

Welcome to the uLink Brand Book

We're excited to welcome you to the heart of the **uLink brand**.

This brand book serves as your guide to who we are, what we stand for, and how we show up in the world — visually, verbally, and emotionally. Whether you're a team member, partner, designer, or content creator, this guide ensures that every message we share reflects the same clarity, consistency, and care that define uLink.

uLink is more than a money transfer service — it's a connection between loved ones, a bridge across borders, and a trusted partner in every financial journey. This identity is reflected in every color, word, and design choice we make.

We created this brand book to empower you with the tools and direction needed to represent uLink with pride and purpose. Let's work together to keep our brand strong, united, and unmistakably uLink.

Thank you for being part of our story.



Copy Points

General Use English

uLink offers 110,000 cash pickup locations worldwide and e-wallet or account credit options so you can choose what's convenient.

This is something worth sharing! uLink has no hidden fees and offers excellent customer service for your money transfers.

Promotional Copy English

This is an offer just for you! Get a \$10 Amazon.com* Gift Card after your 1st, 2nd, and 5th transfers.

*Terms and conditions apply.

Philippines

Send money with uLink to over 17,060 cash pickup locations in the Philippines — including Palawan Express Pera Padala — or directly to e-wallets like GCash, Maya, and bank accounts with BDO, BPI, Metrobank, and all major Philippine banks. Choose the payout option that's most convenient for your loved ones.

Our Logo

See following pages for brand colors.



Our LOGO

1. By default, the uLink logo should appear as full color.



2. When color restrictions occur due to light or dark backgrounds, use the reversed version for dark background.



3. Incorrect uses if uLink logo in materials.

- Use logo with rectangle.
- Use in one color or change colors.
- Place uLink icon in front of the word uLink.
- Create a 3D effect for logo.
- Blur logo.
- Tilt logo.
- Use a portion of the logo.
- Create a repeating pattern.
- Add additional elements or graphic.
- Do not spell uLink with a lowercase "l"



Our Brand Colors

RGB Colors/ CMYK Colors

Green

C 78 R 46
M 0 G 178
Y 100 B 75
K 0

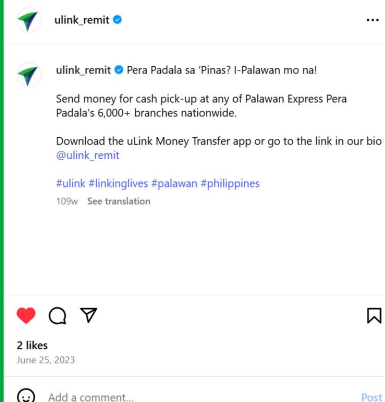
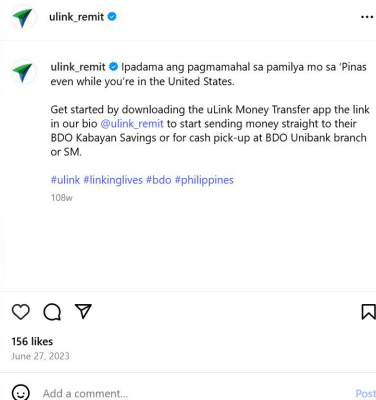
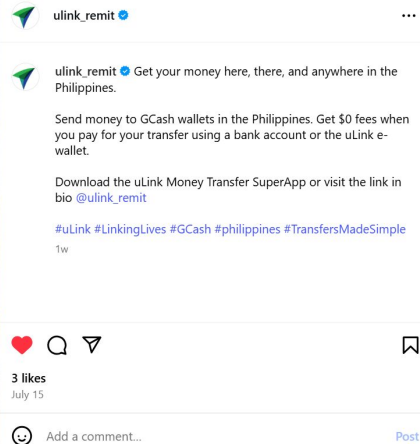
#22b14b

Blue

C 100 R 33
M 78 G 55
Y 25 B 109
K 10

#12497c

Here are a few sample uLink social media content for our Kababayans





Avoid Including the Following in Your Content

To keep uLink's brand respectful, inclusive, and community-focused, please ensure your content **does not include any of the following**:

Inappropriate or Sensitive Scenes

- Violence, injuries, or distressing visuals (e.g., people in pain or crisis)
- Crime-related imagery (e.g., chalk outlines, police scenes, dramatizations)
- Political or religious demonstrations or commentary
- Depictions of sadness or desperation, especially when related to money or family
- Nudity, suggestive poses, or excessive skin exposure

Restricted Substances or Actions

- Alcohol drinking (even casual)
- Cigarette or tobacco use (including vape)
- Any illegal activities or unsafe behavior

Misleading or Unsafe Depictions

- Flashing or holding large amounts of cash
- Fake payout confirmations or screens
- Overpromising promos or rewards not approved by uLink
- Unsafe money handling (e.g., counting bills in public or handing over cash carelessly)

Cultural Sensitivity & Respect

- Stereotypes or mocking portrayals of people, especially OFWs or recipients
- Disrespectful humor, foul language, or offensive gestures

Keep It uLink-Approved!

Instead, aim for content that feels:

- **Genuine** – Showcase real-life stories and moments
- **Respectful** – Represent families, senders, and recipients with dignity
- **Positive** – Focus on connection, empowerment, and the convenience of uLink
- **Culturally aware** – Celebrate Filipino values without clichés

If you're unsure about anything, please feel free to check with the uLink team before posting. We're here to support your creativity — while keeping our shared message safe and strong.

Thank you – mktg@ulink.com