



Welcome to the uLink Brand Book

We're excited to welcome you onboard as a uLink content creator.

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.

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.

Thank you for being part of our story.



Key Messages

- uLink Money Transfer SuperApp is essentially a **money transfer service** that lets Filipinos in the US send remittances quickly, securely, and affordably to loved ones in the Philippines.
- **Multiple payout options** - receivers can get money through Philippine mobile wallets, banks, cash pickup partners like BDO, BPI, Palawan Express Pera Padala branches, or even direct to mobile wallets like GCash.
- Send money to more than **17,060 locations** in the Philippines.

Send money to wallets in the Philippines



Send money to bank accounts in the Philippines



Send money for cash pickup to the Philippines



- **Get \$10 on your 1st transfer of \$100 or more.**
**Terms and conditions apply.*
- **Get preferred exchange rates** when you pay for your transfer using the uLink e-wallet.
- **Enjoy \$0 fees** for money transfers to the Philippines when you pay for your transfer using a bank account or the uLink e-wallet.
- With the uLink Loyalty Rewards Program, you can **earn stars with every transfer and redeem for cashback** in your uLink e-wallet.
**Terms and conditions apply.*
- **Get preferred exchange rates and lower fees** when you use your uLink e-wallet.
- **Enjoy \$0 fees** for money transfers to the Philippines when using a bank account or the uLink e-wallet for payment.
- With the uLink Loyalty Rewards

Program, you can **earn stars with every transfer and redeem for cashback** in your uLink e-wallet.

**Terms and conditions apply.*

✓ **Let's keep all contents uLink-Approved!**

Just send it over to contactus@ulink.com for review and thumbs-up before posting.

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



ulink_remit

ulink_remit Get your money here, there, and anywhere in the Philippines.

Send money to GCash wallets in the Philippines. Get \$0 fees when you pay for your transfer using a bank account or the uLink e-wallet.

Download the uLink Money Transfer SuperApp or visit the link in bio @ulink_remit

#uLink #LinkingLives #GCash #philippines #TransfersMadeSimple

1w

3 likes
July 15

Add a comment...

Post



ulink_remit

ulink_remit Maging blessing sa kanila ngayong Pasko!

Get started by downloading the uLink Money Transfer app to start sending money straight to their BPI accounts or for cash pickup to any BPI branch.

#ulink #linkinglives #moneytransfer #bpi #philippines

83w

2 likes
December 22, 2023

Add a comment...

Post



ulink_remit

ulink_remit Ipadama ang pagmamahal sa pamilya mo sa 'Pinas even while you're in the United States.

Get started by downloading the uLink Money Transfer app the link in our bio @ulink_remit to start sending money straight to their BDO Kabayan Savings or for cash pick-up at BDO Unibank branch or SM.

#ulink #linkinglives #bdo #philippines

108w

156 likes
June 27, 2023

Add a comment...

Post



ulink_remit

ulink_remit Pera Padala sa 'Pinas? I-Palawan mo na!

Send money for cash pick-up at any of Palawan Express Pera Padala's 6,000+ branches nationwide.

Download the uLink Money Transfer app or go to the link in our bio @ulink_remit

#ulink #linkinglives #palawan #philippines

109w See translation

2 likes
June 25, 2023

Add a comment...

Post

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

Please ensure that all content is cleared with the uLink team prior to posting. We're here to support your creativity — while keeping our shared message safe and strong.

Thank you – contactus@ulink.com