



BRAND GUIDELINES

Ver 1.0, March 2022

All of brand features in this document communicate the brand identity of brand name.

Clearly articulating the mission, values, persona and tone of voices for the designs.

Besides, you acknowledge your acceptances of the term in the brand guidelines.

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Verbal Identity

Audience persona

DNBC customer have a demand on the international digital payment for **businesses** and **individuals** but struggling to find a simple process and a reliable partner.

Our story

DNBC Financial Group® has a passion for **simplifying global financial payments.**

We've grown fast to support enterprises and individuals, driving down the cost of sending and spending overseas, collecting payments from global customers, moving cash between international subsidiaries and managing the risk of currency fluctuations.

Mission

At DNBC Financial Group®, we work hard to conquer the ins and outs of payments through **technology** and deliver smooth the day- to- day kinks out of **international transactions**, ensuring customers payment goals are always achieved.

Vision

We aim to be the most **trusted** and **easy-going** payments partner by delivering the **fastest** and **convenient** online payment service.

Values

Supportive

Passionate

Thoughtful

Frank

Curious

Voice

DNBC Financial Group® voice is evolving to unite our brand and meet the demands of customers.

We elevate experience, removing obstacles in the way of people finding exactly what they look for at DNBC.

We will create more space for brand relevance and connection by using both functional and expressive voices.

Brand Personality

#Professional

#Technology

#Modern

#Minimalism

Customer Image

B2B Customers

Age: 30-50

Characteristic: Decisive, Powerful

Industry: All kind that have international transactions

| Logo

Primary DNBC Logo

DNBC Logo consists of a monogram and a wordmark.

Our wordmark is minimal and sharp.



Monogram

The Monogram symbolizes the adoption of high-tech in digital payment at DNBC. The intersection between 2 areas presents the exceptional advantages comparing to old-school payments. Besides, the upward arrangement of parallelograms indicates the passion in the term of continuously moving forward to development.

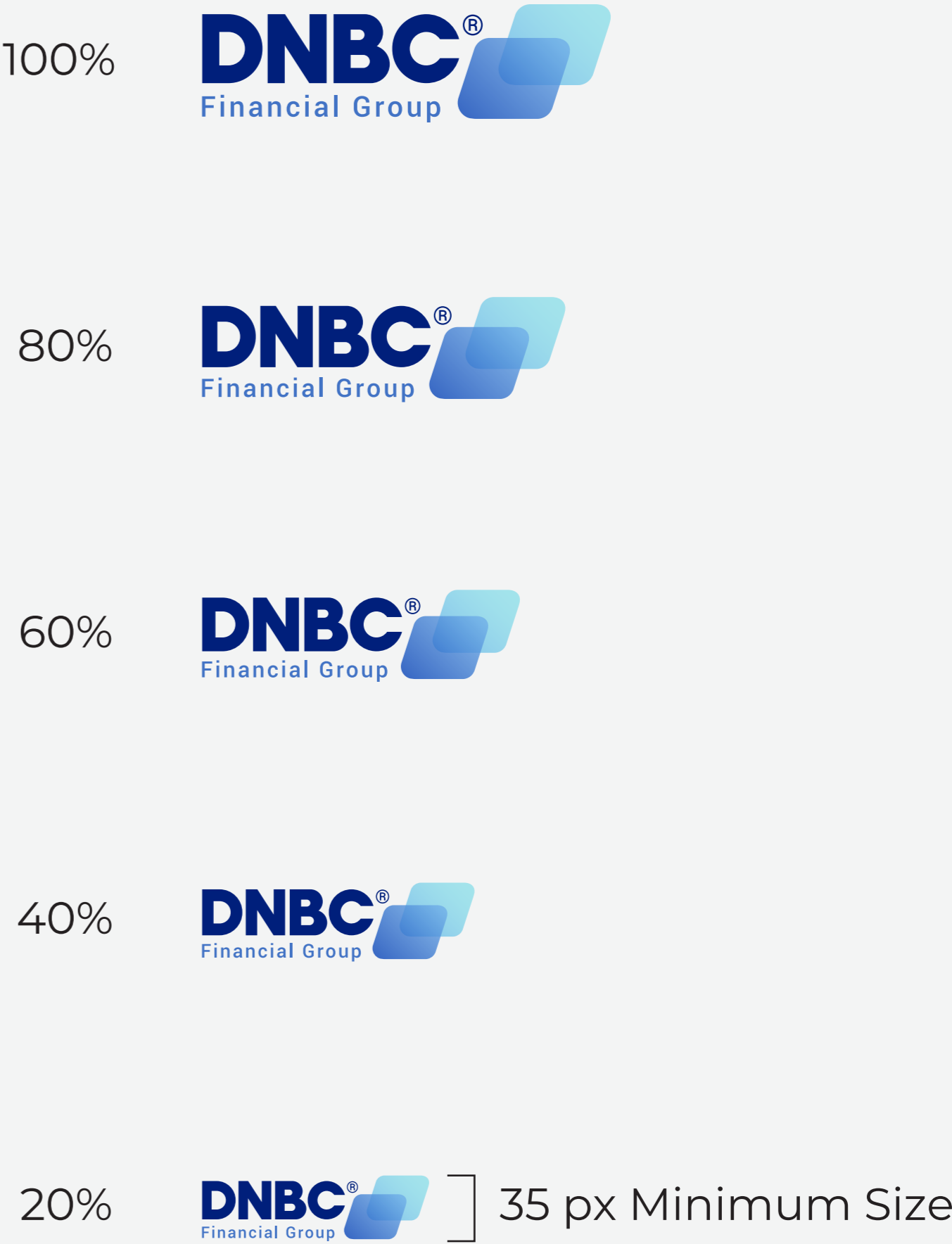


Exclusion Zone



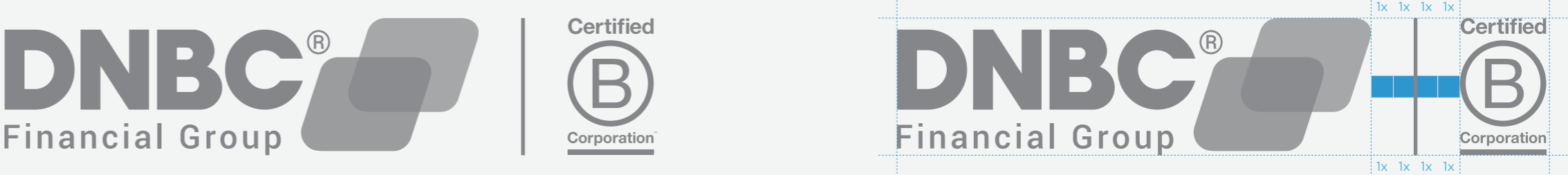
Minimum Size

35 px is the Minimum height size of DNBC’s Logo.



Reversed And Single Color





Lockups & Partners



| Logo Usage

Don'ts



Do's



Unacceptable Use



DNBC®
Financial Group

Do not deform the logo



DNBC®
Financial Group

Do not change the distance



DNBC®
Financial Group

Do not apply a drop shadow of the logo



DNBC®
Financial Group

Do not change the proportion



DNBC®
Financial Group

Do not change font of the logo



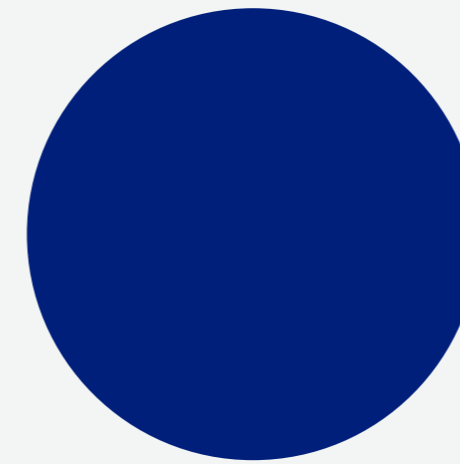
DNBC®
Financial Group

Do not move any parts of the logo

| Color

Primary Color Palette

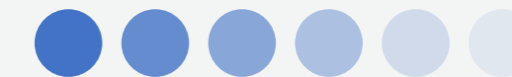
Strong, Reliable and Modern expanded palette nods subtly to our heritage and propels us into a global future. We always ensure a presence of brand blues, either within the composition or through the presence of a logo.



Hex
#001F7B

RGB
0, 31, 123

CMYK
100% 95% 20% 13%



Hex
#4273C7

RGB
66, 115, 199

CMYK
76% 55% 0% 0%



Hex
#80DEEA

RGB
128, 222, 234

CMYK
43% 0% 10% 0%

Secondary Color Palette

Expressive color shows the feeling of the content, so depends on the message/information the main color can be adjusted; however it must maintain brand characteristics: Professional, Technology and Modern. Color can be in bright & colorful side.



| Typography

The Pluralsight Font

ROBOTO

Bold Condensed **A B C D, a b c d, 1 2 3 4**

Thin A B C D, a b c d, 1 2 3 4

Light A B C D, a b c d, 1 2 3 4

Regular A B C D, a b c d, 1 2 3 4

Medium A B C D, a b c d, 1 2 3 4

Bold **A B C D, a b c d, 1 2 3 4**

Black **A B C D, a b c d, 1 2 3 4**

Alternate Font

SVN-GOTHAM

XLight ABCD, abcd, 1234

Thin ABCD, abcd, 1234

Light ABCD, abcd, 1234

Book ABCD, abcd, 1234

Regular ABCD, abcd, 1234

Bold **ABCD, abcd, 1234**

Black **ABCD, abcd, 1234**

Ultra **ABCD, abcd, 1234**

Slide Title Font

DRUK TEXT

Bold	A B C D , a b c d , 1 2 3 4
Heavy	A B C D , a b c d , 1 2 3 4
Medium	A B C D , a b c d , 1 2 3 4
Super	A B C D , a b c d , 1 2 3 4

| Stationary

Letterhead



NATURAL PERSON’S QUESTIONNAIRE

Date: / /

In accordance with legislation of the Republic of Lithuania regarding tax administration and prevention of money laundering and terrorist financing, other legal acts applicable to “DSBC Financial Europe” UAB entities registered in Lithuania (hereinafter the “DSBC”), we kindly ask you to complete this questionnaire. Completely filled in questionnaires is a mandatory precondition for receiving services of the DSBC. The requested information contains personal data and we will process such personal data in accordance with the Principles of processing Personal data, approved by the DSBC and available on www.dnbcf.com

1. Customer information

- ☐ Passport.
- ☐ National identity card.
- ☐ Temporary or permanent residence permission in the Republic of Lithuania.
- ☐ Other (indicate) _____

Surname			
Given name			
Passport/Identification No.		Issuing Country	
Expiry Date	/ /	Birth Date	/ /
Place of birth (city, country)		Nationality	

2. Country of Residence for Tax Purposes

- ☐ The Republic of Lithuania.
- ☐ Other country: _____

Taxpayer identification number (TIN) *: _____ ☐ No TIN has been issued for me in this country

I confirm that I am only the indicated state’s (s’) resident for tax purposes: ☐ Yes ☐ No

* A high integrity number with an equivalent level of identification as a TIN. E.g. Social Security Number, personal ID number.

3. Contact detail

Residential Address

Address Details in Room, building	
Number and Street/Road	
District, City	
Region	
Postal Code	
Country	

Cover



Full Stationary



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www.dnbcf.com

Thank you
for reading!