

ubimia®

BRAND
GUIDELINES

Introduction

Welcome to the ubimia guidelines. This document serves as a comprehensive reference to ensure the consistency of our brand and provide continuity in all its applications. By following these guidelines, we can maintain a strong and cohesive brand identity that resonates with our audience.

1

Overview

Mission & Vision
Core Values

Our core values define the character of ubimia. They are the driving force behind our decisions, our culture and the way we work every day. These principles shape the essence of our brand and establish how we relate to our customers, our environment and ourselves, promoting a culture based on innovation, trust, knowledge and continuous improvement.

Mission & Vision

Mission

We develop solutions for the credit lifecycle. We optimise credit lifecycle processes through data intelligence and our proprietary technological solutions.

Vision

Consolidate as a benchmark in Europe and applied to Latin America in tech & data solutions credit.

Core values

Ubimia's core values guide our decisions, our actions and the culture we build every day. They reflect who we are and how we understand our relationship with our clients, our teams and the market. These principles underpin our brand identity and define how we drive change, add value and build trust in every process.

Innovation as a driving force

We are talking about innovation applied to the improvement of specific processes.

A driving force that moves each and every one of us.

Merit as a compass

We talk about merit and fairness, and we value the ability to recognise the best. Excellence is the goal, recognising merit is our guiding principle.

The customer at the centre

We talk about knowing our customers in all their facets so that we are always focused on satisfying their needs. They are our reason for being and our goal.

Vision as strategy

We believe that having a global vision is the best strategy. The group always comes before the individual. General objectives always come before specific ones.

2

Logo usage

Main logo Logo
reduction Protection
zone Incorrect uses

Main logo

The ubimia logo represents a technological brand that is precise and constantly evolving. Inspired by the construction of systems based on data, its modular design reflects how our solutions adapt, connect and scale. The structure of the logo conveys efficiency, specialisation and trust, aligning with ubimia's core values: disruption, flexibility, momentum and reliability.

The main logo is the word 'ubimia' in a dark blue, rounded, sans-serif typeface. The 'u' is lowercase and has a distinctive curved bottom. The 'i' and 'a' have small square accents above them. A registered trademark symbol (®) is positioned to the upper right of the final 'a'.

Main logo negative version

The ubimia logo represents a technological brand that is precise and constantly evolving. Inspired by the construction of systems based on data, its modular design reflects how our solutions adapt, connect and scale. The structure of the logo conveys efficiency, specialisation and trust, aligning with ubimia's core values: disruption, flexibility, momentum and reliability.

The main logo in a negative version, rendered in white on a dark blue background. It consists of the word 'ubimia' in a bold, sans-serif font, followed by a registered trademark symbol (®).

Logo reduction

Ubimia has two logo versions that guarantee flexibility and visual consistency. The main version features the full brand name and is used in most applications. The secondary version, consisting only of the initial "u", acts as a representative graphic symbol and is used as a visual signature in contexts where a more iconic identity is sought, maintaining the technological and modular essence of the brand.

Horizontal / Reduced

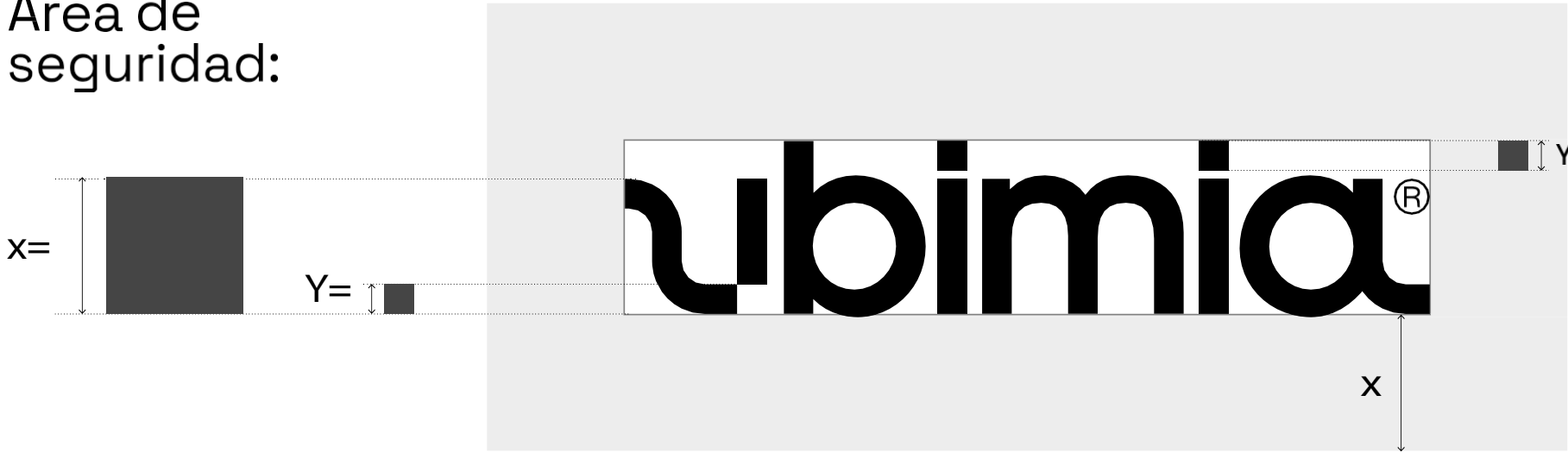


Protection zone and minimum reduction

The ubimia logo must maintain a minimum protection zone around it, free of graphic elements or text, to ensure its legibility and presence. This distance must be respected in all applications.

In terms of size, the logo can be scaled according to the medium, always maintaining its proportions and ensuring that it is clearly legible in any format.

Área de seguridad:



Printed logo



Printed symbol



Digital logo



Digital symbol



Incorrect uses

The logo and identifiers are fundamental to the brand and to ensuring that the public recognises it anywhere in the world. It is important that both elements of the brand are treated with respect.

There are strict guidelines to follow when using the logo. Being consistent within these limits helps maintain the integrity of the ubimia brand.

Do not change the orientation



Do not distort the shapes



Do not change the proportions



Do not remove elements



Do not outline



Do not use invalid colours



Do not pixelate



Do not use shadows



Do not ignore good contrast



Do not use overloaded patterns



3

Colour palette

Primary palette

Secondary palette

Tertiary palette

Logo on corporate colours

Primary palette

Ubimia's main palette is based on a clear premise: to project a technological, mature and reliable identity, aligned with the company's mission to develop intelligent software that incrementally solves the challenges of credit life.

This combination balances corporate seriousness with a clean, innovative and user-friendly vision of the future.

Quantum blue

HEX: #152a35
R21 G42 B53
C93 M69 Y53 K73

Depth
Connection
Precision
Strategy
Trust

Pure White

HEX: #ffffff
R255 G255 B255
C0 M0 Y0 K0

Minimalism
Purity
Simplicity
Order
Elegance

Frosted Cloud

HEX: #dddddd
R221 G221 B221
C16 M11 Y13 K0

Minimalism
Transparency
Cloud computing
Space
Order

Mint Signal

HEX: #00f7bc
R0 G247 B188
C61 M0 Y44 K0

Connectivity
Optimism
Digital health
Accessibility
Freshness

Secondary colours

The secondary palette is a natural extension of the main palette. It incorporates gradients and intermediate tones derived from the base colours, allowing for greater dynamism and versatility in the visual identity.

It is designed for use in graphic resources, digital environments and corporate materials where visual expressiveness needs to be modulated without breaking the brand's colour consistency.

It maintains a sober, light and technical character, perfectly aligned with a digital, automated and data-oriented environment.

HEX: #1c1c1c R28 G28 B28 C76 M66 Y60 K81	HEX: #444444 R68 G68 B68 C64 M55 Y52 K54	HEX: #cecece R206 G206 B206 C22 M16 Y17 K1	HEX: #eaeff1 R234 G239 B241 C10 M4 Y5 K0	HEX: #b3ffff R118 G255 B255 C31 M0 Y9 K0	HEX: #c6f7e6 R198 G247 B230 C26 M0 Y17 K0
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Tertiary palette

The tertiary palette consists of accent colours that should be used sparingly and judiciously. Their use is not mandatory, but they offer a useful tool for injecting energy, creating contrasts or highlighting key information in specific graphic pieces.

These colours bring dynamism, contemporaneity and creative flexibility without compromising the strength of the main identity. Their use should be kept to a minimum within the overall composition, reserved for key moments where you want to capture attention or reinforce the visual expressiveness of the brand.

HEX: #ff00ff
R255 G0 B255
C41 M78 Y0 K0

HEX: #8f4ef4
R143 G78 B244
C72 M74 Y0 K0

HEX: #ff7f00
R255 G127 B0
C0 M60 Y94 K0

HEX: #2c1e4a
R40 G30 B74
C95 M99 Y35 K39

HEX: #76fff5
R218 G255 B245
C46 M0 Y17 K0

Logo on corporate colours

The visual consistency and legibility of the primary ubimia identifier are essential in all its applications.

On light backgrounds, the logo will be presented in black or Quantum Blue, while on darker colours, white will be used to ensure optimal visibility and recognition.

ubimia®

ubimia®

Logo on corporate colours

The visual consistency and legibility of the ubimia primary identifier are essential in all its applications.

On light backgrounds, as a general rule, the logo will be presented in black or Quantum Blue, while on darker backgrounds, white or mint green will be used to ensure optimal visibility and recognition. The logo may occasionally be used in mint green on white in some graphics where it does not need to be as prominent or striking.



4 Typography

Aa

Corporate typography

The typeface chosen for locum is Space Grotesk, selected for its balance between modernity, precision and functionality. Inspired by monospace styles, its design conveys a visual language associated with code, data and digital structure, aligning perfectly with an identity based on technology and connection.

At the same time, it maintains excellent legibility and a distinctive character thanks to its geometric details and unique cuts, which give it personality without losing clarity. It is versatile and reliable, ideal for a contemporary and technical brand, and is also compatible with more than 150 languages worldwide.

Space Grotesk

Space Grotesk

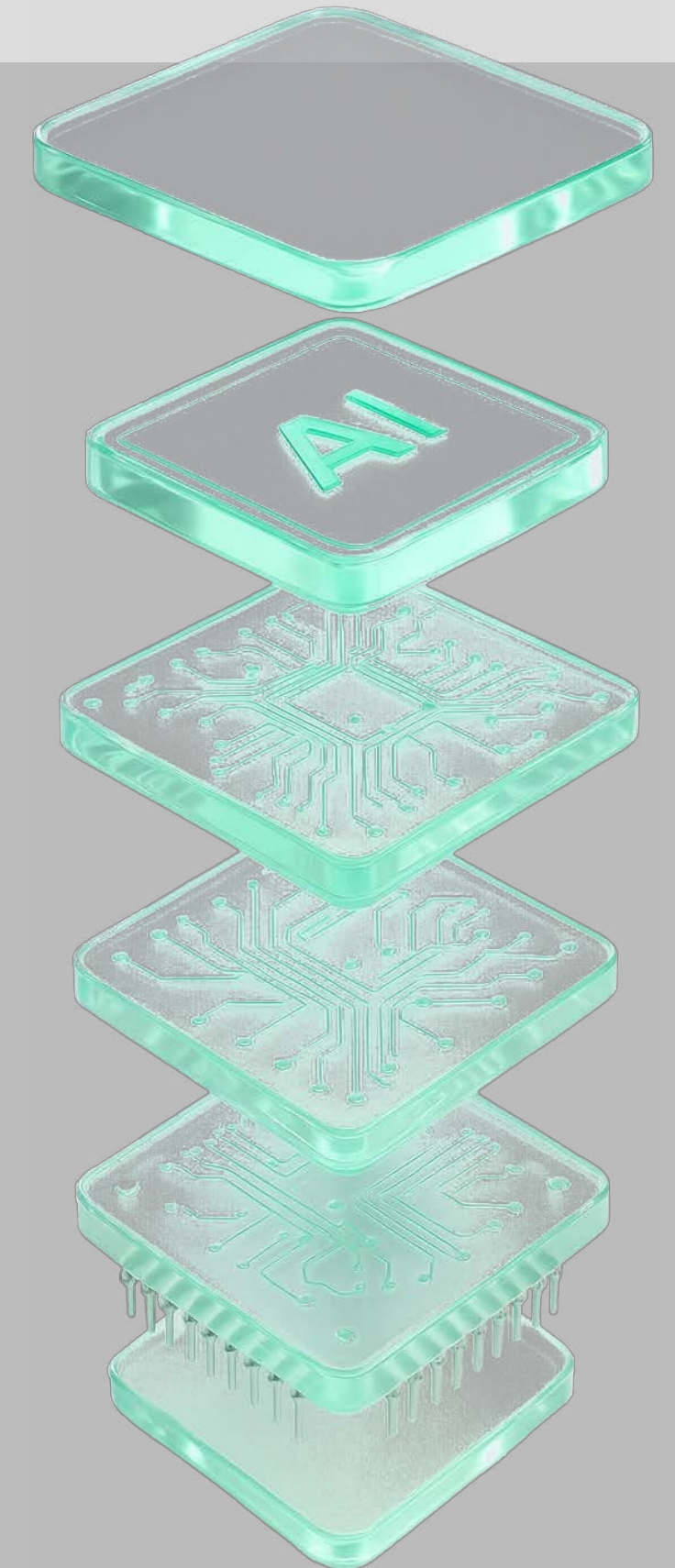
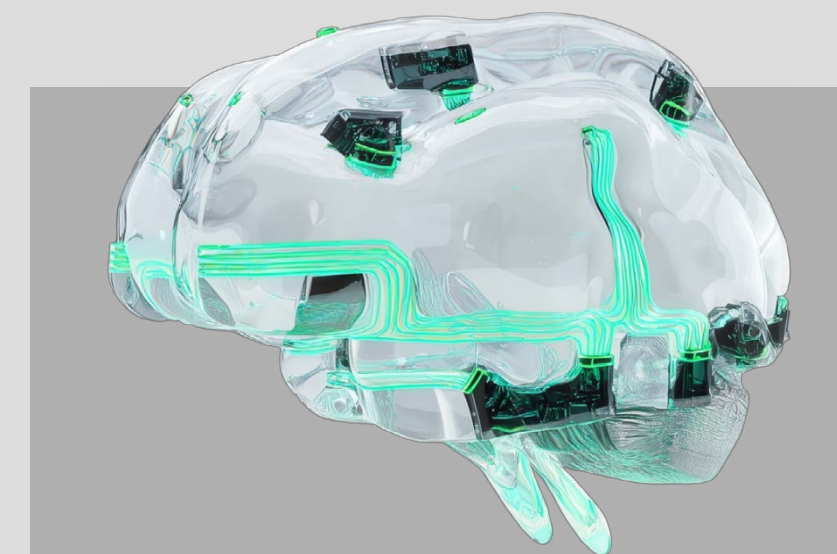
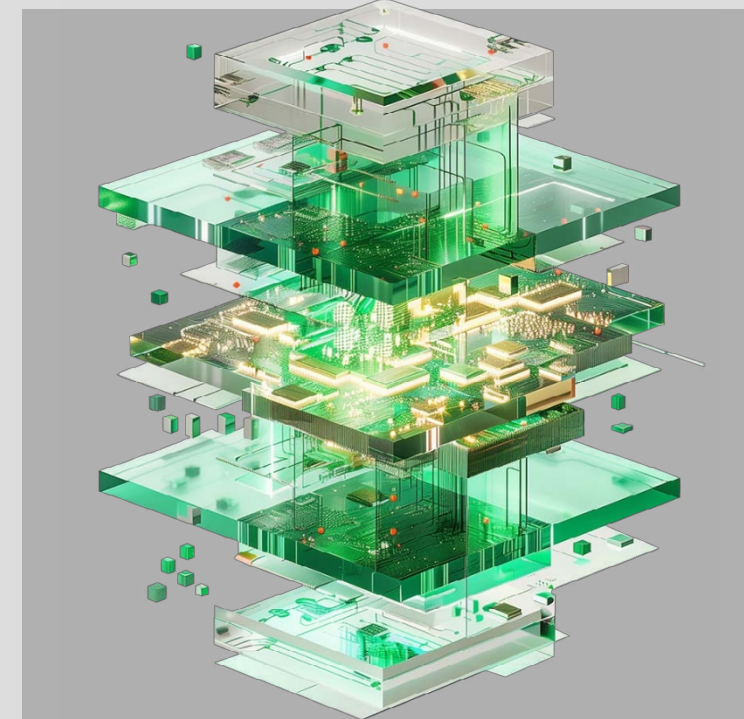
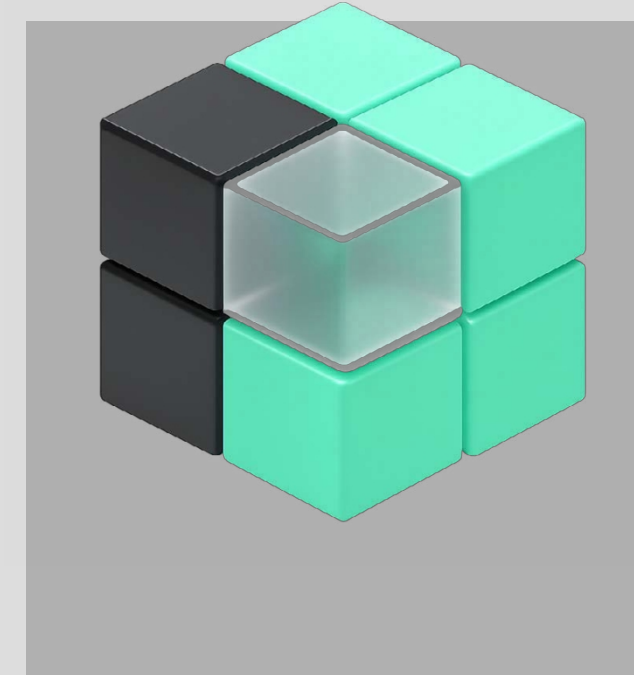
5 Images

Photographic style
Use of images

Typographic style

Ubimia is committed to its own distinctive visual style, aligned with its technological value proposition. To this end, it has developed a line of images created ad hoc using artificial intelligence, with a futuristic-inspired 3D aesthetic and a high digital component. These images intentionally depart from the use of traditional stock banks, seeking a more unique, coherent and recognisable representation.

The compositions are constructed from technological elements, translucent materials and hyper-realistic visual resources that incorporate the corporate colours. The result is an exclusive visual universe that reinforces Ubimia's identity, communicates innovation and positions the brand in an advanced, technological and personalised territory.



Use of image

The AI-generated images in ubimia are integrated as key graphic resources within the brand's visual system. Their three-dimensional, technological style with transparencies allows them to coexist harmoniously with the backgrounds, gradients, and geometric elements characteristic of the identity. These images, exported as files PNG without background, are used on light or dark backgrounds without losing legibility or prominence, thanks to a minimalist treatment and balanced.

They are combined with text, always respecting the necessary visual contrast and avoiding saturation. Their application ranges from compositions for digital environments to signage, always maintaining an aesthetic coherence that reinforces the innovative and distinctive character of ubimia.

Expansión segura con
Open Banking



6 Graphic elements

Key visual Visual application

Business card

Letterhead

Envelopes

Roll-up

folder

Iconographic set

Email signature

Social media

Key visual

The ubimia visual system is built on a cohesive set of geometric graphic resources that reinforce its identity across all applications. This key visual brings together the brand's main visual elements: the use of corporate colour in contrast with neutral tones, the use of gradients, customised typography in different weights, geometric compositions based on the logo, and the use of short but powerful messages.

These elements are designed to coexist harmoniously, providing flexibility and consistency to the brand's communication. Their combined application allows for the clear transmission of the technological approach specialised and innovative of ubimia, adapting to different formats and communication needs without losing visual personality .

This set acts as a basic guide to maintain a consistent, creative and recognisable visual expression throughout the brand's graphic ecosystem.



Visual application

Ubimia's graphic style adapts consistently to different visual formats such as signage, social media and corporate materials. The balanced combination of geometric elements, images developed for the brand, the logo and the typography allows for a solid visual identity to be maintained across all media.

All applications respect the visual hierarchy, safety margins and a clean, technological aesthetic that reinforces the brand's positioning.

TECH & DATA SOLUTIONS



Empowering your
efficiency through data.

Optimizing credit
process through
knowledge-
embedded
software



Business card

The ubimia business card will support the brand's commercial and contact efforts.

The front features the main logo. The back provides contact information: name, position, contact email, telephone number and corporate website.



Letter paper

r letter is the application used for ubimia's printed corporate communications.

The design is minimalist and clear, with the intention of giving visibility to the brand and providing contact details in an effective way.



Envelopes

Ubimia's corporate envelopes follow the brand's distinctive style, featuring a white background with black text and details.

On the front, the ubimia logo stands out alongside the company's website address and contact email. On the back, the ubimia isotype is accompanied by the website address and contact telephone number.

These envelopes reflect ubimia's professionalism and visual identity in all its communications.



Folder

Ubimia's corporate folders stand out for their elegance and functionality. With two colour options, one with a Quantum Blue background and the other with a white background, they convey sobriety and brand identity.



Roll-ups

Ubimia's roll-ups combine geometric shapes, in some cases images created for the brand, typography in different weights and the logo, maintaining a consistent visual composition.

Graphic harmony will always be respected through the appropriate use of safety margins and by avoiding visual saturation. These pieces are ideal for events, presentations or corporate spaces, reinforcing a clear and professional identity.



Iconographic set

Ubimia's iconographic set will be an important application for brand design.

Its style is linear and based on the geometric style of our corporate visual identity.

We must respect the proportions, colours and line thicknesses to ensure brand consistency.



Email signature

The email signature will be the brand application that we will use in emails to identify ourselves to ubimia's contacts.

It will show the name and position of the ubimia member, contact numbers, email address, links to social networks, link to the website and logo.

At the bottom, the main information will be accompanied by a banner that can be changed depending on ubimia's news, dates or specific objectives.

The size and style must always be maintained when using it.

ubimia®

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Credit Lifecycle
Tech & Data Solutions

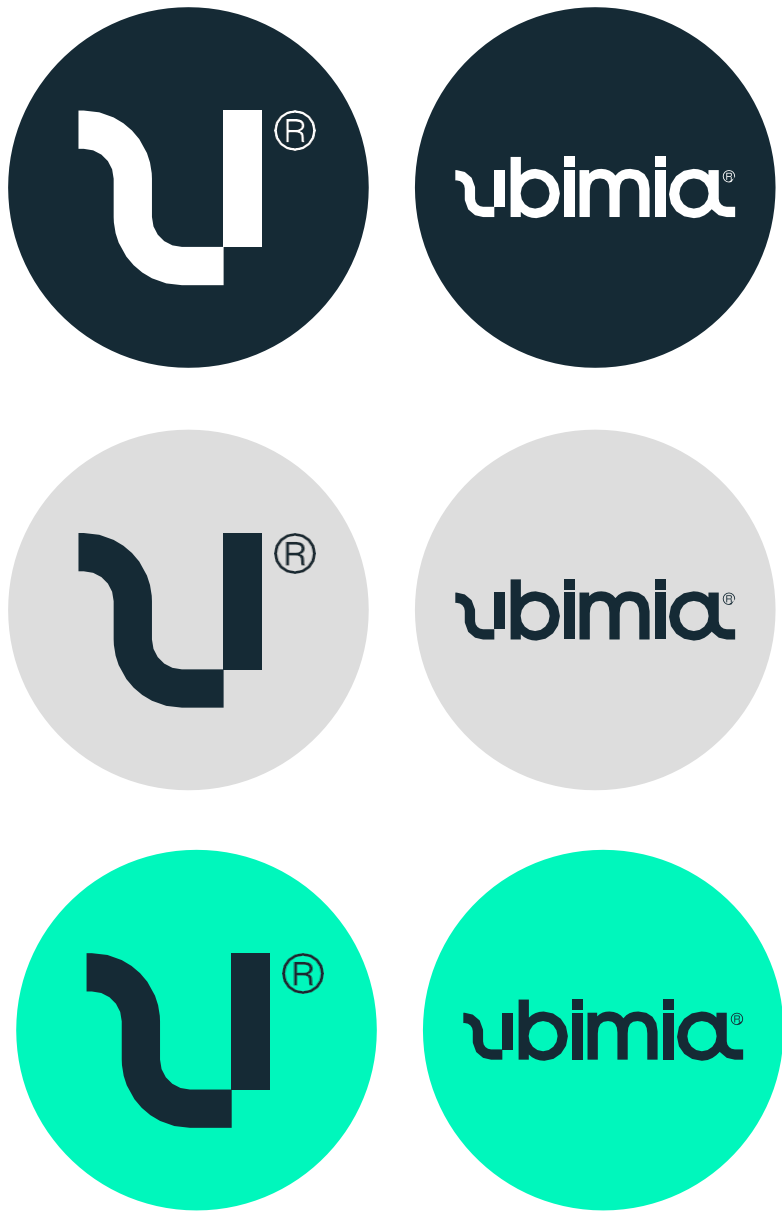
Social media

In many cases, our social media accounts () will be the first point of contact between ubimia and our interlocutors.

Our profile image will feature the isotype or identifier in one of the combinations of our corporate colours.

The cover photo will show our slogan in the centre right, on a white, Quantum blue or Mint green background, and may be accompanied by conceptual resources related to our activity.

Profile images



Cover images



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