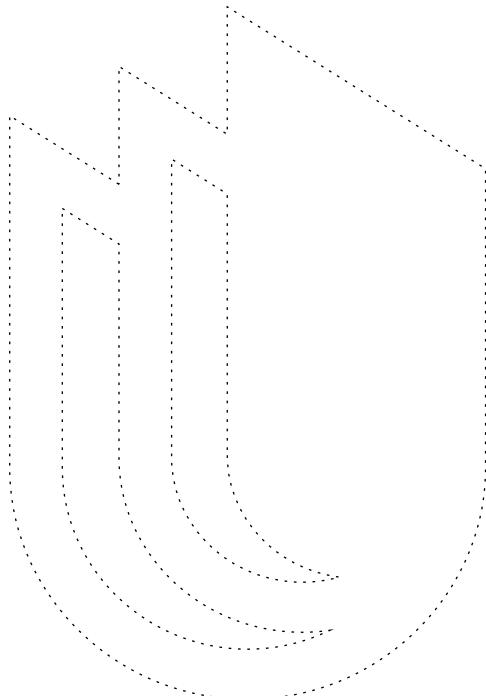


ubyflow

UBYFLOW
Brand Identity Design
©October 2025

LOGORATIONALE



The **Ubyflow** logo captures the brand's mission of simplifying cross-border B2B payments through a design that is both modern and meaningful. The visual identity combines clarity, confidence, and innovation—attributes that are essential for a fintech platform built on trust and seamless global transactions.

At the heart of the logo is a stylized shield that subtly integrates the letter “U”—a direct nod to the brand name while symbolizing security and reliability in every transaction. The layered, flowing curves within the shield suggest movement, continuity, and convergence, visually representing funds and data flowing effortlessly across borders. This reinforces the brand's promise of **smooth, secure, and connected payment experiences**.

The vibrant yellow brings warmth, optimism, and visibility to the design, standing out in a financial industry typically dominated by cooler hues. It conveys energy and progress, while the bold black typography complements it with a sense of strength and professionalism. The emphasis on the word “**flow**” within the logotype subtly reiterates the brand's focus on fluid, efficient processes.

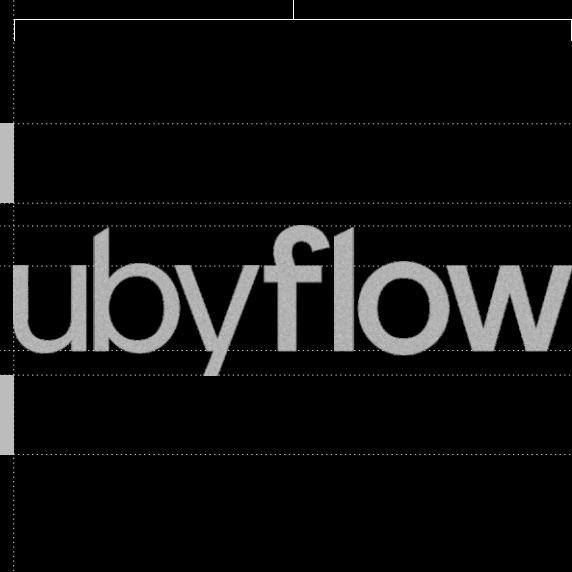
Overall, this logo is clean, scalable, and versatile, performing effectively across digital platforms and print applications. It embodies security, innovation, and simplicity, positioning ubyflow as a trustworthy and forward-thinking player in the cross-border fintech space.

LOGO LOCKUP

LOGOMARK

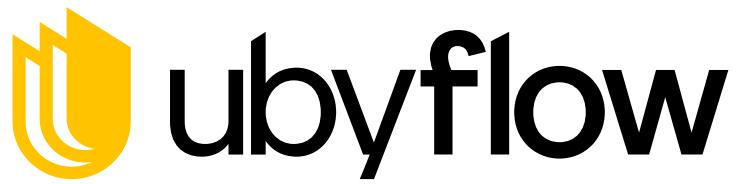


WORDMARK



FULL LOGO

Logotype



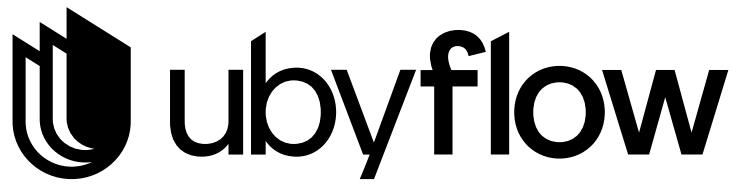


REVERSED



ONESOLIDCOLOR - YELLOW





MONO-BLACK



ubyflow

WORDMARK

ubyflow

ubyflow

ubyflow



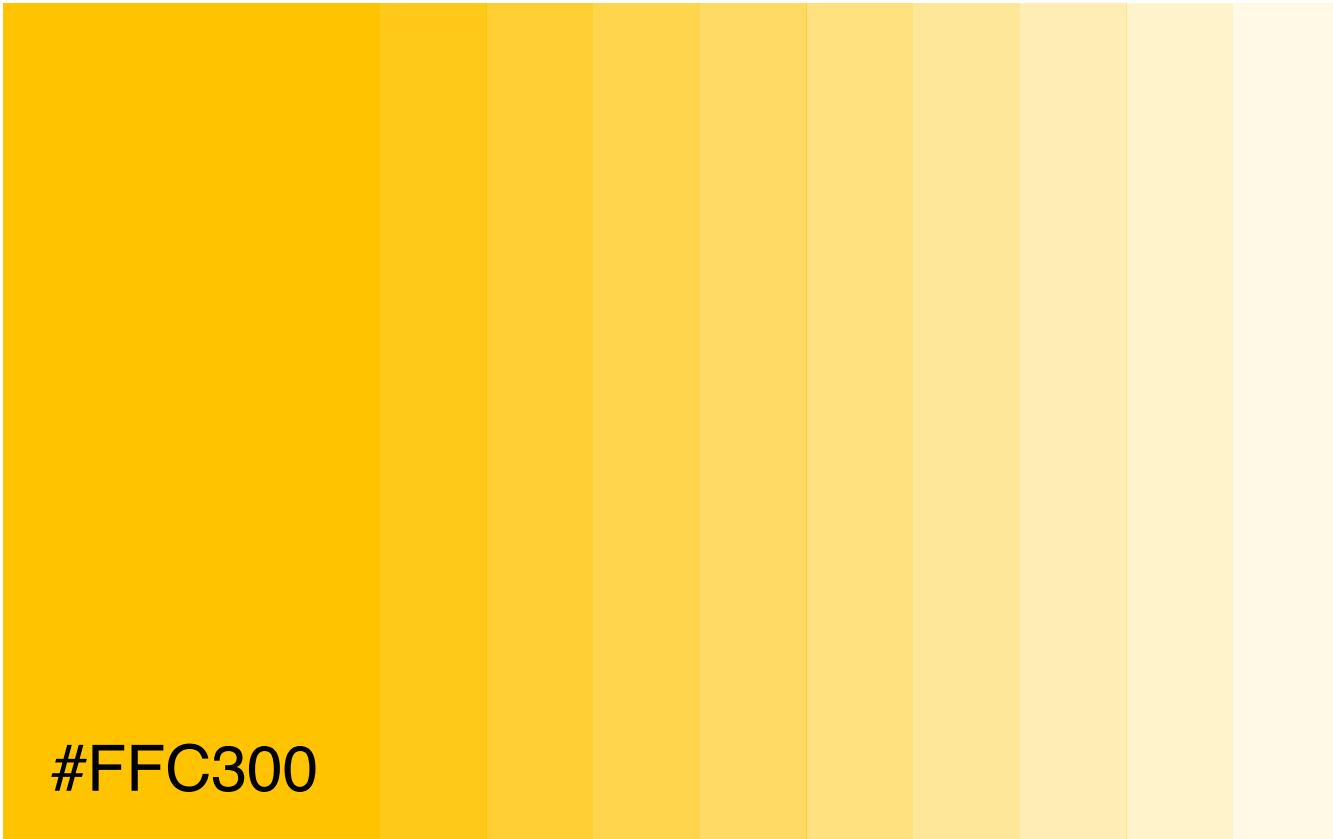
LOGOMARK





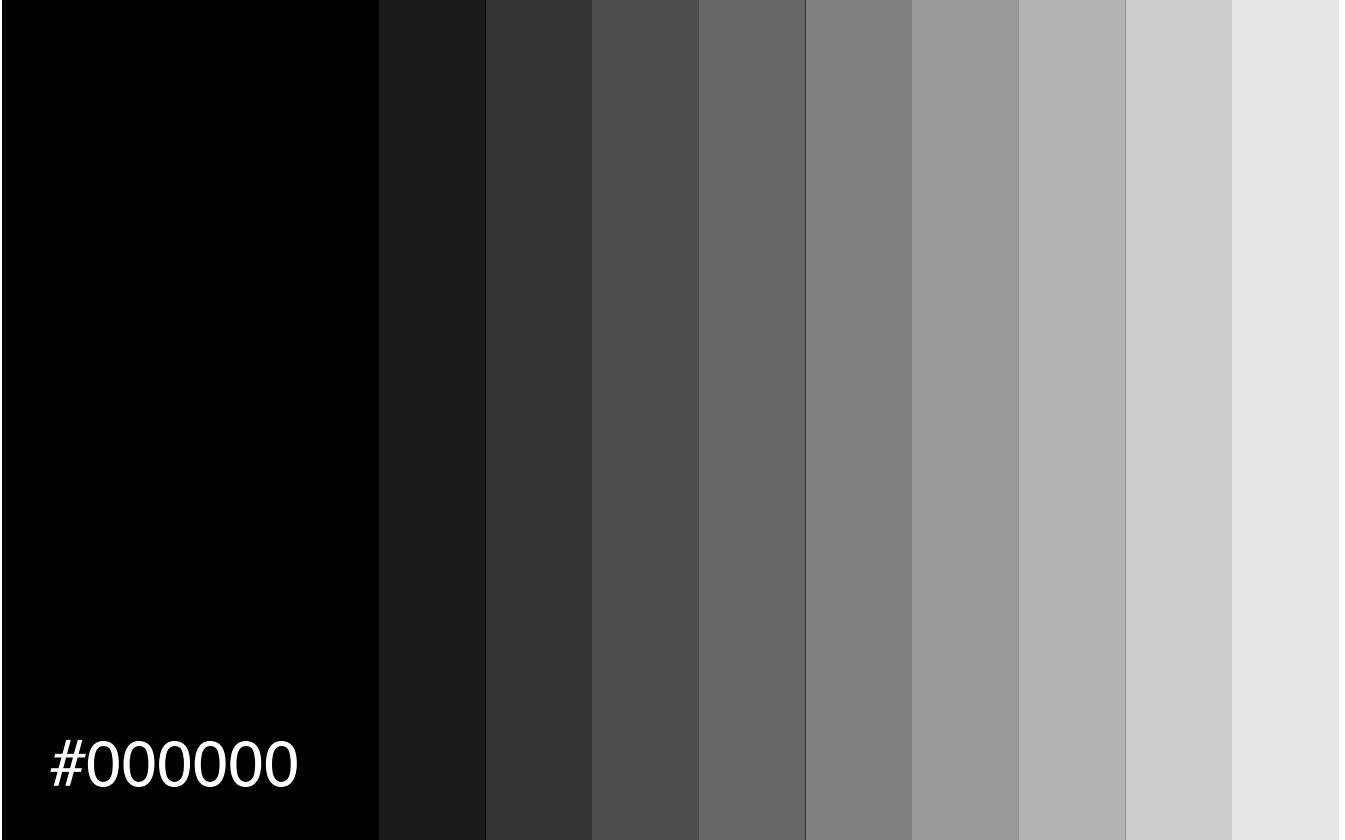
Color Palette

UBYYELLOW



#FFC300

UBYBLACK



#000000

Typeface

TYPEFACE

ubyflow

Under no circumstances, should this wordmark be created.

The typeface is simple, bold, clean, easy to read and reflective of the **Ubyflow** brand identity.

Always refer to yusuftunde112@gmail.com for the logo source file.

BODY TYPEFACE

INTER

Typography is a strong extension of the brand's personality and plays a major role in creating a consistent look for **Ubyflow** across all communications and promotional materials.

INTER has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

Note: The typeface is a integral part of the **Ubyflow** brand and it should be used thoughtfully and consistently. To ensure that the brand remains impactful and consistent.

AaBb123
aaaaaaaaaa

Thin
ExtraLight
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black

AaBb

123

**Smooth,
Secure, and
Connected
Payment
Experiences.**

Mockups



MOCKUP // HOODIE



MOCKUP // FACE CAP



MOCKUP // T-SHIRT



MOCKUP // WATERBOTTLE



ubyflow

MOCKUP // OUTDOORSIGNAGE



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