



Brand Mission

"Make better returns safer and accessible to everyone."

We believe in an equitable world where everyone should have access to the best opportunities. Hence, we disrupt the industry by democratising privilege opportunities so that everyone can be empowered to reap better returns.

Brand Promise

"Taking care of your interest is our business."

We believe that everyone should have access to exclusive opportunities that yield better returns for their money.

At BigFundr, your hard-earned money is in safe hands. We curate the best-in-class low-risk products that must pass our stringent, institutional-grade screening process so that your funds are safeguarded at any time.

Whether you are actively investing to diversify your portfolio, planning ahead to build your nest egg or just starting out, you can trust that our experienced team of experts is committed to securing higher returns for you, as well as ensuring that you always receive your payouts on time.

With the confidence that your money is working harder for you with BigFundr, you are free to create the big and small moments in your life that really matter.



Brand Values



We conduct our business with honesty and integrity because we understand that trust must be earned. We are genuine in our relationships with customers, partners and employees. We value authenticity and are confident of who we are and what we deliver.



We believe that everyone has the right to the best opportunities in growing their money, regardless of who they are. We conduct our business with a conscience, ensuring that the decisions we make level the playing field and support our customers to derive the fairest outcomes.



We fully appreciate the magnitude of our customers entrusting their hard-earned money to us and do not take their trust lightly.



We are open in the way we do business and conduct it, both externally and internally. We welcome questions and love to engage in open conversations. Understanding that our stakeholders need to know what they are buying into, we proactively provide information important to them through open communication channels.



Brand Tone of Voice

Simple

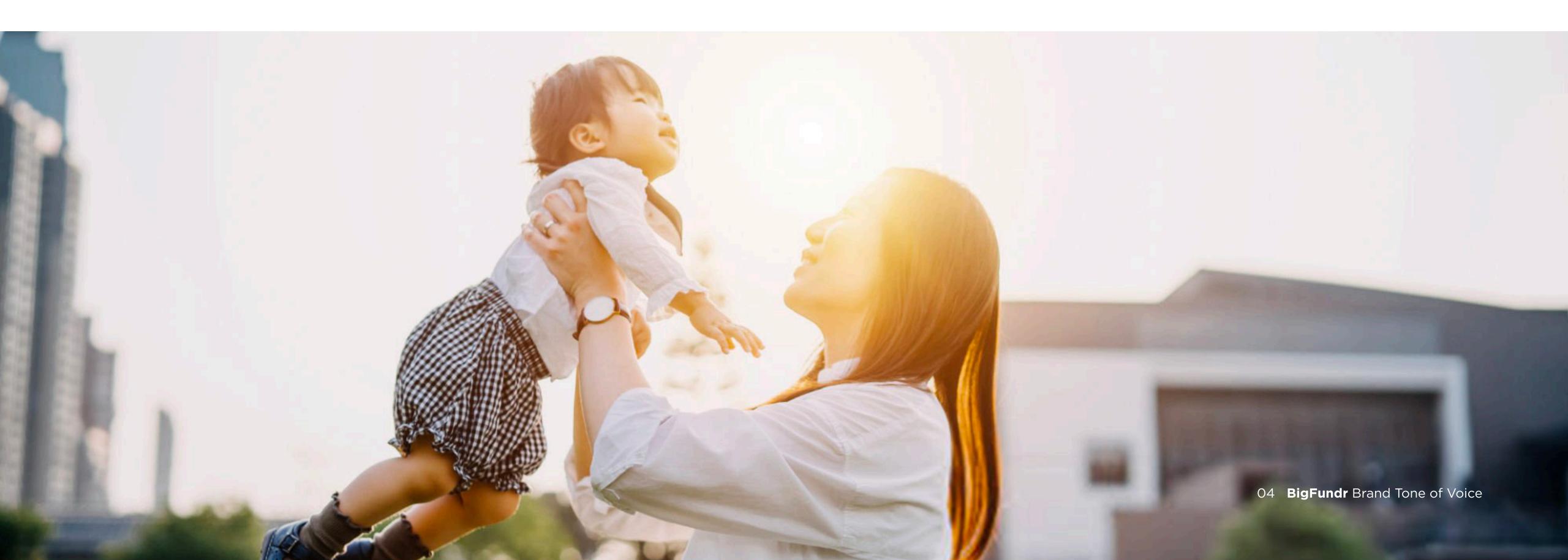
We speak plainly and clearly so that everyone can understand what we do, how we do it, and how they benefit.

Straightforward

We are direct and matter-of-fact. We do not sugarcoat our words nor do we hide behind our T&Cs.

Empathetic

We are personable and assuring.
We show customers that we are on their side.





Our Story

At BigFundr, your interest is at the heart of what we do. In 2022, we launched BigFundr with the goal of providing better opportunities to everyone who wants to grow their money.

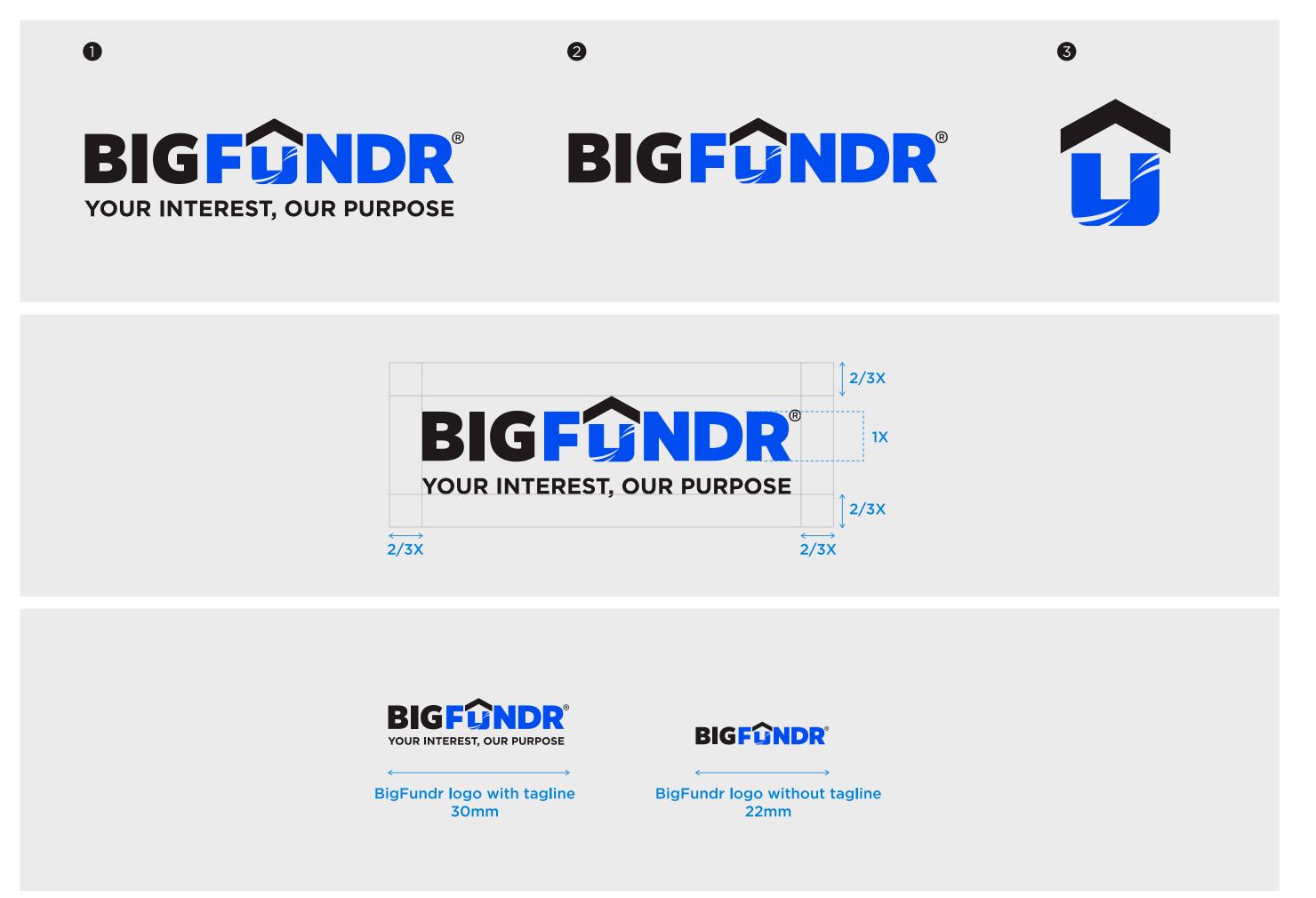
With decades of institutional experience in asset management, including assets in excess of US\$1 billion, tech know-how and deep understanding of our customers, we create products that guarantee your principal and interest, as well as offer steady, consistent and superior returns.

We do this by listening to what our customers want from investing: safer products, guaranteed returns, and better interest.

As we serve our customers, we also seek to ensure that our investments are tied to supporting communities — we're not looking to bolster big corporations, but to help build up smaller businesses and improve their quality of life.

Logo, clear space and minimum size

Our logos should only be reproduced from master artwork files and should not be redrawn, retyped or altered in any way.



Logos

- (1) Always use the **logo with tagline** whenever possible.
- (2) The **logo without tagline** may be used in cases where there are size or reproduction restrictions (e.g. embriodery on cap).
- (3) The **BigFundr symbol** is recommended to be used in circumstances where there are size restrictions and spaces where there's a heavy presence of the identity (e.g. Instagram profile photo).

Clear space

To ensure prominence and visibility of the BigFundr brand identity, the clear space area around the logo must be observed at all times. The clear space area is always a minimum of 2/3 height of the 'R' in the logo.

Minimum size

To ensure accurate reproduction, the minimum size of the BigFundr brand identity should be adhered at all times.

Colour

Our colours play an important role in establishing a consistent brand image. Use our primary colour, BigFundr Blue whenever possible. Our secondary colours can be used sparingly to accentuate our brand communications.

Primary Colour Secondary Colour Colour for Digital Colour for Digital Colour for Digital Colour for Digital RGB RGB RGB RGB R34 G27 B29 R233 G1310 B0 G74 B222 R224 G0 B52 HEX HEX HEX HEX #221B1D #E00034 #004ADE #E98300 **Colour for Print Colour for Print Colour for Print Colour for Print** PANTONE PANTONE PANTONE CMYK C70 M70 Y65 K75 185 C 2935C 144 C CMYK CMYK CMYK C100 M62 Y1 M92 Y76 M52 Y100 **Colour for Digital Colour for Digital** RGB RGB RO G174 B101 RO G117 B175 HEX HEX #00AE65 #0075B0 **Colour for Print Colour for Print**

PANTONE

3405 C

CMYK

C90 Y70

PANTONE

C100 M20 Y4 K18

307 C

CMYK

Colour for Digital

R240 G171 B0

Colour for Print

Colour for Digital

R143 G202 B231

Colour for Print

#FOABOO

PANTONE

M30 Y100

130 C

CMYK

RGB

HEX

#8FCAE7

PANTONE

2905 C

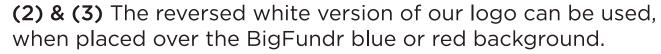
CMYK C44 M1

RGB

HEX

Using the colour palette

(1) Use our full colour logo against a light coloured background whenever possible.









(4) (5) (6) In cases where reproduction methods are limited (e.g. black and white printing) or producing for special events, the following version of logos against its recommended background may be used.

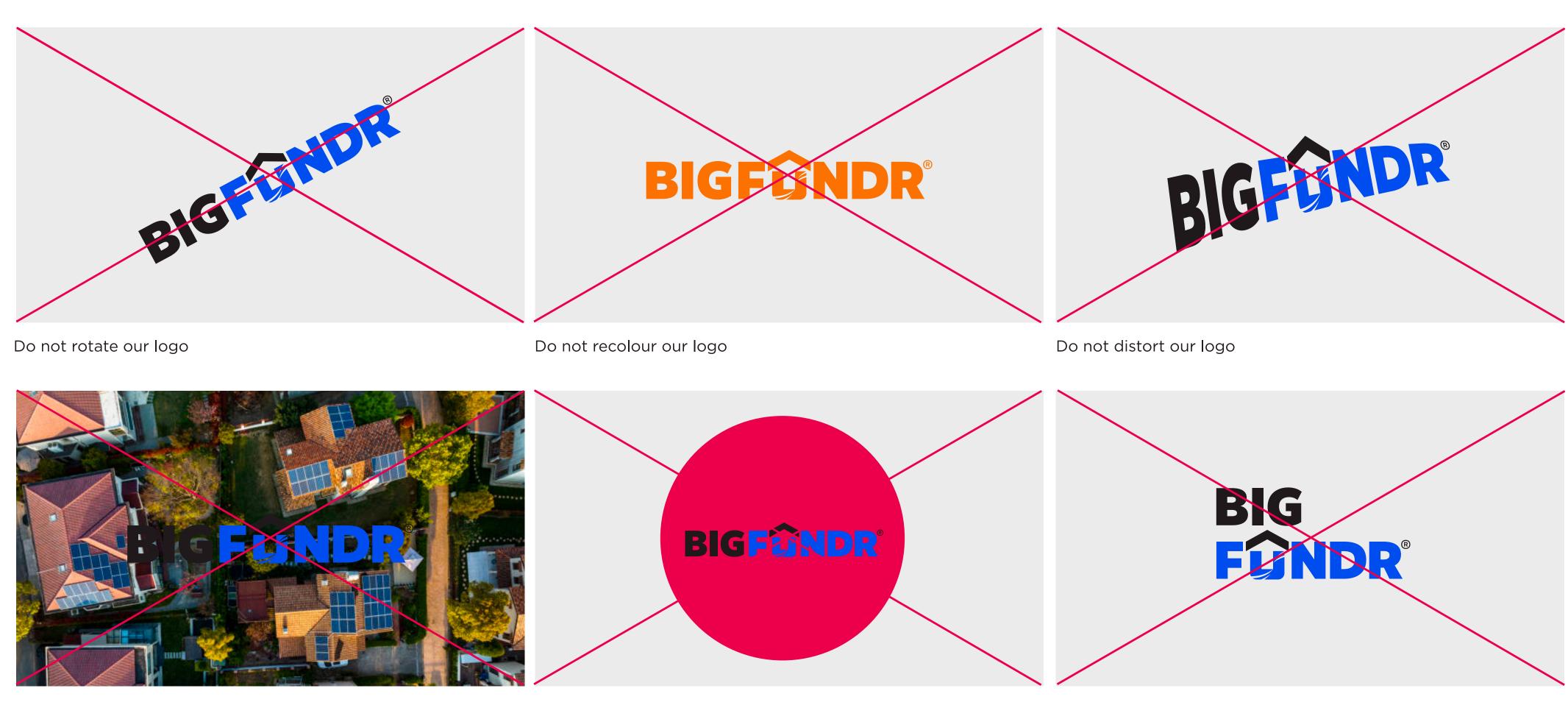






Incorrect usage of logo

The elements within the BigFundr logo should not be altered in any way. Our logo must not be redrawn or distorted. Always use master artwork for all versions of the logo. Below are some of the common 'Don'ts' to avoid.



Do not place our logo against a busy background

Do not place our logo in shapes as it will make it look like another logo

Do not modify our logo

Typography

A consistent typographic style will help build a stronger voice for the BigFundr brand. Our primary typeface, Gotham, is modern, professional, clean and legible. Its attributes complement the BigFundr image well and is easy to use. For instances where only system fonts may be used, Arial Bold and Arial Regular should be used.

Gotham Bold

Recommended for headlines

Gotham Medium

Recommended for headlines and subheadlines

Gotham Book

Recommended for body copy

Primary Typeface

Our primary typeface is Gotham. Different weightages of the font - Gotham Bold, Gotham Medium and Gotham Book, may be used for different purposes.

The Gotham typeface should be used in all contexts:

Collateral applications, signage and electronic media. The only exception are cases where system fonts need to be used.

Arial Bold

Recommended for headlines and subheadlines

Arial Regular Recommended for body copy

System Typeface

The system typeface, Arial Bold and Arial Regular should be used for all collaterals on the web (EDMs, web banners, powerpoint/keynote/etc).

Photography style

The photography style of BigFundr is authentic, inspiring, candid and approachable. The images should always tell a story or provide context for the message we want to drive across, while the talents featured should be a true representation of our target audience.

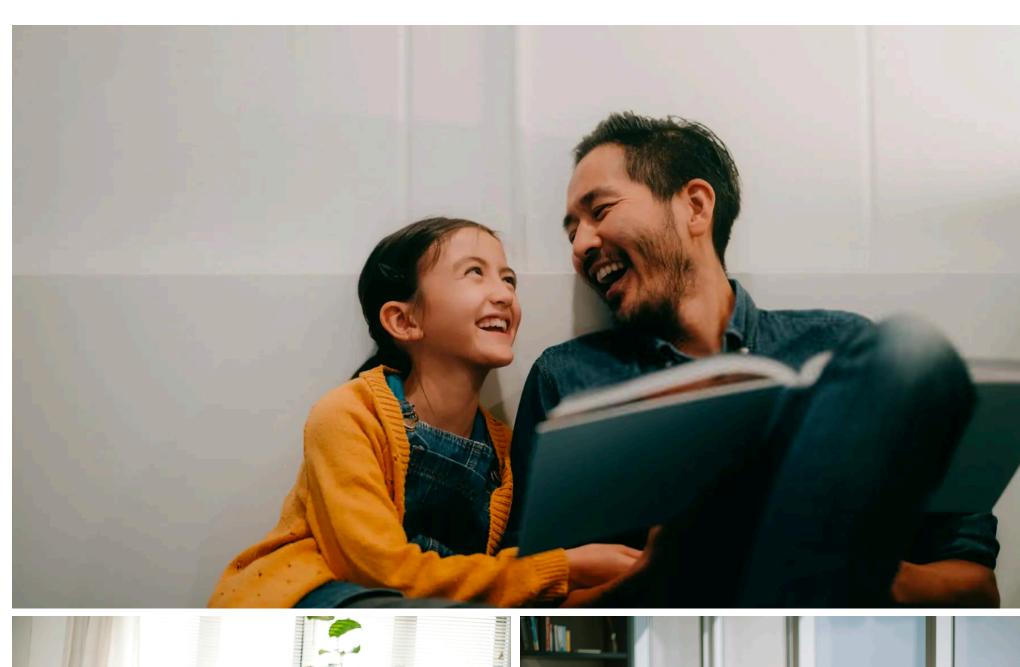












Illustration Style

Our illustration style is designed to make heavy, dry financial content friendlier and more digestible. They are professional looking, and can be used to reflect the age groups of our target audience. They can be used in infographics as well as key visuals to help drive our messages across. They should always have the BigFundr blue in them, to help our consumers recall our brand better.

