

FUNDGUARD

Brand Guidelines



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Introduction

Who We Are

FundGuard is a cloud-native, AI-enabled investment accounting platform that unifies books of record across asset classes, jurisdictions, and investment products in real time.

We serve asset managers, asset owners, custodian banks, and fund administrators globally.

Our platform replaces fragmented legacy operating models with a unified, front-to-back system of record designed for modern investment operations.

Built for scale, resilience, and regulatory complexity, FundGuard enables operational clarity, reduces risk, and supports long-term institutional growth.



About These Brand Guidelines

These Brand Guidelines define the visual and structural expression of the FundGuard brand.

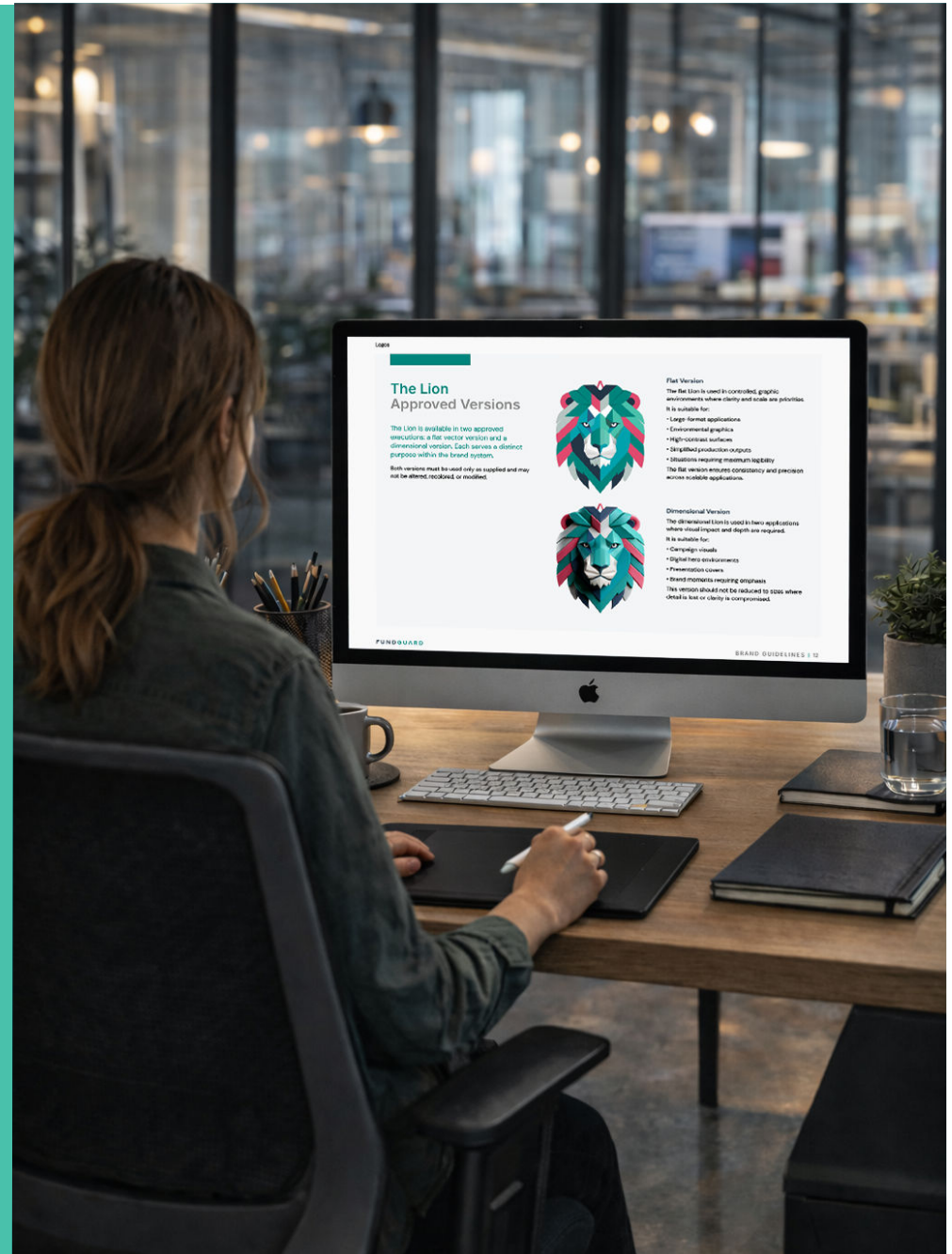
They exist to ensure consistency, clarity, and integrity across every touchpoint — digital, print, product, and event environments.

They provide practical direction for internal teams and external partners responsible for representing FundGuard.

By applying these standards consistently, we strengthen recognition, protect the integrity of the brand, and ensure that every communication reflects the discipline and precision that define FundGuard.

These guidelines govern visual identity, layout principles, and brand application.

For tone of voice and messaging standards, refer to the FundGuard Voice Guide.



Brand Marks



Logos

FUNDGUARD

The FundGuard logo is the primary identifier of the brand and must be used consistently across all communications. It represents the authority, precision, and resilience that define FundGuard as a system of record for modern investment accounting. Multiple approved configurations are available to ensure clarity across digital, print, and environmental applications. Always use the supplied logo files and follow the application standards outlined in this guide.

Approved Logo Configurations

The FundGuard logo must always be used in its complete and approved form. It is the primary corporate identifier and should be applied consistently across all communications.

Use the primary logo on light backgrounds whenever possible. For dark or complex backgrounds, use the approved reverse or mono versions to maintain clarity and contrast.

Only supplied logo files may be used. The logo must not be altered, recolored, re-proportioned, or modified in any way. Clear space and minimum size standards must always be observed.

PRIMARY LOGO FOR LIGHT BACKGROUNDS

FUNDGUARD

FOR DARK BACKGROUNDS



FOR MEDIUM BACKGROUNDS



MONO USAGE



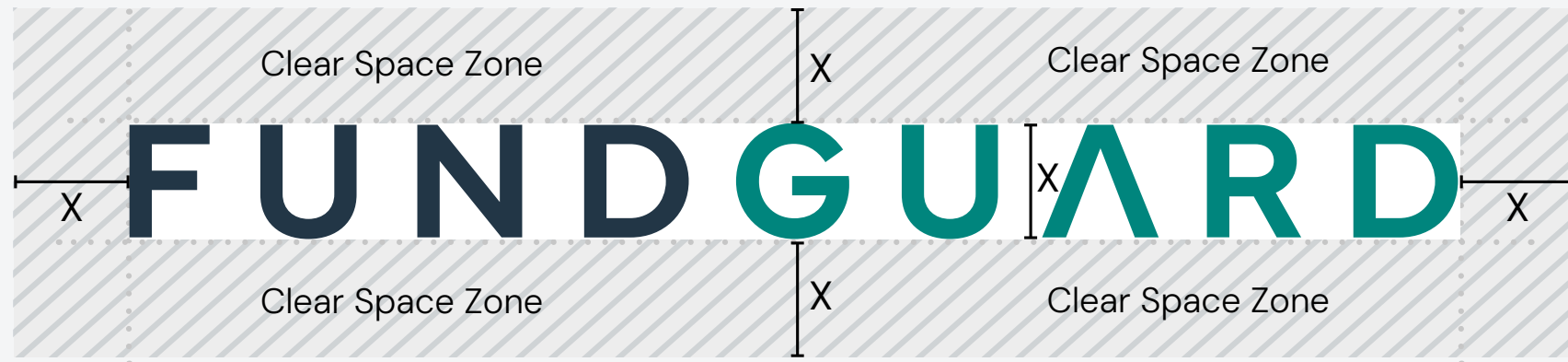
FUNDGUARD

Clear Space

To preserve clarity and visibility, the FundGuard logo must always be surrounded by a defined clear space.

This protective zone ensures the logo remains distinct and unobstructed by surrounding elements, imagery, or typography.

The minimum clear space is measured by "X" as shown. No graphic elements, text, or imagery may enter this area.



Incorrect logo usage

The examples shown here represent incorrect applications of the FundGuard logo. Consistency in logo usage is essential to maintaining clarity, recognition, and brand integrity across all environments.

The logo must always appear in its approved form and configuration. Alterations, distortions, recoloring, cropping, or placement that compromises visibility are not permitted.

Adhering to these standards ensures the FundGuard identity remains clear, authoritative, and consistent at every touchpoint.

LOGOS

FUNDGUARD

X DO NOT stretch or compress the logo.

FUNDGUARD

X DO NOT reduce opacity or apply transparency.



X DO NOT use the full color logo on busy backgrounds or light variations on light color backgrounds.

FUNDGUARD

FundGuard is driving a new era of investment management operations by disrupting legacy operating models.

X DO NOT let type or other elements encroach on the logo. Let it breathe.

FUNDGUARD

X DO NOT recolor the logo outside approved versions.

FUNDGUARD

X DO NOT crop, bleed, or partially obscure the logo.

Introducing the Lion

Role in the Brand System

The Lion is a distinctive FundGuard brand asset representing authority, confidence, and strength through precision.

It is a core expression of the FundGuard identity and reflects the discipline, resilience, and clarity that define the platform. The Lion does not replace the primary logo. It supports the brand in high-visibility applications, campaign environments, and key moments of expression.

When used appropriately, it reinforces presence and anchors the brand visually. The FundGuard logo remains the primary corporate identifier and must lead in formal communications and essential brand applications.



The Lion

Approved Versions

The Lion is available in two approved executions: a flat vector version and a dimensional version. Each serves a distinct purpose within the brand system.

Both versions must be used only as supplied and may not be altered, recolored, or modified.



Flat Version

The flat Lion is used in controlled, graphic environments where clarity and scale are priorities.

It is suitable for:

- Large-format applications
- Environmental graphics
- High-contrast surfaces
- Simplified production outputs
- Situations requiring maximum legibility

The flat version ensures consistency and precision across scalable applications.



Dimensional Version

The dimensional Lion is used in hero applications where visual impact and depth are required.

It is suitable for:

- Campaign visuals
- Digital hero environments
- Presentation covers
- Brand moments requiring emphasis

This version should not be reduced to sizes where detail is lost or clarity is compromised.

The Lion Application

The Lion should be used with discipline and restraint. Its impact relies on scale, clarity, and controlled placement within the layout.

In hero environments, the Lion may lead visually, provided the FundGuard logo remains clearly present and legible. The Lion should not compete with dense typography, complex imagery, or secondary graphic elements.

Adequate space must be maintained around the Lion to preserve its presence and recognizability. It should not be reduced to sizes where detail is lost, nor used as a decorative background pattern.

The Lion is a focal asset and must be treated as such in all applications.

NOTE: The Lion must not be altered, distorted, recolored outside approved standards, or used as a decorative pattern. It should not be scaled to sizes that compromise clarity or cropped in a way that reduces recognizability.



Brand Icon & Structural Device

The FundGuard icon is a supporting brand asset derived from the logotype. It provides a simplified and scalable representation of the brand for compact and digital environments.

The icon does not replace the primary logo. It is used where space is limited or where a concise visual identifier is required, including digital interfaces, favicons, social media avatars, and product environments.

The 24° angle derived from the icon is retained as a structural element within the FundGuard visual system. This device may be used to introduce alignment, directional emphasis, or controlled framing within layouts.

All icon and structural device assets are supplied and must be used as provided. They must not be redrawn, re-angled, distorted, or modified.



UI & Stacked Icon

The FG compact lockup is a functional brand asset used in controlled, product-led and collateral environments where a square or contained format is required.

It is most commonly used in:

- Platform interfaces (FG IX / UX environments)
- Software release materials
- Product collateral and documentation
- Digital assets requiring a contained mark

While primarily designed for product and interface contexts, its use is not limited exclusively to these environments. It may be applied where a compact, contained brand presence is appropriate and where the horizontal logo is not practical.

The compact lockup does not replace the primary FundGuard logo and should not be used as the default corporate identifier.

Only approved configurations may be used. The lockup must not be altered, redrawn, or reconfigured.



Graphic Devices

Corner Framing Device

The FundGuard corner device is a structural graphic element used to contain and frame key messaging.

It introduces control and focus within layouts, reinforcing the precision and discipline that define the brand. The device is used to emphasize primary statements, hero messaging, and important content areas.

The corner device is not decorative. It exists to create hierarchy and guide the eye toward essential information.

Use the corner device to:

- Contain key headlines or statements
- Frame high-impact hero sections
- Emphasize important content blocks

The device must not overpower typography, compete with the Lion, or distract from the primary logo. It should be used sparingly and only where emphasis is required.

Always use approved proportions and placements supplied within the brand asset library. Do not rotate, distort, or apply the device inconsistently.

When used on brand color or gradient backgrounds, the device is typically rendered in white to maintain clarity and contrast. In specific applications, it may be set in approved brand colors where sufficient contrast is preserved and the device continues to frame rather than compete with content.

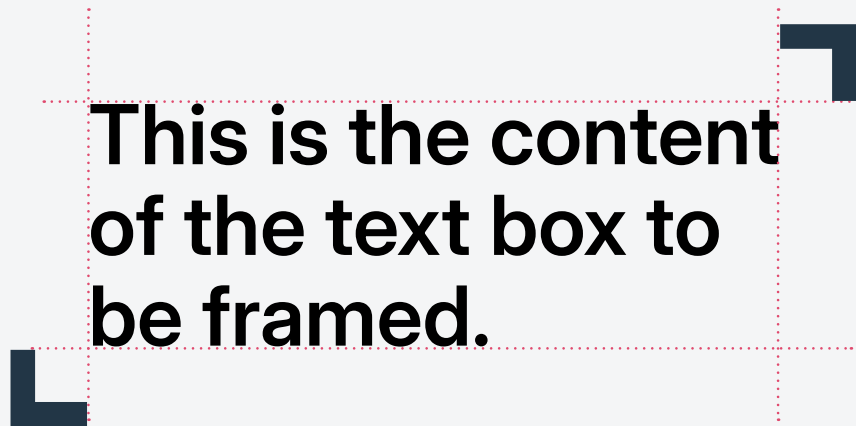


Corner Framing Rules

There are two independent usage cases for the corner framing element:

- 1 **Where the corners are used to frame a text pull-out or headline without a container box.**

The corner elements are positioned so as their edges align with the extremities of the text height and width.



- 2 **Corner framing a content box that may contain text or graphic content.**

The middle line of the corner elements are anchored to the edges of the content container.



Color

Color Palette

FundGuard's visual identity is anchored in FundGuard Blue and FundGuard Green. These core colors form the foundation of the brand and should lead across primary communications.

White is used extensively to provide clarity, contrast, and space, reinforcing the brand's precision and discipline.

Secondary colors support the system by introducing depth and emphasis where appropriate. They are used to complement the primary palette, not replace it.

While FundGuard Blue and Green should remain the dominant visual anchors, the broader palette may be used selectively in campaign environments, digital applications, or situations requiring differentiation — provided overall brand cohesion is maintained.

Color application should always prioritize clarity, hierarchy, and consistency.

Primary colors



FundGuard Blue

RGB: 34/54/70

CMYK: 89/67/47/50

HTML: #223646

Pantone: 7546C



FundGuard Green

RGB: 0/133/125

CMYK: 83/25/52/09

HTML: #00857d

Pantone: 7717C

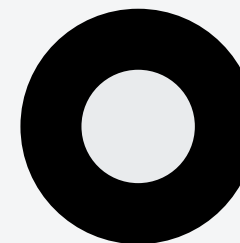


FundGuard White

RGB: 255/255/255

CMYK: 0/0/0/0

HTML: #ffffff



FundGuard Midnight

RGB: 0/0/0

CMYK: 0/0/0/100

HTML: #000000

Secondary colors



**FundGuard
Pool Blue**

RGB: 0/162/173
CMYK: 77/12/33/1
HTML: #00a2ad



**FundGuard
Green Hue**

RGB: 73/193/171
CMYK: 65/0/42/0
HTML: #49c1ab



**FundGuard
Powder Grey**

RGB: 181/197/193
CMYK: 34/15/24/1
HTML: #b5c5c1



**FundGuard
Pink**

RGB: 224/74/110
CMYK: 5/82/36/0
HTML: #e04a6e



**FundGuard
Parachute Blue**

RGB: 0/90/156
CMYK: 97/69/10/1
HTML: #005a9c



**FundGuard
Jade**

RGB: 0/165/109
CMYK: 82/8/77/0
HTML: #00a56d

Color Application

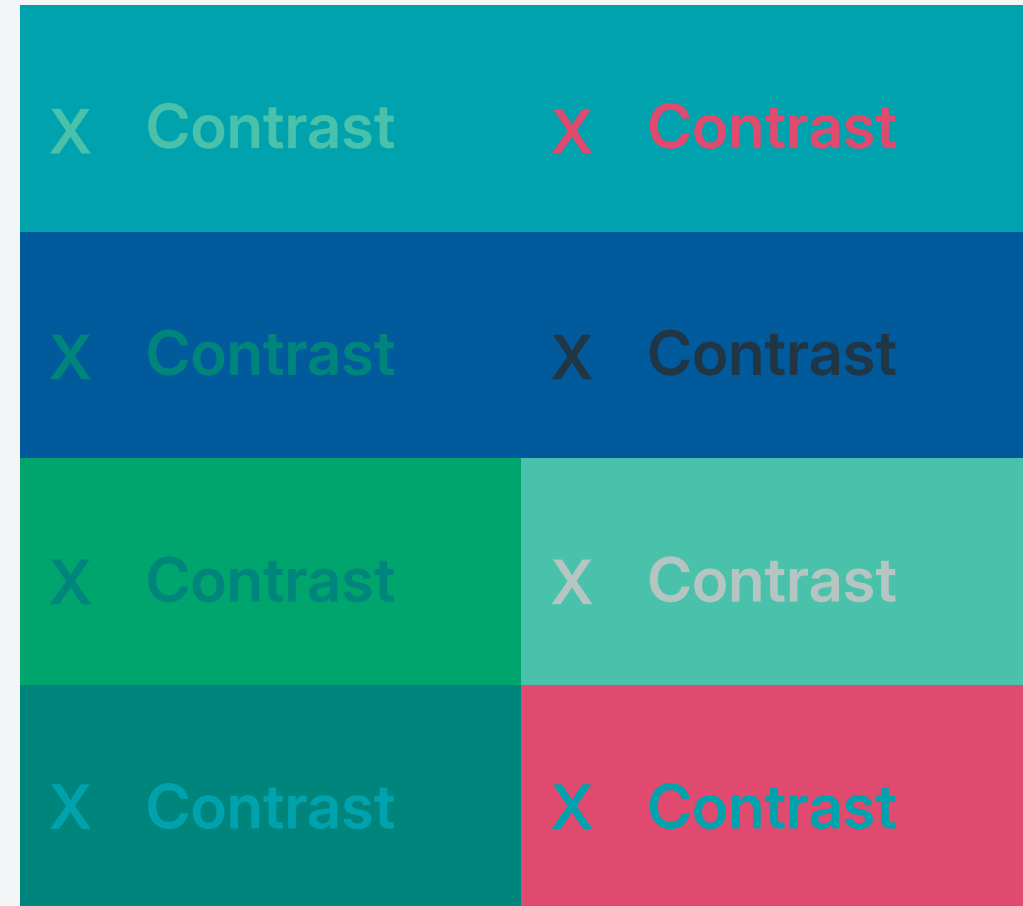
FundGuard Blue and FundGuard Green should lead in primary communications and core brand applications. These colors anchor the identity and establish immediate recognition.

White plays a critical role within the system, providing clarity, structure, and balance. Generous use of white space reinforces hierarchy and ensures the brand remains precise and controlled.

Secondary colors may be introduced to support campaigns, digital environments, or specific content needs. They should complement the primary palette rather than dominate it. Overuse of secondary colors can dilute brand cohesion and should be avoided.

Color contrast must always ensure legibility and accessibility. Text, logos, and key information must maintain sufficient contrast against background colors and gradients. Avoid low-contrast combinations that reduce clarity or compromise readability.

Avoid low-contrast combinations such as below.



Gradients

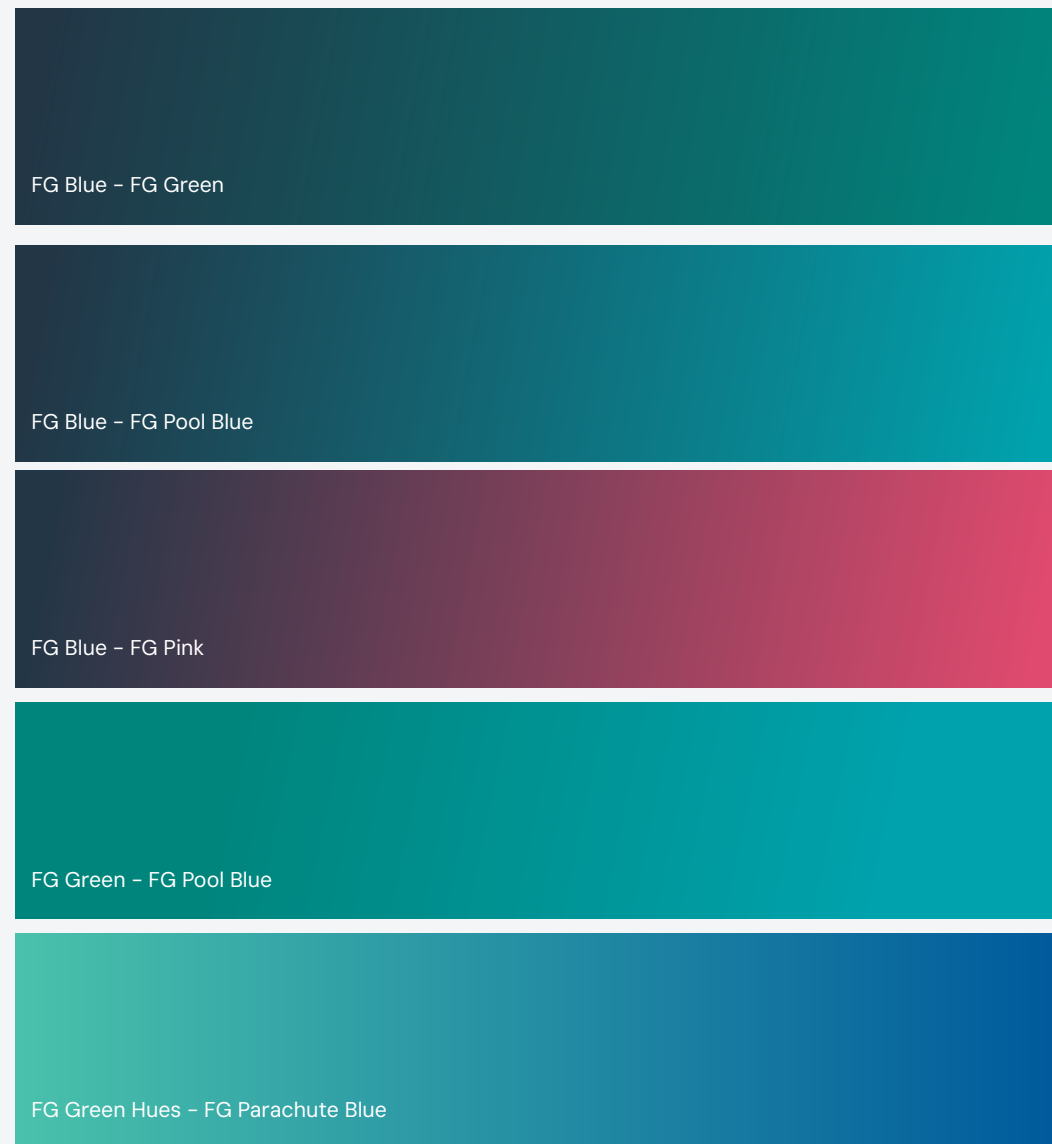
FundGuard gradients are applied directionally from the top-left corner (100% color 1) to the bottom-right corner (100% color 2). This orientation must remain consistent across applications.

Gradients should be led by FundGuard Blue and FundGuard Green wherever possible. Secondary colors may be introduced in campaign or digital environments when variation is required, provided overall brand cohesion is maintained.

Gradients are a core part of the FundGuard visual identity and are primarily used as background surfaces. All gradients must preserve sufficient contrast for typography and logos to ensure clarity and legibility.

Avoid blends that compromise readability or reduce emphasis on key content.

Common Gradient Combinations



Typography

The background is a solid teal color. On the right side, there is a large, stylized graphic of the letter 'A'. The 'A' is composed of two overlapping shapes: a dark teal 'A' and a lighter teal 'A' behind it, creating a layered effect. The letter is positioned on the right side of the frame, with its top extending towards the top edge and its base extending towards the bottom edge.

Primary Typefaces

Inter

Available on Google Fonts

Inter is used for headlines, H1s, and key display typography. It provides a confident and contemporary voice across digital and print environments. We apply this in Title case.

DM Sans

Available on Google Fonts

Our secondary typeface is the DM Sans family.

DM Sans is used for body copy and supporting text. It ensures readability and consistency across long-form content, web pages, documents, and marketing materials.

Arial

Please note: Fonts may not be part of your operating system's default. Please ensure that you download the fonts or activate them on the appropriate website.

INTER SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*!?

DM SANS LIGHT / REGULAR / SEMIBOLD / BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&*!?

MS applications and presentations

Arial is the approved substitute typeface for Microsoft Office applications, including PowerPoint, Word, and Excel.

Arial should be used when brand fonts are not available or cannot be embedded. Typography structure and hierarchy should still follow the FundGuard typographic system.

Multi-language Typeface

NOTO SANS

Noto Sans is the primary font for all multi-language applications, both digital and print based. Available in over 582 languages.

NOTO SANS CJK JP

這是使用NOTO SANS的多語言
字體應用程序的示例

NOTO SANS CJK JP

NOTO SANS를 사용한 다국어
서체 응용 프로그램의 예입니다.

NOTO SANS ARABIC

د دعتم فرحم قيبطت ىلع لاثم اذه
NOTO SANS مدختسي تاغللا

NOTO SANS CJK JP

นี่คือตัวอย่างของแอปพลิเคชันแบบ
อักษรหลายภาษาโดยใช้ NOTO SANS

HEADLINE

Inter SemiBold
25pt / 27pt leading
color Duo Mix

SUB TITLE

DM Sans Light
16pt / 20pt leading
color FundGuard Blue

PARA TITLE

DM Sans Semibold
11pt / 14pt leading
color Black

INTRO PARA

DM Sans Light
12pt / 16pt leading
color FundGuard Green

BODY COPY & BULLET POINTS

DM Sans Light
9pt / 13pt leading
color Black

QUOTATIONS

Inter SemiBold
21pt / 24pt leading
color FundGuard Blue
5pt Paragraph border left and right
of text width with 17pt offset

Typesetting Reference Guide

New generation investment management and asset servicing platform

Real-time, single source of truth

Our technology existentially changes asset servicing to enable reduced fees and the ability to offer new and innovative products and services, including crypto-asset services, at scale, today and tomorrow.

Unburden yourself of obsolete technology, spend your time on innovation, customer service and the strategic activities that differentiate and grow your business.

- > **Asset managers** – Differentiate with agility and resiliency in the face of ongoing industry transformation, new asset classes, and investor demand.
- > **Asset servicers & administrators** – Drive digitalization and reduce risk across front-to-back asset management services while delivering sophisticated, cross-segment operations automation and data insights.
- > **Software & service providers** – Transform your customers’ experience with enhanced, more integrated and future-forward offerings.

This is a Typical Quotation or Text Highlight Style

NOTE: White space is integral to the FundGuard brand. Maintain clarity and avoid overcrowding to protect message impact. Brand colours may be used selectively to highlight key words, particularly in advertising.

Imagery

Iconography Sets

FundGuard uses a cohesive system of linear outline icons to support communication across digital and print environments.

All icons must be rendered as clean outlines with consistent stroke weight and proportion. Filled, shaded, or dimensional styles are not permitted.

Icons should be used at a uniform scale within any given layout and aligned to a clear grid structure to maintain visual consistency.

Approved icons may be rendered in FundGuard Blue, FundGuard Green, white, or black, depending on background and contrast requirements. Icon color must always maintain sufficient contrast for clarity.

Do not alter stroke weight, distort proportions, add fills, apply gradients, or introduce unapproved styles.



The background features a light teal color with a large, abstract pink shape on the right side. The pink shape consists of a large triangle pointing downwards, with a smaller teal triangle nested inside its upper portion. The overall composition is minimalist and modern.

Campaign Expression

Bespoke Narrative Campaigns

FundGuard campaigns may adopt bespoke visual narratives when communicating complex themes, regulatory shifts, or product innovation.

Creative freedom is permitted to interpret ideas symbolically or conceptually, including cinematic environments where appropriate.

All messaging must align with the FundGuard Tone of Voice Guidelines.

All campaign executions must incorporate the Excellence Engineered motif and adhere to the established FundGuard brand system.



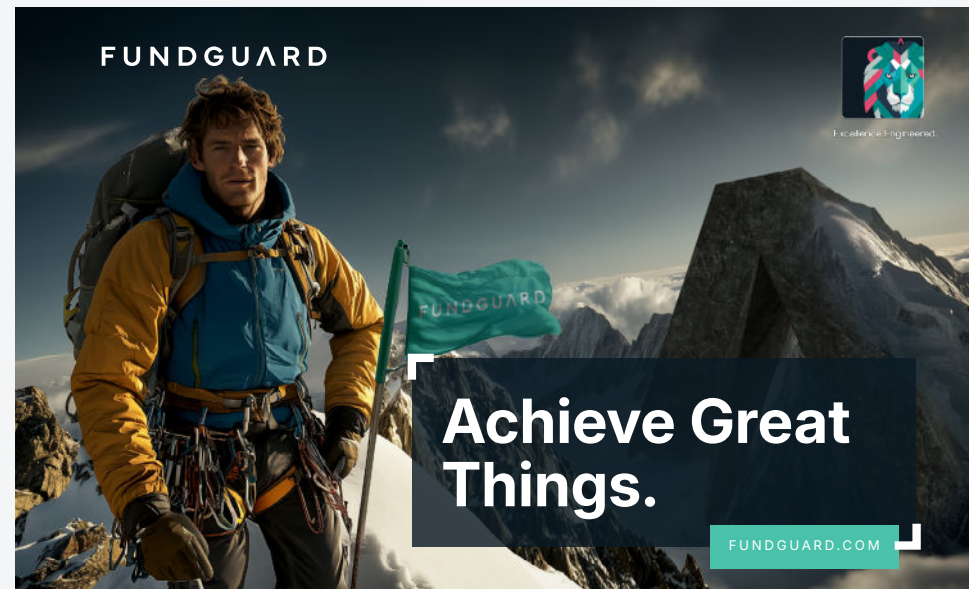
Excellence Engineered.



Excellence Engineered.

All campaigns must:

- Use approved typography and color systems
- Maintain clarity and hierarchy



Creative freedom must remain anchored within the FundGuard brand framework.

Lion-Led Campaigns

The Lion remains a powerful and distinctive expression of the FundGuard brand and may serve as the central visual anchor in campaign environments.

Lion-led campaigns should:

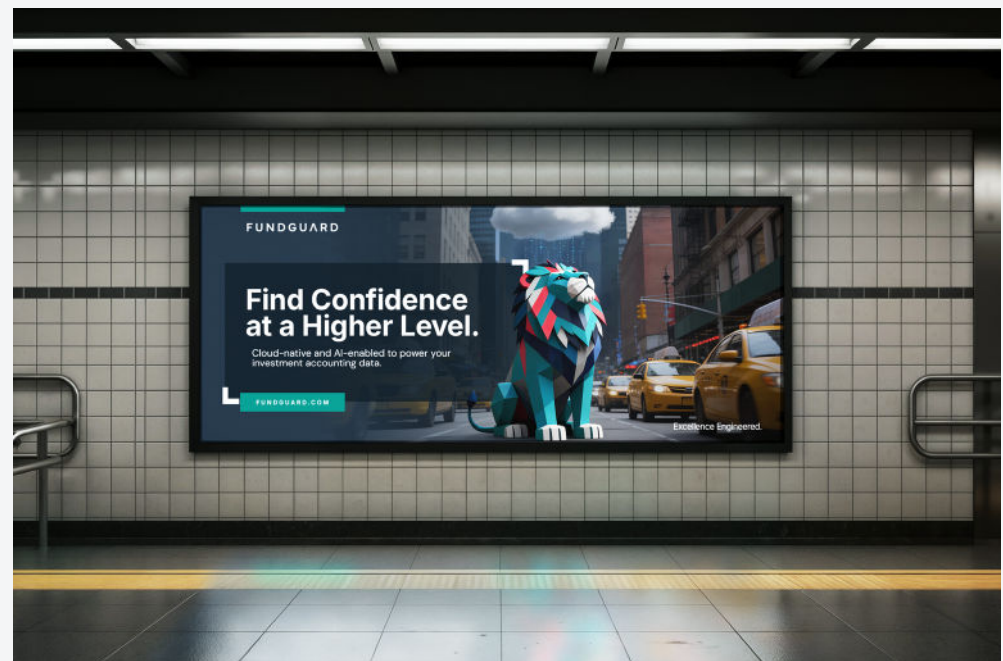
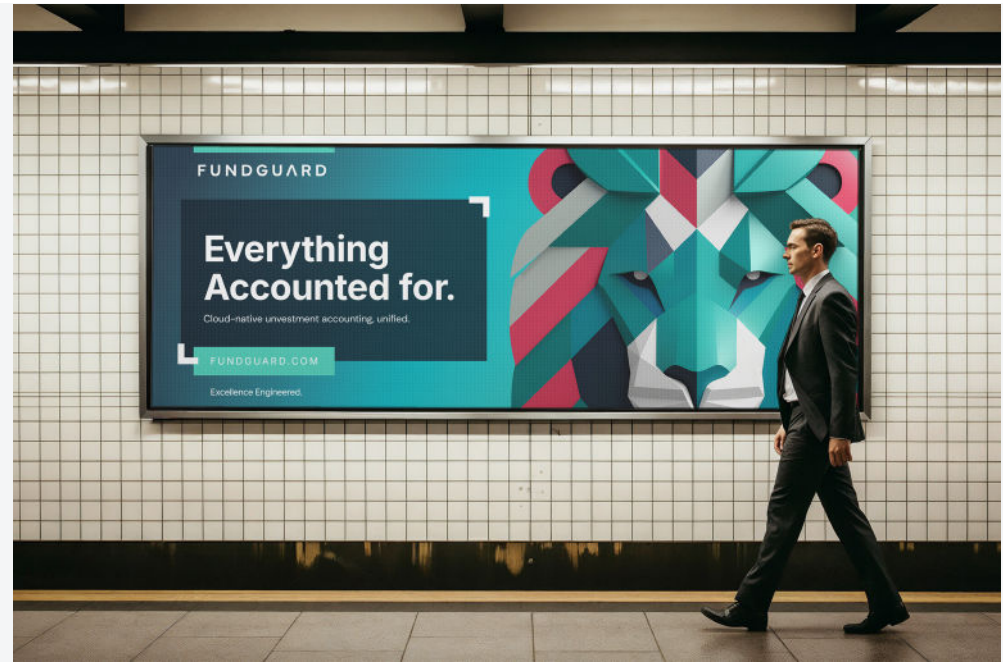
- Position the Lion with authority and presence
- Integrate seamlessly with gradients, corner devices, and typography
- Maintain sufficient visual space and hierarchy

The Lion may be used in flat or dimensional formats depending on the medium and campaign objective.

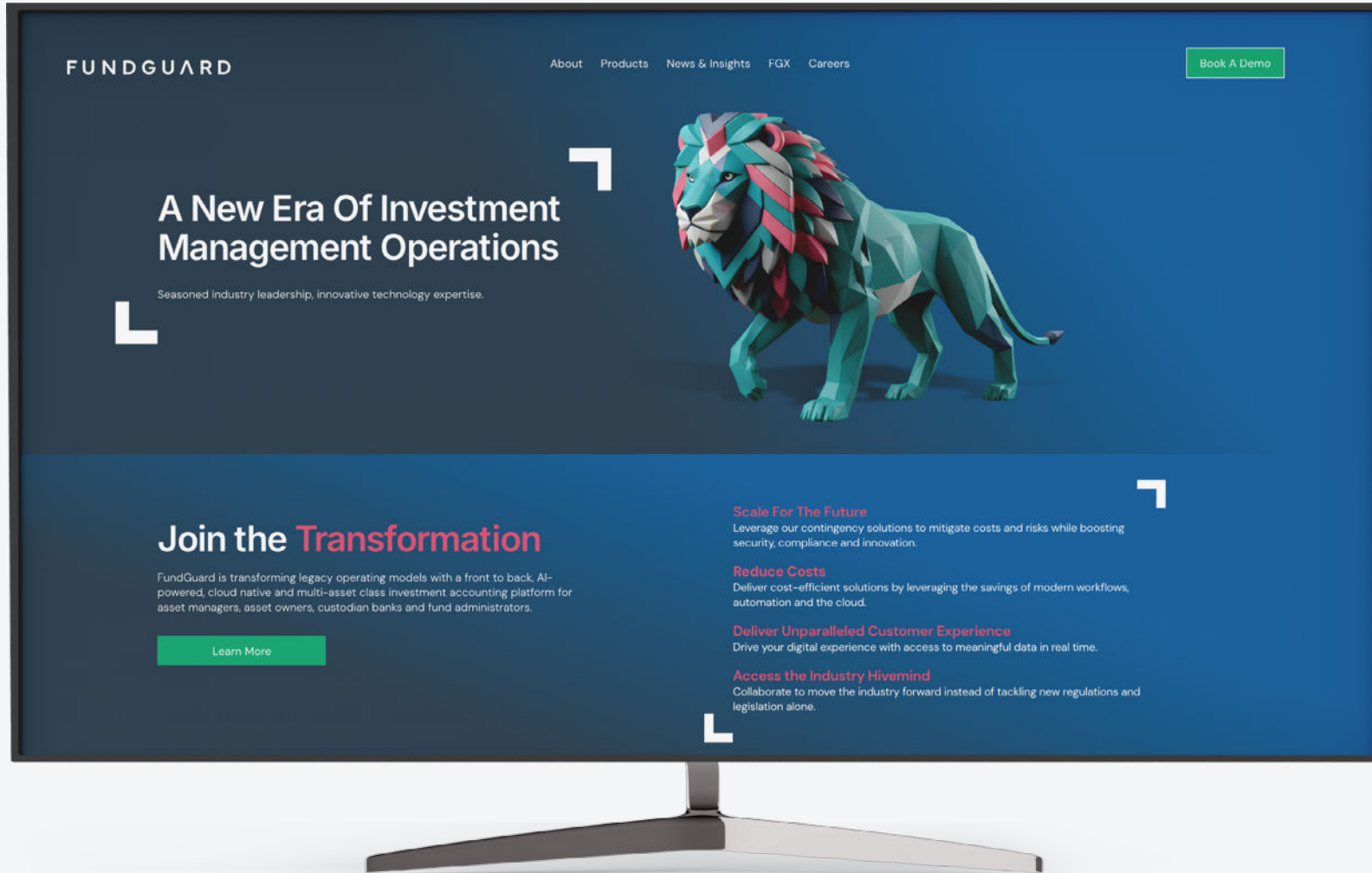
All messaging must adhere to the FundGuard Tone of Voice Guidelines, with approved hierarchy, clarity and structure maintained across all executions.

All Lion-led executions must be anchored by the Excellence Engineered motif and comply with the broader brand system.

Excellence Engineered.



Inspiration



FUNDGUARD

Your System of Record for Investment Accounting

- All books of record
- All public and private asset classes
- One cloud-native, AI-enabled platform

FUNDGUARD.COM

FUNDGUARD

Resilient by Design

- Real-time data
- Automated controls
- Continuous oversight

FUNDGUARD.COM

FUNDGUARD

Your System of Record for Investment Accounting

Excellence Engineered.



FUNDGUARD January 2026

WHITEPAPER

DORA and Operational Resilience

Establishing Daily Discipline Across the Organization

Use Cases: How to Benefit from Financial Resilience and Operational Resilience

Cross-Team Response in Action

Within moments of an escalated disruption, vendor contacts, operations, and risk teams are all able to work together in sync from a single view. Real-time dashboards visualize status, impact assessments, and response steps for management and boards. If escalation paths have already been identified and tested, the firm can respond quickly and transparently – turning what could be a reputational hit into a proof point.

Resilience Stress-Testing in Real Time

A plan is only as good as its last test. This plan emphasizes continuous, rigorous testing to ensure impact tolerances are clear and that response processes are effective. The days of simply checking boxes during drills are over.

To achieve this new standard, firms can embed resilience drills and testing directly into their existing accounting workflows. This includes simulated disaster exercises, data feeds or accounting systems intentionally disabled to test and measure response times.

Business and Operational Resilience

Operational resilience is increasingly expected to be a core part of daily operations.

By regulation, investor demand, and the realities of operating in a digital world, operational resilience is a baseline requirement for modern financial institutions. Firms that apply these standards consistently across regions are better positioned to absorb disruption without damage to data integrity, client confidence, or brand reputation.

Operational resilience, operational resilience

story that illustrates the power of this daily discipline, [contact us to start a conversation.](#)

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FundGuard Whitepaper | 11



FUNDGUARD

Need further help

Contact us

If you require some further help with our branding guidelines or would like a guiding hand, please contact our brand team below.



erika.alter@FundGuard.com