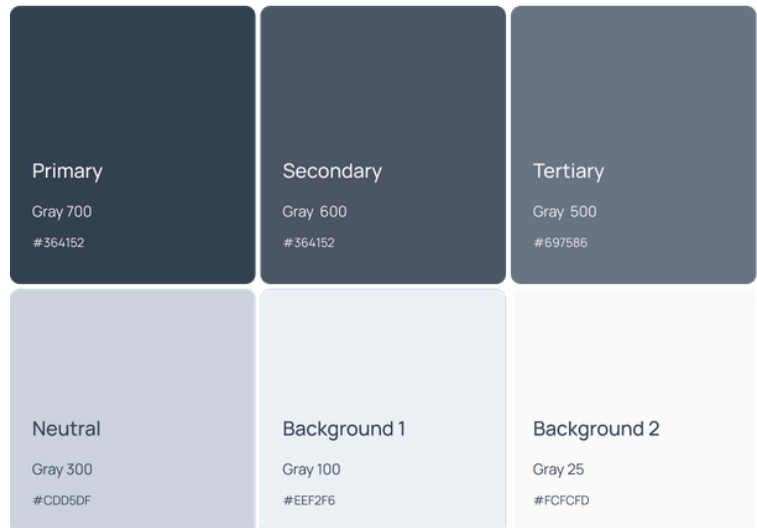
Primary Palette

The primary palette defines the brand's core identity. These colors are used for key actions, highlights, links, and primary elements to create recognition and visual hierarchy.



Gray Palette

The gray palette supports the primary colors and provides balance. It is used for backgrounds, text, borders, dividers, and secondary UI elements to ensure readability and structure.



Contact

Any further questions or inquiries, please reach out to the Marketing department:

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Read more about United Fintech:

www.unitedfintech.com

Follow us on social media:

www.linkedin.com/company/united-fintech/