BoundlessPay



BRAND GUIDELINES · EDITION 1.1 · CO-BRANDING UPDATE

Money without *borders.*

How BoundlessPay looks, sounds and shows up — for our team, partners, agencies and ambassadors.

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Banking-like money, powered by *stablecoins*

BoundlessPay helps people and businesses hold, send, save and spend money across borders — instantly, affordably and transparently. One app for wallets, international transfers, savings, cards, bill payments and OTC; one Business Suite for companies.

Mission

Make moving money across borders as simple as sending a message.

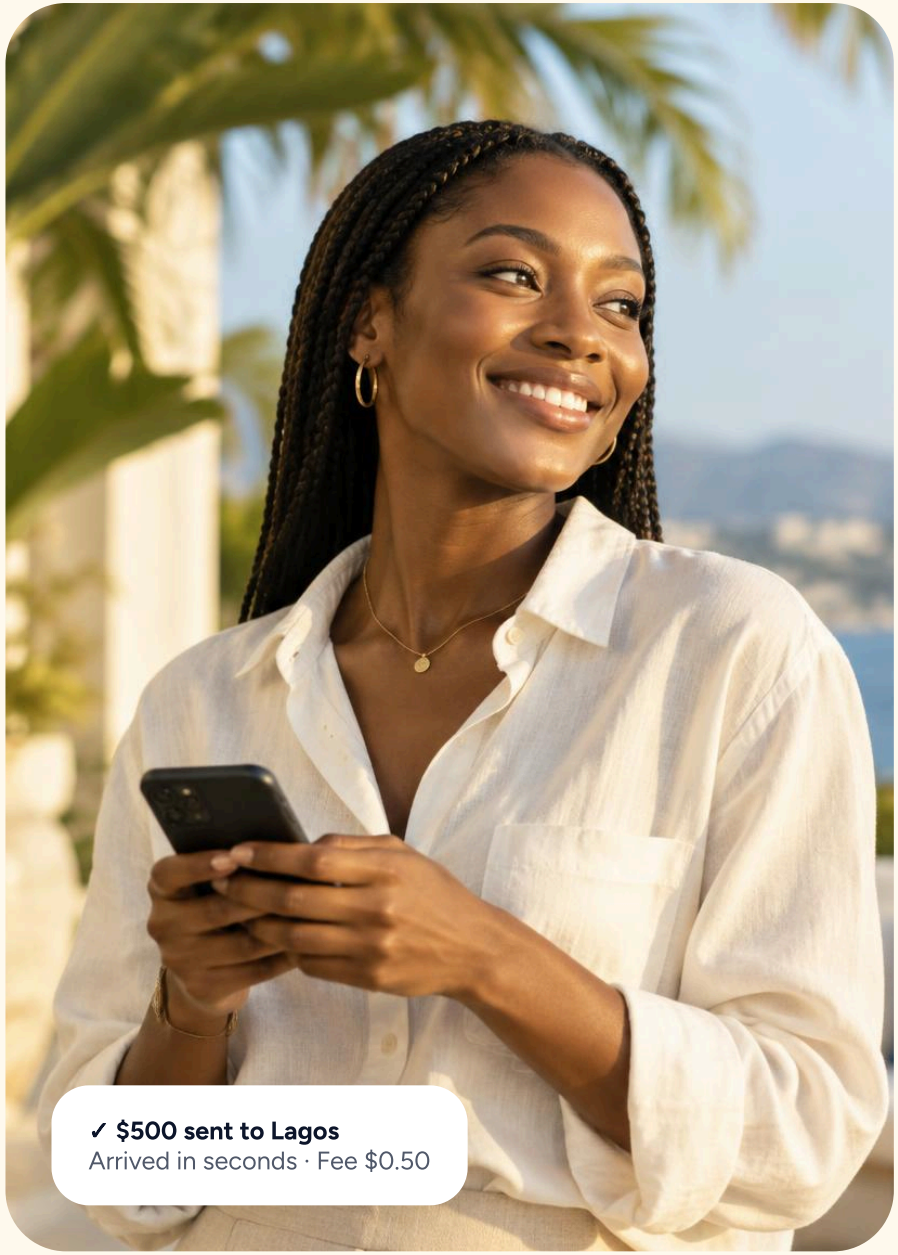
Vision

A world where where you live never limits what your money can do.

Promise

Fast, fair and clear — no hidden fees, no jargon.

Values: Borderless · Transparent · Human · Secure · Inclusive



Our *signature*

The wordmark is our primary identifier. The “B” app icon is used where space is tight — app stores, favicons, social avatars.



Primary — on cream and white



Reversed — on Ink and photography



App icon — min. 32 px

Clear space

Keep space equal to the height of the “B” on every side. Nothing — text, edges or other logos — enters this zone.

Minimum size

Wordmark: 96 px wide on screen, 25 mm in print. Below that, use the app icon.

Please *don't*



✕ Stretch or squash



✕ Recolour outside the palette



✕ Rotate or tilt



✕ Add shadows or effects



✕ Low contrast backgrounds



✕ Busy photo areas



✕ Retype the wordmark



✕ Fade or outline

Our *palette*

BoundlessPay Blue
HEX #264FF5 · RGB 38 79 245
oklch(0.52 0.25 266) · Actions, links, highlights

Ink
HEX #080F1F · RGB 8 15 31
Dark sections, footer

Cream
HEX #FEF9ED · RGB 254 249 237
Main background

Navy text
#0C152A

Sky
#CFEFFF

Peach
#FFE6CC

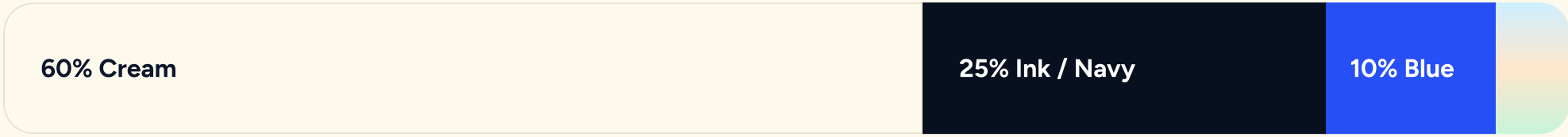
Mint
#C6F5DA

Blue tint
#D8E8FF

Success
#04AB62

Using colour *well*

Warm, calm canvases with one confident blue moment. Soft tints group content; they never carry text that needs strong contrast unless that text is Navy.



Aa
Navy on Cream
AAA ✓

Aa
White on Ink
AAA ✓

Aa
White on Blue
AA ✓ (buttons, large text)

Aa
Navy on tints
AAA ✓

Three voices, *one tone*

HEADLINES

Aa Bb

Bricolage Grotesque

ExtraBold 800 / SemiBold 600. Tight tracking (-2%). Headlines and big numbers.

HIGHLIGHT

Aa Bb

Caveat

Bold 700, Blue only. One handwritten word per headline — never a full sentence.

BODY & UI

Aa Bb

Figtree

Regular 400 / Medium 500 / SemiBold 600. Body copy, buttons, forms.

Display 56/60	**Send money** *anywhere*
H2 32/36	**Save in digital dollars**
Body 16/24	Hold USD, send to 30+ countries and pay bills — all from one app.
Label 12	CIRCLE ALLIANCE MEMBER

Soft, round, *alive*

Generous rounded panels, real people, real product. Floating cards show money in motion.

Shape

Corner radius 16–32 px on cards, full pill on buttons, badges and coin chips.

Photography

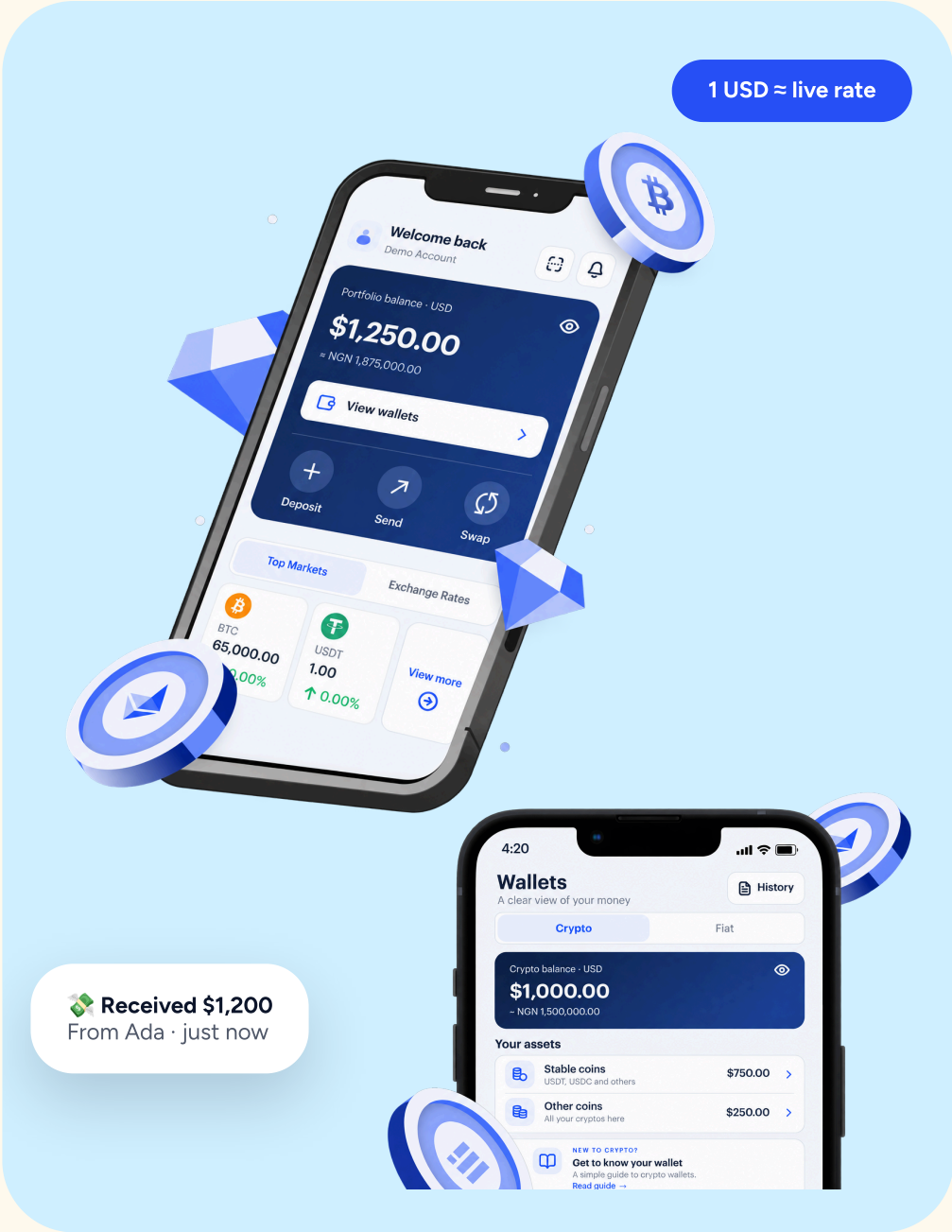
Warm, natural light. Everyday African and diaspora life — families, founders, freelancers. Authentic, never staged-corporate.

Product

Use current app screens in phone frames. Never mock fake balances that look like promises.

Motion & shadow

Soft, long, low-opacity shadows. Gentle rise-in animation; respect reduced-motion settings.



How we *sound*

Like a smart friend who works in finance: confident, warm and plain-spoken. We explain, we never show off.

Clear

Short sentences. Everyday words. Numbers up front.

Confident

Direct and assured — never hype or pressure.

Warm

Human and encouraging; we speak to people, not "users".

Honest

Fees, limits and partners stated openly.

✓ SAY

"Send $500 to Lagos in seconds. Fee: $0.50."

"Save in digital dollars and protect your money."

"Your card works wherever Visa does."

× AVOID

"Leverage on-chain liquidity via USDT rails."

"Get rich with crypto — guaranteed returns!"

"The bank of the future." (we are not a bank)

What we *say*

TAGLINE

Money without *borders.*

ELEVATOR LINE

BoundlessPay lets you hold, send, save and spend money across borders — fast, fair and simple.

TRUST BADGE

• A CIRCLE ALLIANCE MEMBER

Naming

Always “BoundlessPay” — one word, capital B and P. Use ® on first mention in formal documents. Business product: “BoundlessPay Business Suite”.

Partner & co-branding

Partners, ambassadors and agencies use the logo files supplied, keep clear space, and get approval from the brand team before publishing.

REQUIRED DISCLAIMER — WEBSITE, ADS & LONG-FORM MATERIALS

©Boundless Nexus Limited operating as BoundlessPay® is a financial technology company, not a bank. Virtual accounts, payment cards, custody, and on/off-ramp services are delivered through licensed partners. Service availability may differ by jurisdiction and remains subject to regulatory approval. Our platform enables banking-like experiences powered by stablecoins.

One partnership. Two clear identities.

For corporate partners, affiliates, ambassadors and media agencies. These proposed operating rules require BoundlessPay approval before external use.



Illustrative joint campaign lockup — placeholder is not an actual partner endorsement.

Corporate partners

Use “In partnership with BoundlessPay” only where the written agreement covers that relationship.

Affiliates & ambassadors

Use “BoundlessPay affiliate” or “BoundlessPay ambassador” only while authorised. Disclose paid relationships.

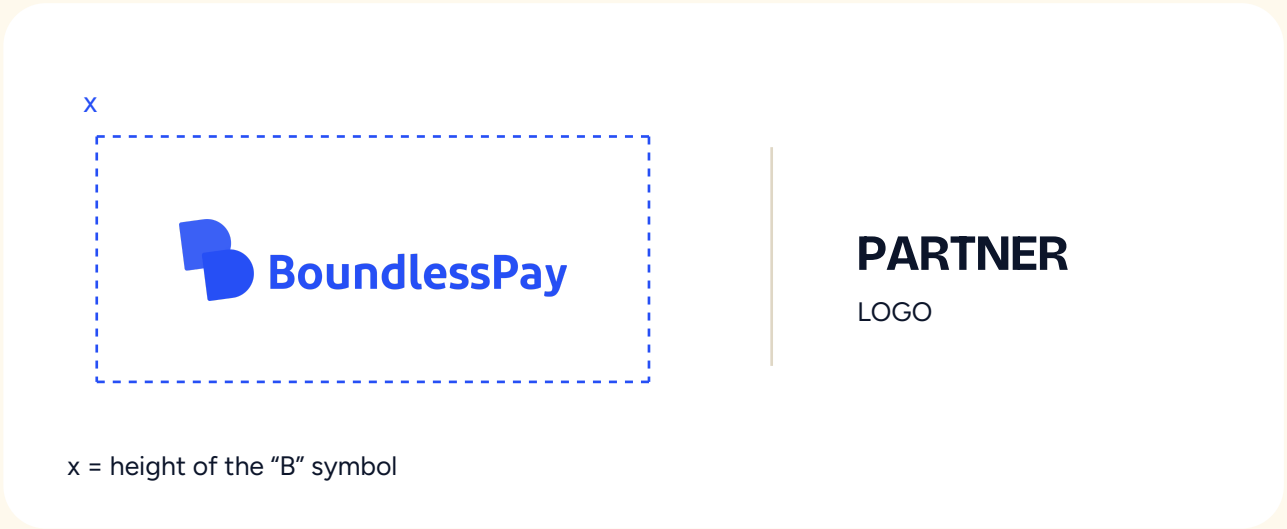
Media agencies

Use supplied artwork in approved campaign materials. Agency status is not a product endorsement.

Permission comes first. Agree the audience, territories, channels, duration and relationship label. Do not imply a joint venture, banking licence, regulator approval or endorsement by Circle or any other third party.

Logo lockups & clear space

Keep both marks intact and visually balanced. Use the supplied masters; never recreate, recolour or merge them.



Horizontal lockup

Align visual centres, not file edges. Match perceived prominence; different wordmark widths are normal.

Separation

Keep at least x clear space around BoundlessPay. Leave at least 2x between marks, or x each side of a divider. Honour larger partner requirements.





Size & stacked versions

Wordmark: at least 96 px digital / 25 mm print. App icon: at least 32 px digital. For stacked marks, centre both and keep 2x separation. Never pair the icon alone with a full partner wordmark unless approved.

Colour & type in shared campaigns

Use the existing palette without blending identities. Partner colours belong to partner artwork or a clearly separated zone.

BoundlessPay Blue
#264FF5

Ink
#080F1F

Cream
#FEF9ED

BoundlessPay-led

Cream or white canvas; Navy text; Blue for the primary action. Give the partner logo a neutral, uncluttered placement.

Partner-led

Keep the host's identity outside a clear BoundlessPay zone. Use the blue logo on light surfaces or white logo on Ink.

Jointly led

Use a neutral canvas and balanced logo prominence. Do not invent a blended palette, fused mark or new "joint" brand.

Bricolage Grotesque Figtree for body & UI Caveat

Use brand fonts in BoundlessPay-led materials. Keep Caveat to one accent word, never disclosures. Keep text legible: 4.5:1 contrast for normal text, 3:1 for large text. Soft tints support, not replace, contrast.

Messaging that earns trust

Sound clear, warm and honest. Describe what is available today, for the specific service and jurisdiction being promoted.

USE AS A COPY STARTING POINT

“Explore BoundlessPay for personal payments, or BoundlessPay Business Suite for your business.”

“I’m a BoundlessPay ambassador. Learn more through my partner link.”

DO NOT SAY

“Guaranteed returns.”
“Your money is risk-free.”
“A bank account everywhere.”
“Endorsed by Circle.”

Disclose the relationship

For paid or rewarded promotion, place “Ad” or “Paid partnership with BoundlessPay” prominently at the start; also use platform disclosure tools. For affiliate commissions, say “I may earn a commission if you sign up through this link.”

Check every financial claim

Confirm fees, rates, transfer speed, limits, card coverage and country availability before publication. Do not promise earnings or safety. “A CIRCLE ALLIANCE MEMBER” refers to BoundlessPay only; do not imply third-party approval.

Write “BoundlessPay” (capital B and P). Use “BoundlessPay Business Suite” for business accounts. All example copy remains subject to campaign and compliance approval.

From draft to approved publication

A practical handoff checklist for every partner campaign. Layouts below are examples, not ready-to-run advertising.



Ad · Paid partnership with BoundlessPay

“I’m a BoundlessPay ambassador. Explore personal or business payments through my approved partner link.”

Use the assigned link. Disclose any reward.

BEFORE YOU PUBLISH

1. Confirm written permission and current brand files.
2. Check logo spacing, contrast and relationship disclosure.
3. Verify claims and the personal or business destination.
4. Submit final artwork, caption, link and placements to BoundlessPay.
5. Obtain written brand and compliance approval; keep the record.
6. Reapprove material edits; stop use when permission ends.

DISCLAIMER & LINK RULES

Use the full required disclaimer on page 11 for websites, ads and long-form materials; agree a compliant short-format treatment before publishing. Personal: app.boundlesspay.com. Business: business.boundlesspay.com/register. Use the assigned tagged link; never promise referral rewards unless approved. Never request passwords, PINs or seed phrases.

BoundlessPay

Money without borders.

boundlesspay.com · business.boundlesspay.com

Questions about the brand? Contact the BoundlessPay team.

BOUNDLESS NEXUS LIMITED

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