



BRAND PLAYBOOK

For internal alignment and external use

AUG 2025

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Introduction

This playbook is the foundation of the SUNRATE identity. It defines our vision, values, and visual language — shaping how we speak, design, and present ourselves across every market. By uniting our voice and visuals, we ensure SUNRATE is instantly recognisable, unmistakably consistent, and confidently positioned on the global stage.

About SUNRATE

SUNRATE is a global payment and treasury management platform for businesses worldwide. Since its inception in 2016, SUNRATE has been recognised as a leading solution provider and has enabled companies to operate and scale both locally and globally in 190+ countries and regions with its cutting-edge proprietary platform, extensive global network, and robust APIs.

With its global business headquarters in Singapore and offices in Hong Kong, Jakarta, London, and Shanghai, SUNRATE partners with the top global financial institutions, such as Citibank, Standard Chartered, Barclays, J.P. Morgan and is the principal member of both Mastercard and Visa.

VOICE

The SUNRATE brand voice is confident, clear, and global. We speak with authority and professionalism, grounded in financial expertise, while remaining accessible and inclusive across cultures and markets. Our tone balances innovation with practicality — highlighting progress and technology, but always connecting it to real business impact. Above all, we communicate as a trusted partner, using language that conveys reliability, security, and long-term partnership.

Brand Name

When referencing SUNRATE in text, use fullcaps no space between "SUN" and "RATE". The name must not appear in lettercase, with a capital " S ". SUNRATE must appear in the same font as its surrounding text. The name must not be modified in any way.

SUNRATE	✓	sunrate	✗
Sunrate	✗	SunRate	✗

Brand Tagline

**Global Payment and
Treasury Management
Platform**

全球支付与财资管理

01

Logo

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SUNRATE Full Logo

The SUNRATE logo is made up of two elements: the glyph and the word mark.

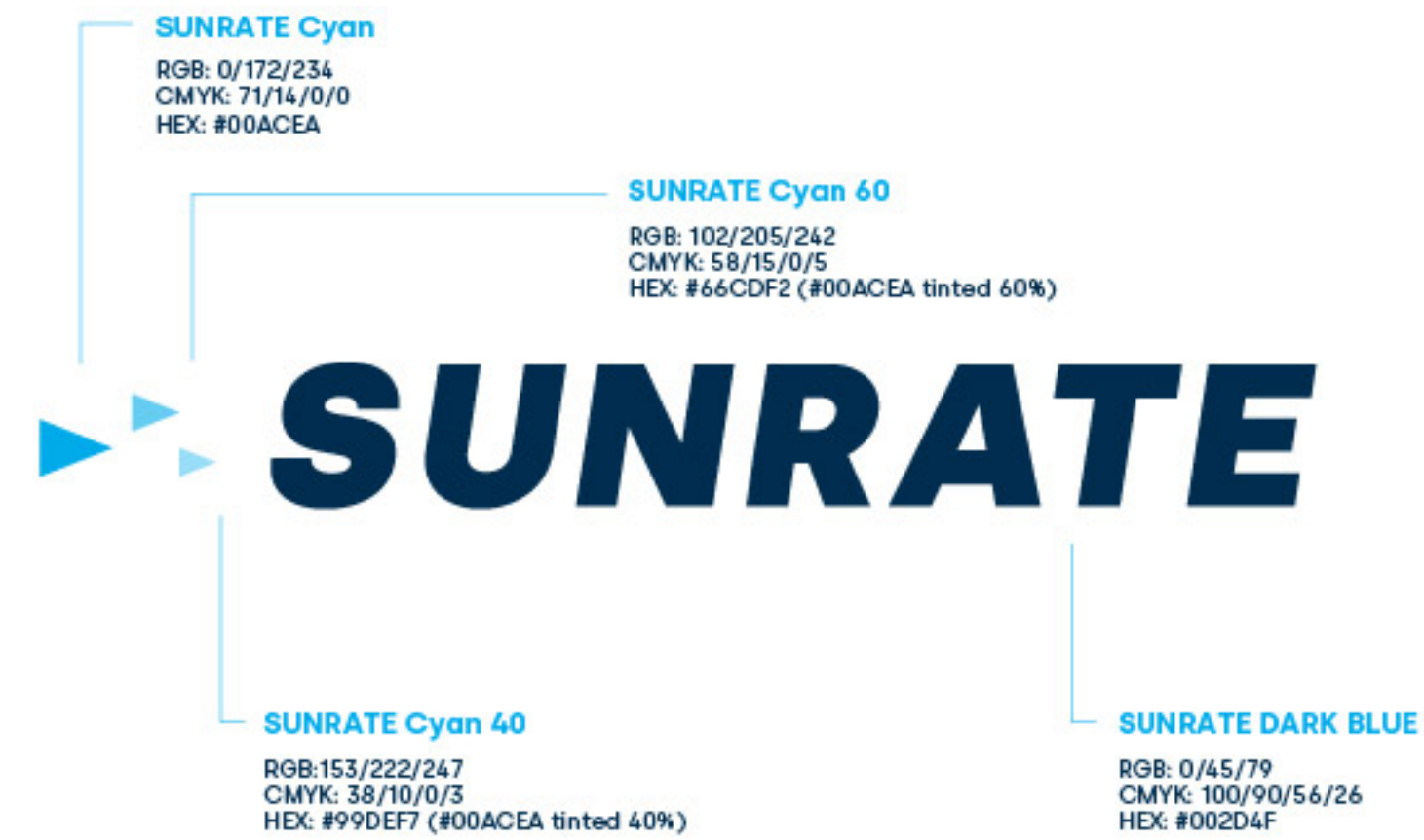
The graphics of the new SUNRATE logo have been adjusted and optimised based on the original logo, with triangles taken from the shape of the sail, symbolising a fleet of three ships on an expedition to the sea. The slanted SUNRATE font is highly dynamic and vibrant.

The brand logo is the symbol and spirit of a company, it must be strictly used in accordance with the requirements of the legend specifications. When using it, the logo combination sample in the regeneration sample section of this manual should be followed. Copy, enlarge, and reduce using methods such as copying, scanning, etc.

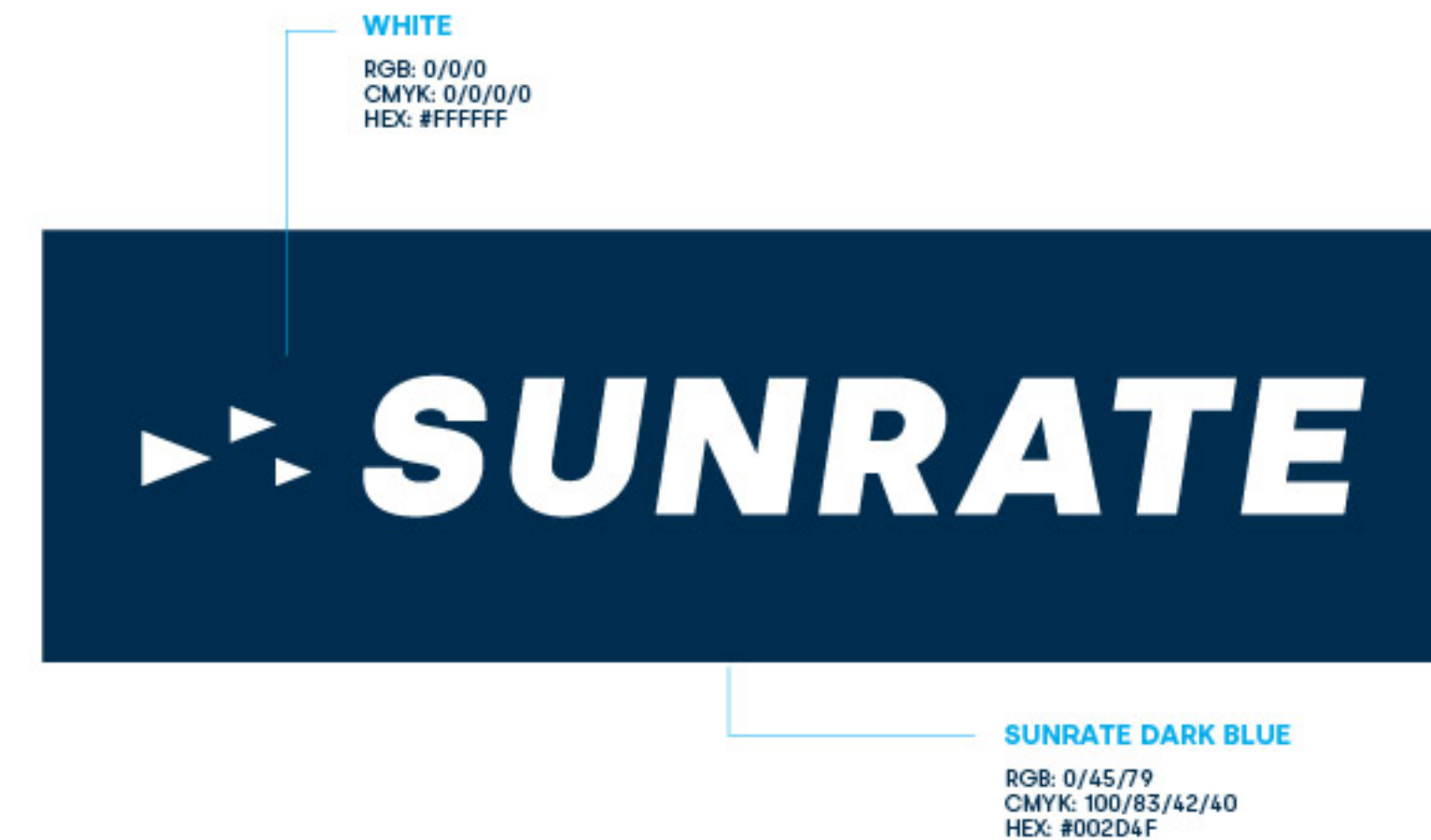


Colour Specification - Full Colour

Light background logo display



Dark background logo display



* The SUNRATE logo must always be used in full colour. When technical limitations prohibit the use of full-colour, use the grayscale or monochrome versions. Always download and use the official source file - do not redraw, alter, or split the logo elements without prior approval.

Colour Specification - Grayscale and Monochrome

Grayscale- (For use when colour printing is not available.)

Grayscale on light background

▶▶ **SUNRATE**

Grayscale on dark background

▶▶ **SUNRATE**

Monochrome- (For use when colour and grayscale printing is not available.)

Monochrome on white

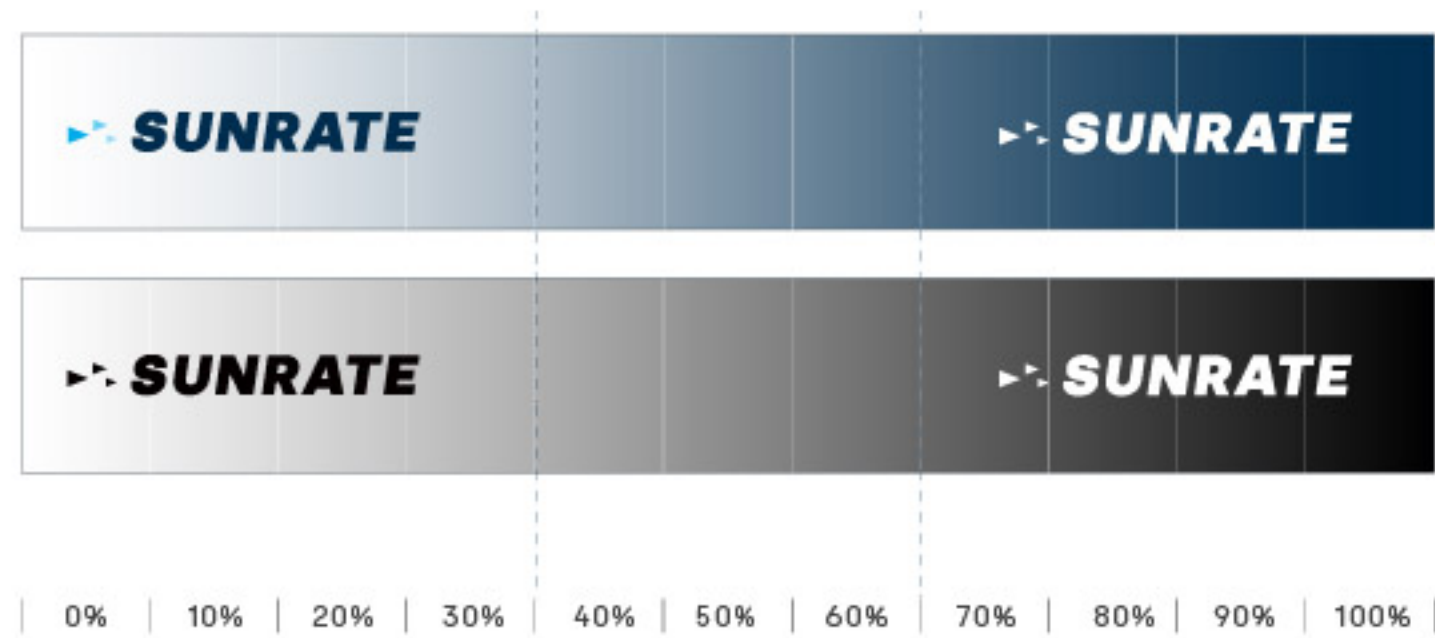
▶▶ **SUNRATE**

Monochrome on black

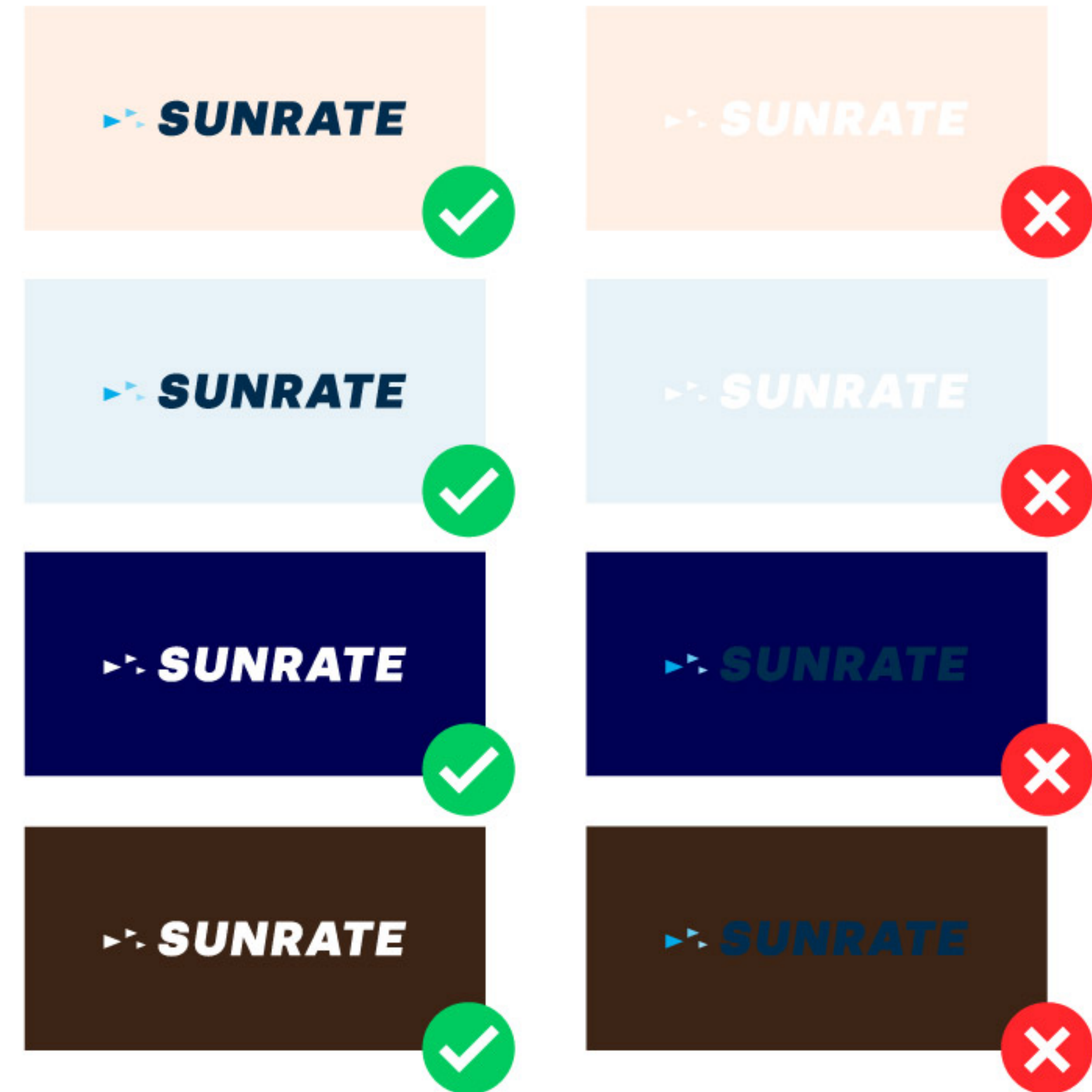
▶▶ **SUNRATE**

Background Contrast

Sufficient contrast between the background and the SUNRATE logo is required.



Prohibited when the background brightness is 40% -70%



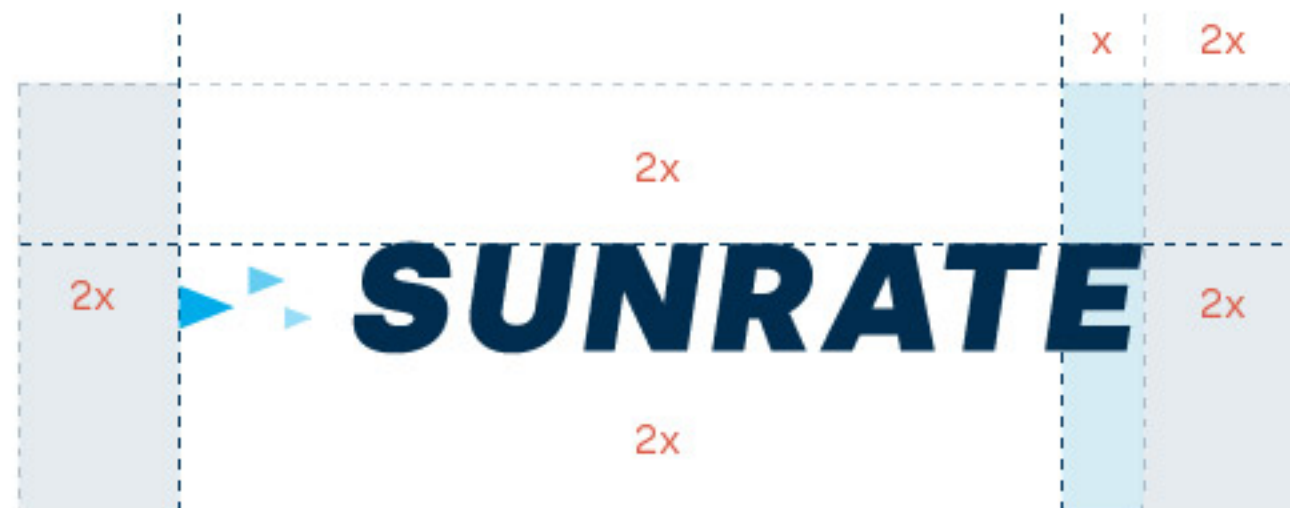
Clear Space and Minimum Size

Clear Space

A minimum amount of clear space must surround the SUNRATE logo.

The width of the letter "E" is a standard unit "x".

The outer contour edge of the logo must be no less than 2x wide from the edges around the media.



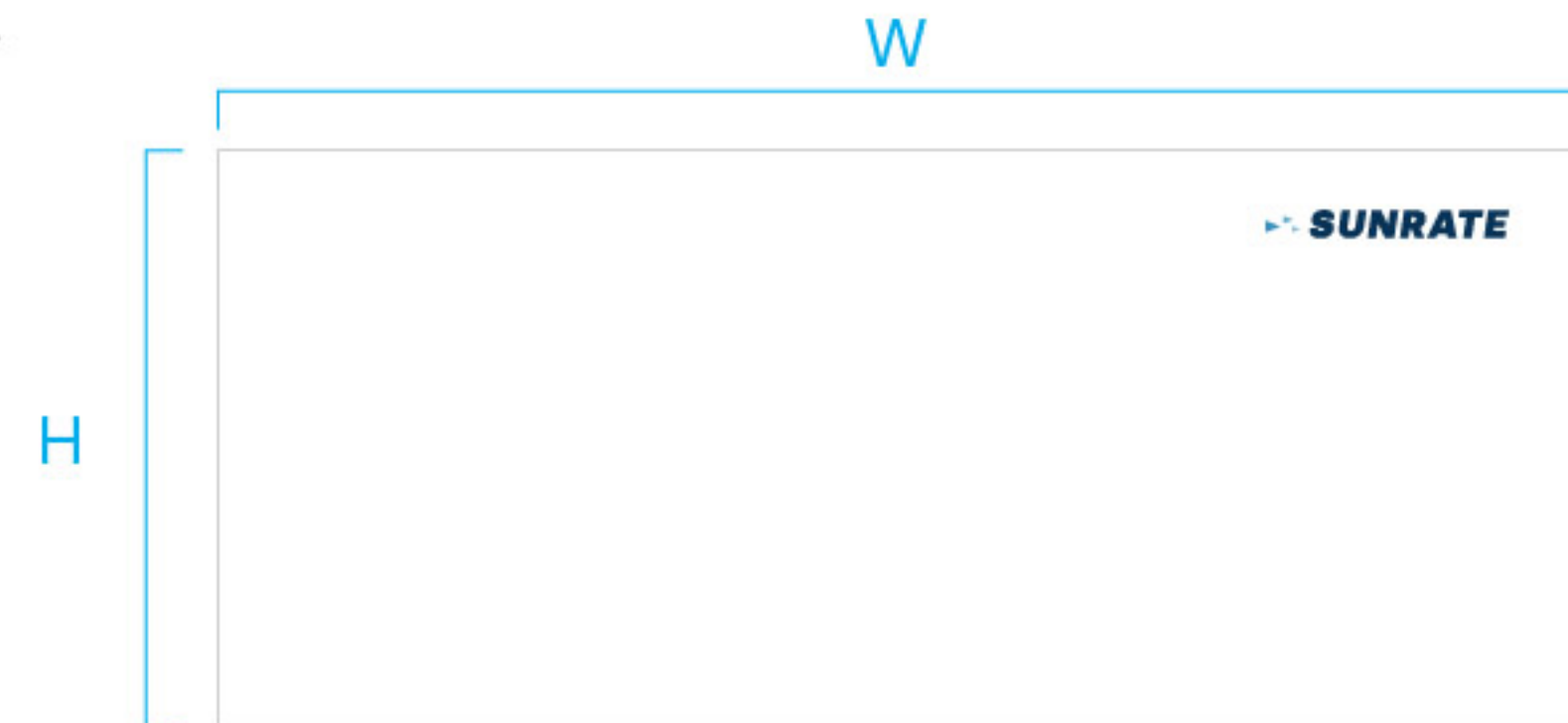
Minimum Size

The calculation formula for the minimum size of SUNRATE logo.

"H"= layout height, "W" = layout width, "LOGO H" to logo minimum height in a application size.

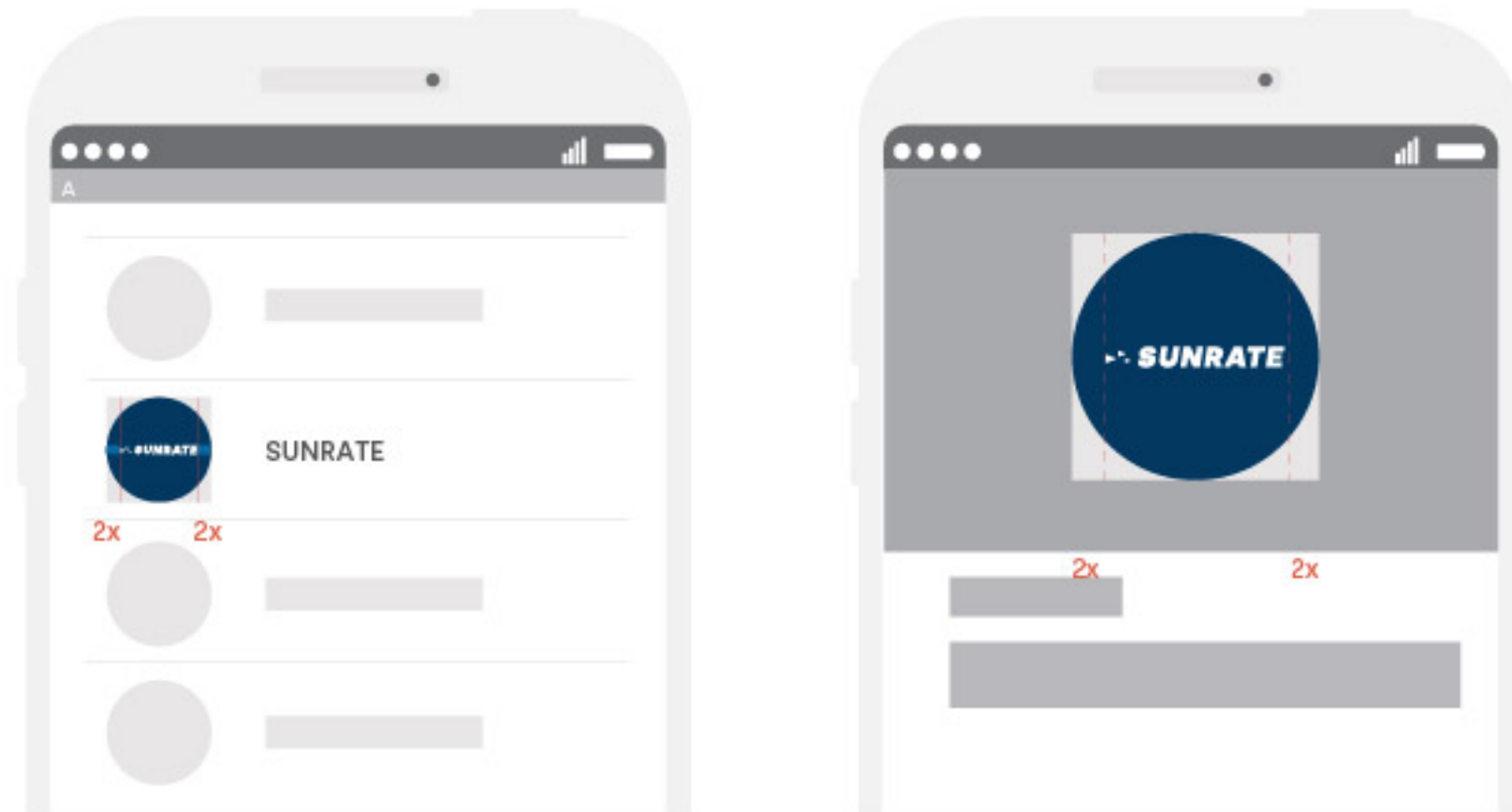
Calculation formula: $(H+W)/100 \approx \text{LOGO (H)}$

e.g.



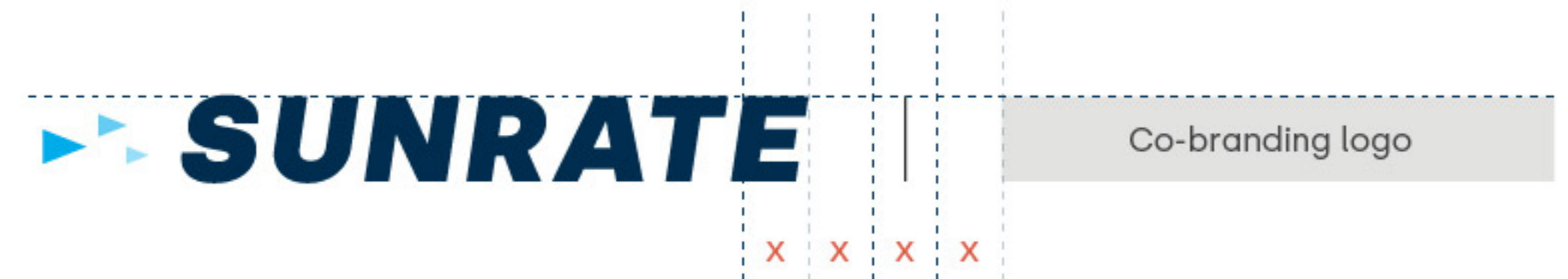
Media Application

Social media: public accounts, Weibo, Twitter, LinkedIn, knowledge-based platforms, etc.



Partnership logos

Specification for co-branding situations, including partnerships, internal business brands, and regional branding.





SUNRATE

DO NOT use wordmark without the glyph



SUNRATE >>

DO NOT change the position of the glyph



>> **SUNRATE**

DO NOT change the the ratio of glyph



>> **SUNRATE**

DO NOT change the spacing



>> **SUNRATE**

DO NOT change the colour of the logo



>> **SUNRATE**

DO NOT outline the logo



>> **SUNRATE**

DO NOT use logo on low contrast background



>> **SUNRATE**

DO NOT use logo on busy backgrounds or with insufficient contrast



>> **SUNRATE**

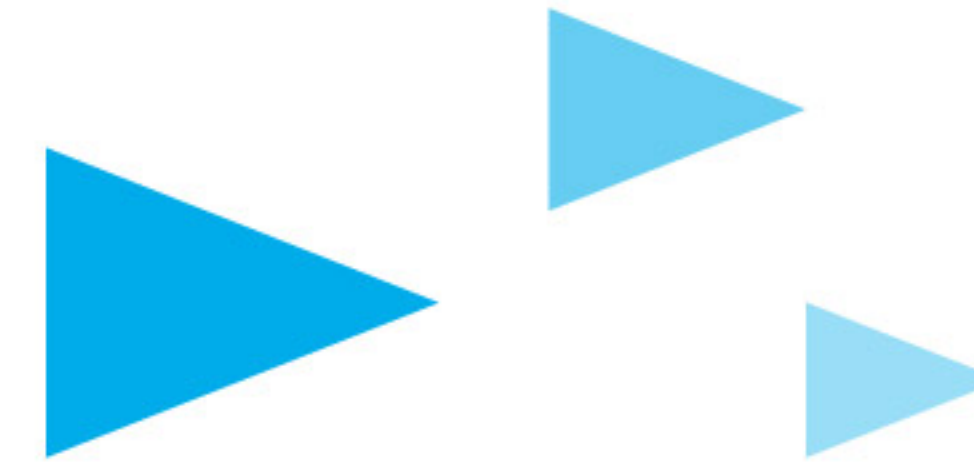
DO NOT use the logo against distracting patterns or textures

The glyph

The SUNRATE glyph is composed of 3 dynamic triangles, inspired by the shape of sails. They symbolise progress, direction, and forward momentum, reflecting SUNRATE's role in navigating global financial flows.

The glyph is a supporting element, a visual anchor that enhances recognition across applications. It can appear as a pattern, icon, or background element to enrich layouts and create brand texture.

The glyph should not replace the full logo when brand identification is required, but can be used as a supporting element in communications, digital interfaces, and merchandise.



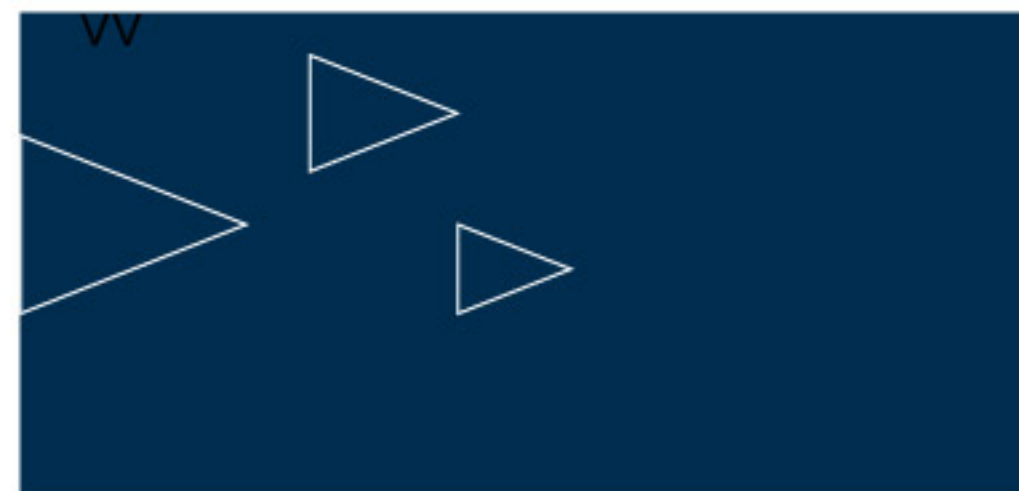
Use as supporting graphic



Use as background patterns

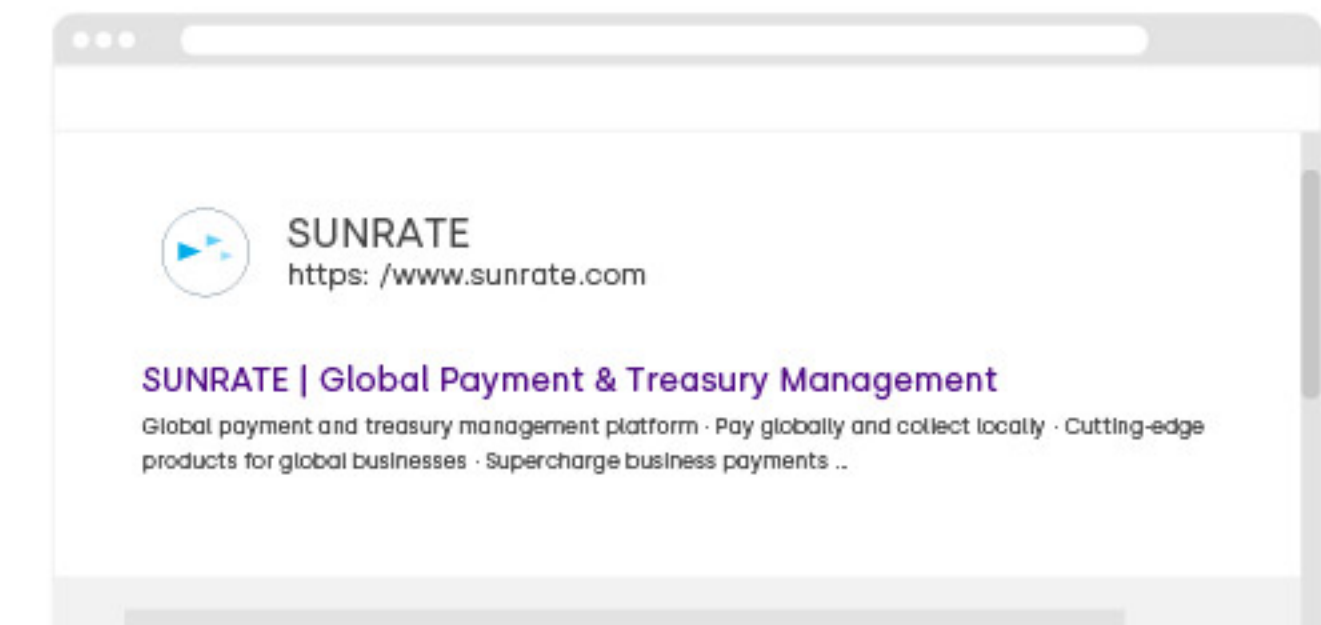
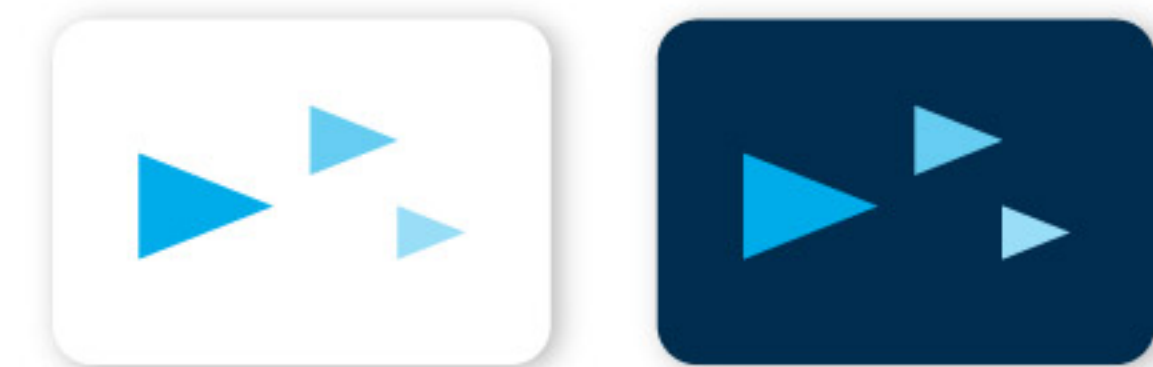


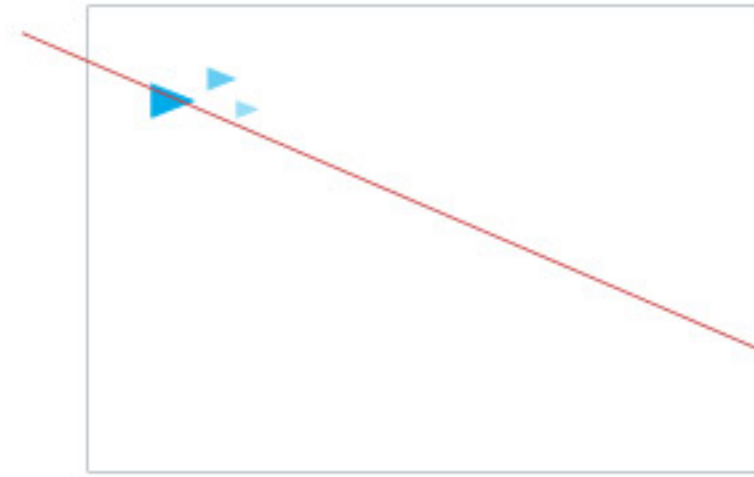
DO adjust opacity when necessary



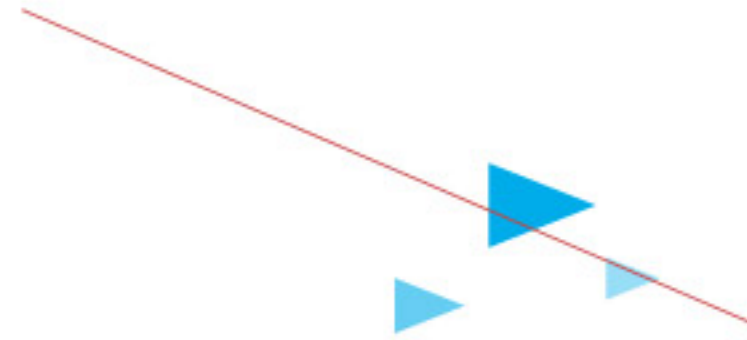
DO outline when necessary as supporting graphic element

Use as icons

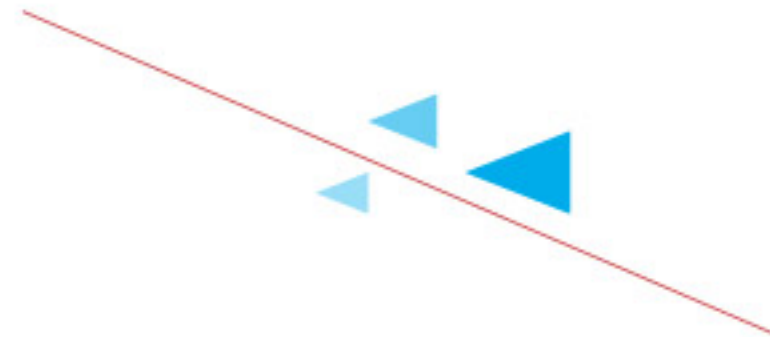




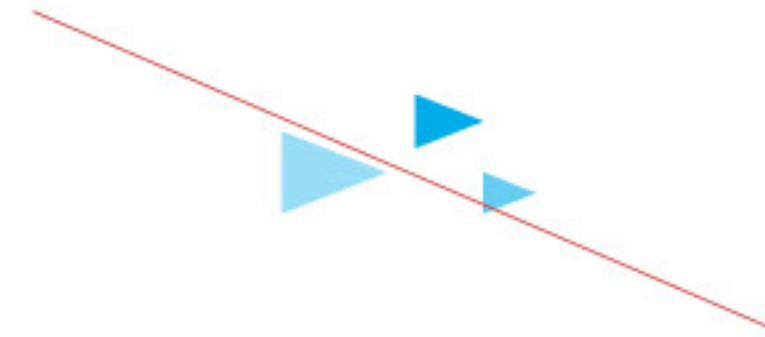
DO NOT use as standalone logo



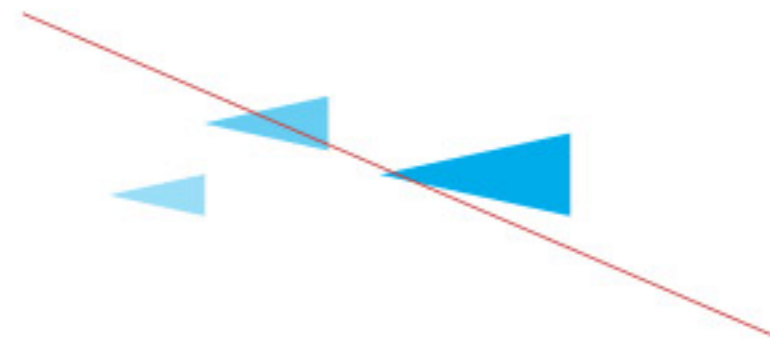
DO NOT change the position of each triangle



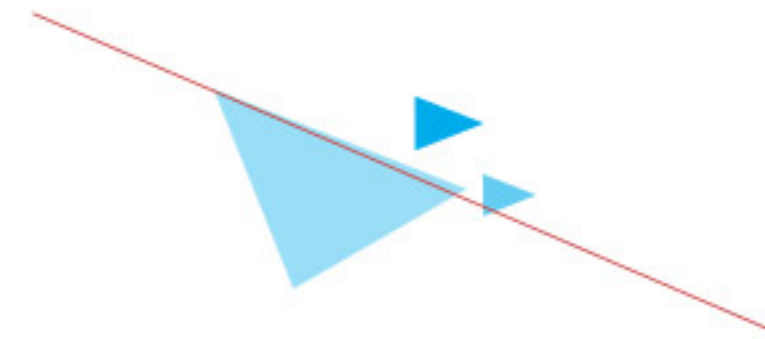
DO NOT change the direction of the glyph



DO NOT swap the colour of the glyph



DO NOT distort the glyph



DO NOT change the size and shape

02

Colours

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Primary Colour

Brand, logo, recognition

Navy is our foundation, Cyan is our spark.

Navy provides stability and authority, setting the tone of trust in every touchpoint. Cyan adds vibrancy and innovation, ensuring SUNRATE is never static, but always forward-looking.



Colour Palette

Primary Colour

#002D4F SUNRATE DARK BLUE RGB: 0/45/79 CMYK: 100/83/42/40	#00ACEA SUNRATE CYAN RGB: 0/172/234 CMYK: 71/14/0/0

Secondary Colour

#045AA0 MID BLUE RGB: 4/90/160 CMYK: 73/18/3/0	#00A0F2 LIGHT BLUE RGB: 0/160/242 CMYK: 71/26/0/0	#3FDBFF CYAN 50 RGB: 63/219/255 CMYK: 55/0/2/0
#00DBBE TEAL GREEN RGB: 0/219/190 CMYK: 64/0/38/0	#D0F4FF CYAN 10 RGB: 208/244/255 CMYK: 16/0/1/0	#F5F7FA LIGHT GREY RGB: 245/247/250 CMYK: 3/1/0/0

Functional Colour Solid

#005A80 TEAL RGB: 0/90/128 CMYK: 96/62/30/11	#F8AE01 YELLOW RGB: 248/174/1 CMYK: 2/35/100/0	#DB5C46 RED RGB: 219/92/70 CMYK: 9/78/77/1
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Functional Colour Gradient

#00A0F2	#00EADD
#008EEC	#00BFF6
#015A84	#10BF9D

Colour Palette Application

Primary Colour

- Core Identity
- 60-70% of brand visual



Core brand blocks, typography, charts, data highlights, key accents, background contrast.

* White is the dominant background and can occupy >50% of layouts to create clarity and contrast.

Secondary Colour

- Support tones, balancing visual
- 20-30% of brand visual



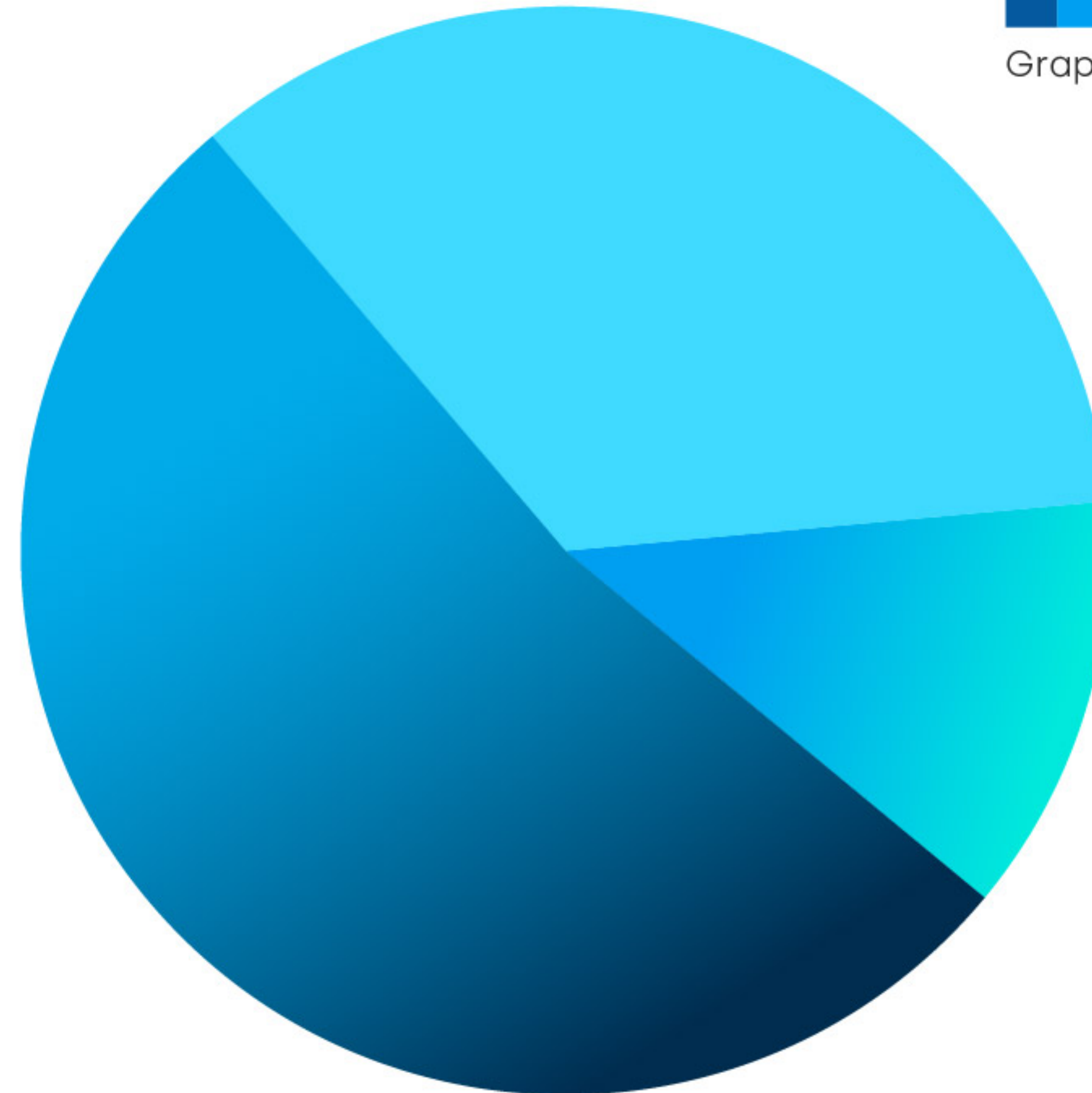
Graphics, icons, data visualisation, backgrounds

Functional Colour

- Support tones, balancing visual
- 5-10% of brand visual



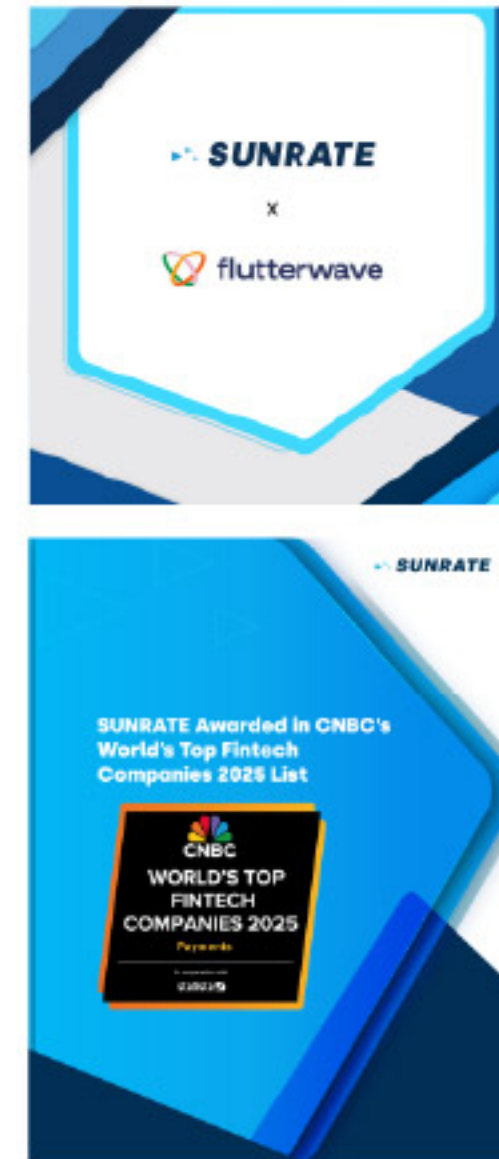
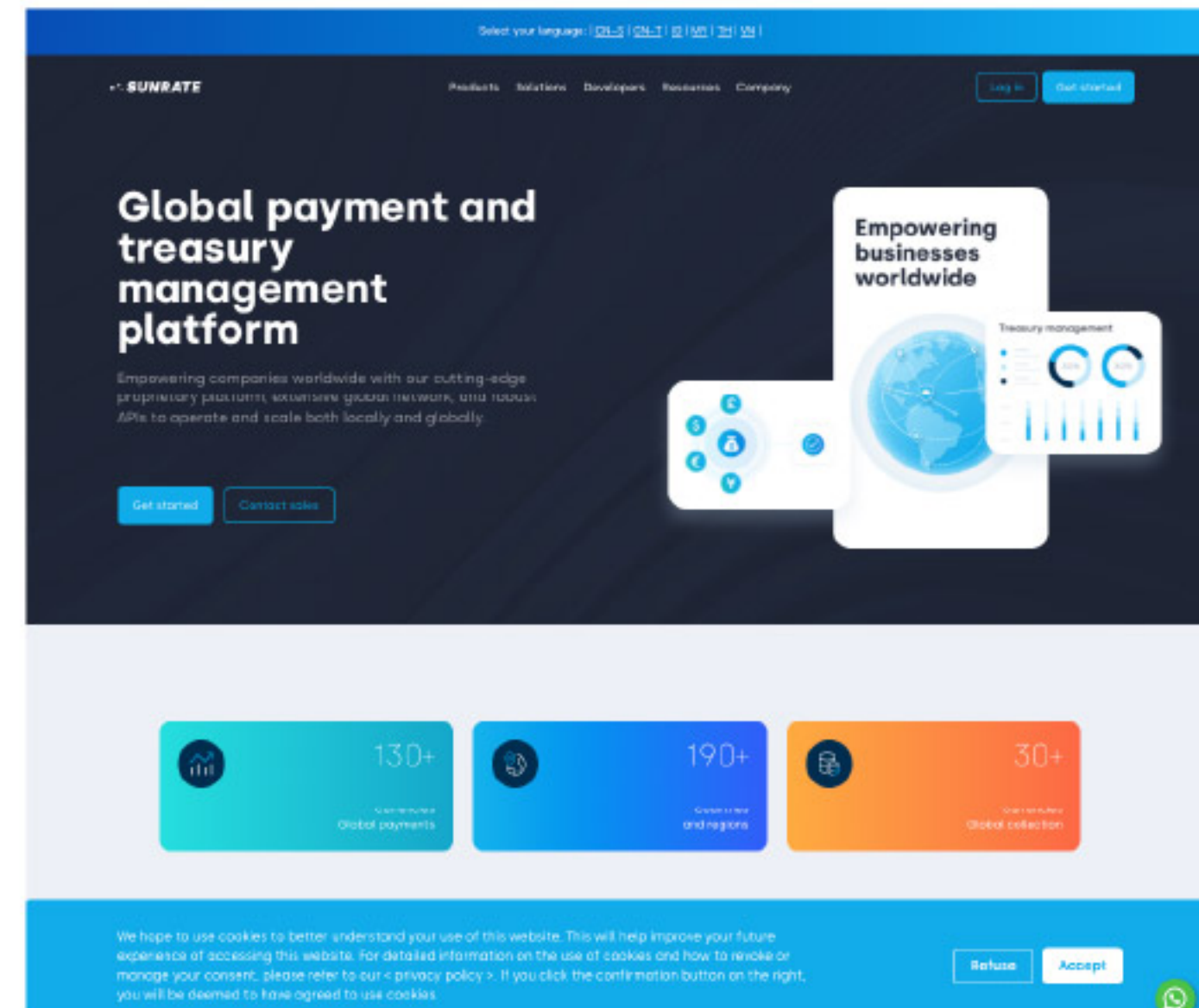
Key accents, buttons, icons, call-to-actions, highlight graphics.



Colour Palette Application Samples

Hero Layout- Primary Colours Dominant

SUNRATE Dark Blue and SUNRATE Cyan define the brand presence. White provides clarity and hierarchy, while functional colours are used sparingly (<5%) for highlights.



Icon & Graphics

Illustrations are white-led with gradients as accents; use secondary colours for pop, keep functional colours minimal.



Under normal circumstances, brand logos and printed materials should follow the brand standard colors, but in unique situations and material requirements, PANTONE reference colors may be used.

All PANTONE color codes are for reference only, and final choice should be based on the actual colour output. Choose a color code that is closest to the brand's standard color as much as possible.



PANTONE CMYK Guide Coated
CMYK, Bright, 2868 Colour

PANTONE P 108-16 C



PANTONE P 116-3 C



PANTONE P 116-4 C



PANTONE P 113-5 C



PANTONE CMYK Guide Coated
CMYK, Bright, 2868 Colour

PANTONE P 108-16 C



PANTONE P 112-6 C



PANTONE Fashion, Home + Interiors Color Guide
TPG, Textile & Home, Paper quality, 2625 colour

PANTONE 17-4540TPG



PANTONE 17-4540TPG



Colour Specification for Special Printing Processes

Gold and Silver

This page displays two special process colours: gold and silver, combined with special techniques such as gold stamping, gold printing, silver stamping, and silver printing. These two technique colours can be used in specific scenarios of offline activities (such as brand gifts, event prints, etc.).

Gold	# 9E745A R: 158 / G: 116 / B: 90 C: 42 / M: 54 / Y: 62 / K: 0	Special technique colour 1
Silver	# A9AAAA R: 169 / G: 170 / B: 170 C: 35 / M: 26 / Y: 27 / K: 0	Special technique colour 2
▶- SUNRATE	▶- SUNRATE	
▶- SUNRATE	▶- SUNRATE	

03

Typography

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ENGLISH FONT

SILKA**Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz '?!"(%)[#{@}/&-++x=>®©\$€£¥¢;,:,*
1234567890

CHINESE FONT

思源黑体**思源黑体 HEAVY**

天地玄黄, 宇宙洪荒。日月盈昃, 辰宿列张。寒来暑往, 秋收冬藏。
闰余成岁, 律吕调阳。云腾致雨, 露结为霜。金生丽水, 玉出昆冈。
剑号巨阙, 珠称夜光。果珍李柰, 菜重芥姜。海咸河淡, 鳞潜羽翔。

Brand Font Application

English Font

SILKA

DISPLAY

BLACK

Use this most of the time, display text

DISPLAY

Bold

Use this for bold emphasis, display text

ELEMENT

SemiBold

Use this for title, design elements

TITLE

Medium

Use this for title

SUB-TITLE

Regular

Use this for subtitle

BODY TEXT

Light

Use this for body text

Chinese Font

思源黑体

DISPLAY

思源黑体 HEAVY

Use this most of the time, display text

DISPLAY

思源黑体 Bold

Use this for bold emphasis, display text

EMPHASIS

思源黑体 Medium

Use this for subtle emphasis

TITLE

思源黑体 Regular

Use this for title, body text

BODY TEXT

思源黑体 Light

Use this for body text

TINY TEXT

思源黑体 ExtraLight

Use this for tiny text



04

Graphics

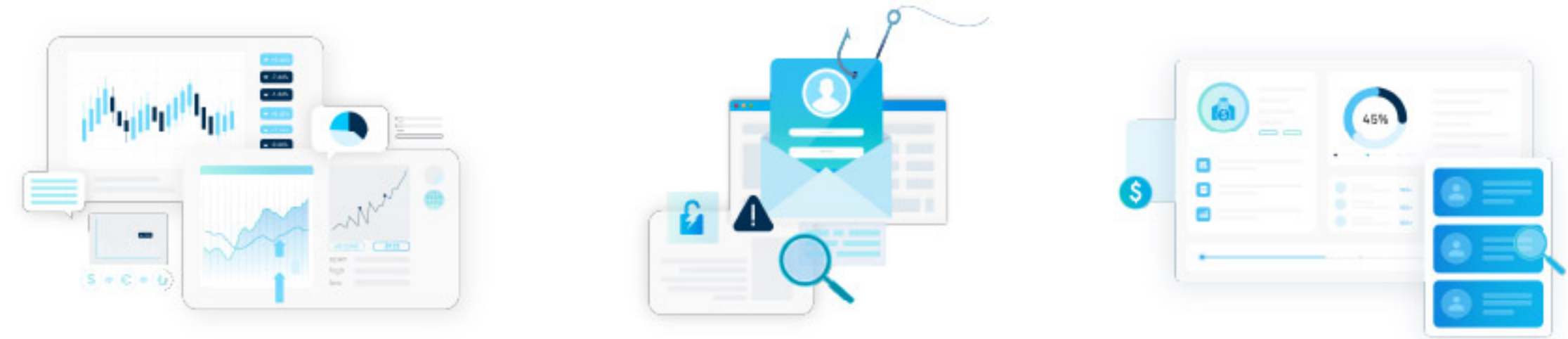
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Illustrations

Isometric 3D-ish, or flat with depth, bright gradients, tech-forward look.

To be used for website visuals, explainer illustrations, motion graphics, and animations.

Website infographics



Motion graphics



Icons

Line-based or flat, white-heavy with cyan/blue gradients for accents.

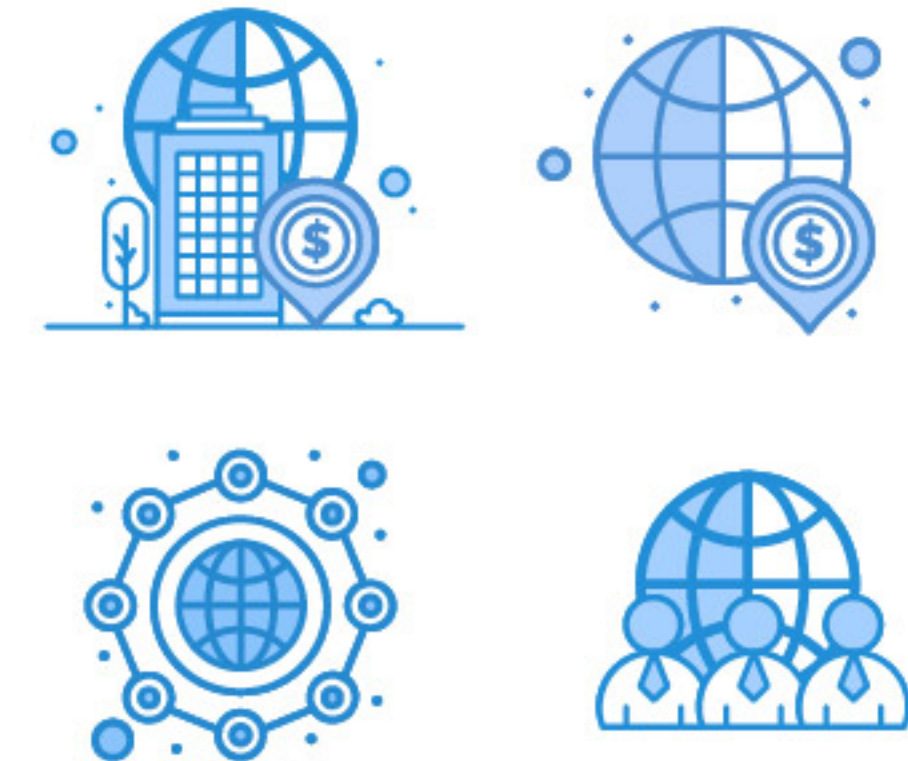
To be used in infographics, PPTs, brochures, and website mini icons.

Don't

Use complicated design and colour in icons.



Simpler outlines for mini icons



Minimal colour-block with outlines for explanatory graphics on brochures

Graphic elements are extensions of the SUNRATE logo and brand system. They provide visual structure, movement, and emphasis across layouts, while keeping a consistent brand feel. Use them thoughtfully to frame content, guide attention, and add energy without distracting from the core message.



Dynamic Triangles

A core visual element inspired by the SUNRATE glyph. These rounded triangles bring structure, direction, and a sense of forward momentum.

Usage

- Apply freely in backgrounds, layouts, or as framing elements.
- Works best with our gradient palette
- Adds energy and focus without overpowering content.

Design Guide

- Adjust size, stretch, crop, or layer to fit layout needs.
- Stack with subtle shadows to create depth.
- Maintain harmony within the SUNRATE blue palette.



Background Elements

Dynamic Polygon

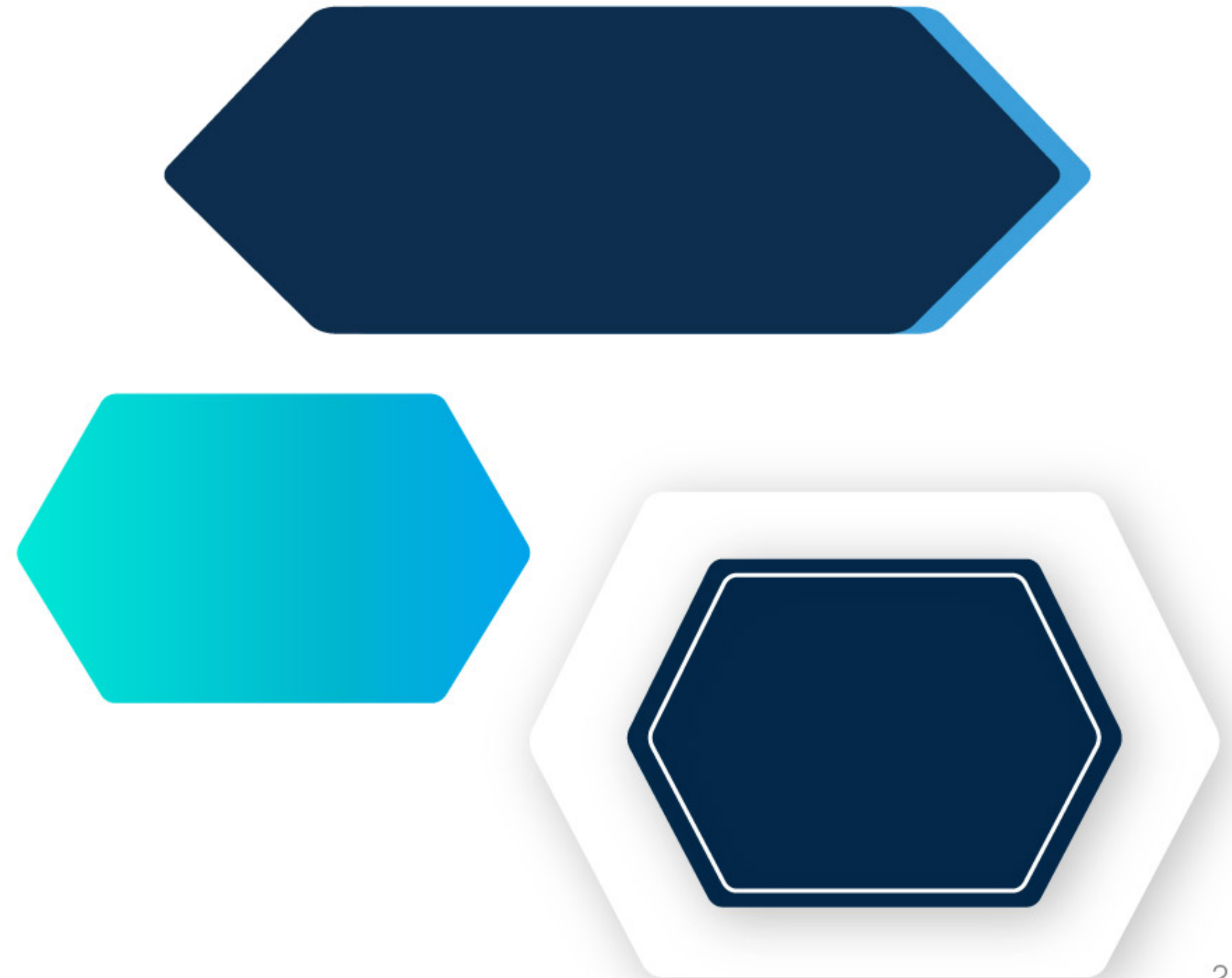
A core SUNRATE shape derived from the brand's triangle forms. Polygons add structure and stability, working as bold framing devices in layouts.

Usage

- Apply in backgrounds, layouts, or as framing blocks.
- Works well for text framing.
- Tilt or stack to add energy and motion.

Design Guide

- Adjust size, stretch, crop, or layer to fit layout needs.
- Stack with subtle shadows to create depth.
- Keep colours within the SUNRATE blue palette.
- Align edges with other colour blocks for visual harmony.



Background Elements – Application

Examples showing how polygon shapes can be applied as backgrounds or framing devices, giving layouts a bold and structured look:



05

Imagery

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Brand Imagery Principles

Professional & Futuristic

SUNRATE imagery reflects a balance of professionalism and forward-thinking innovation. Images should feel structured and credible, often featuring corporate, financial, or global contexts. Futuristic elements—such as digital overlays, gradients, or technology-driven visuals—add energy and signal innovation.



Brand Imagery Principles

Global & Connected

Use imagery that reflects international networks, fintech, trade, and digital systems.



Clean & Modern

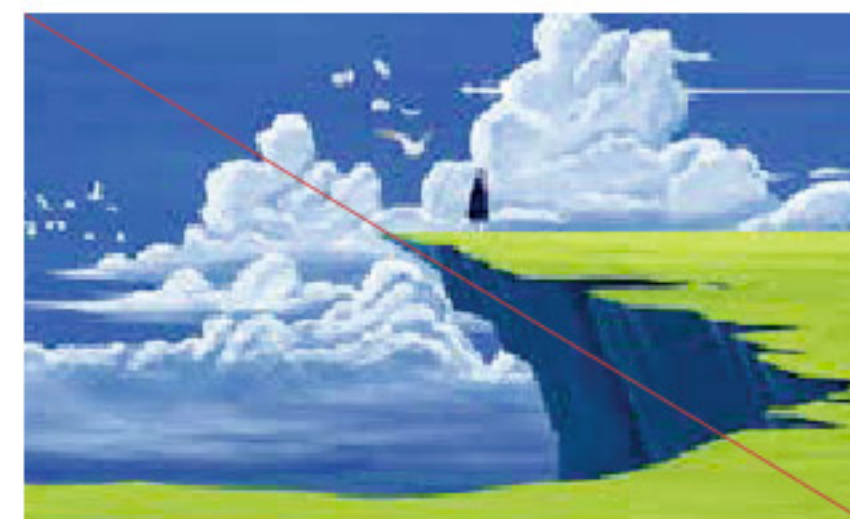
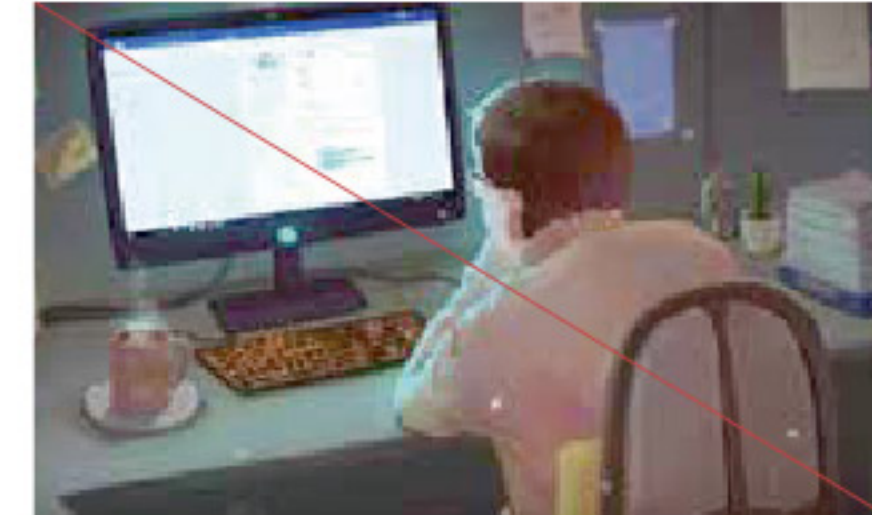
Opt for balanced compositions with clear space, gradients, or subtle blue tones.



Incorrect Application Examples

Do not use materials that are too dark, overly animated, or traditional in style. Avoid imagery that depicts cryptocurrency or any of the incorrect styles shown on the right.

Negative examples



Imagery Do's and Don'ts



DO use clean, modern compositions with space and clarity.



DO choose professional, futuristic visuals (e.g., fintech, digital networks, corporate skylines).



DO NOT use generic stock photos (e.g., smiling business people in suits).



DO NOT use random portraits unrelated to fintech or business.



DO maintain brand tones, either subtly or prominently.(e.g., sky, screens, lighting)



DO ensure strong colour grading – polished, professional, not flat.



DO NOT rely on lifestyle and buildings photography unrelated to fintech, business, or global trade.



DO NOT use dull, muted, or inconsistent imagery that weakens brand presence.



For any queries, feedback, or approvals, please contact:

The SUNRATE Marketing Team

marketing@sunrate.com