

# Brand Book

Official identity guidelines  
for internal teams, agencies and suppliers

*Powering the flow of global financial services.*

**ATTRUS**

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CHAPTER 01

# The Brand

Who ATTRUS is, how we got here, and what underpins our market authority.

POSITIONING

# Who is ATTRUS

ATTRUS is the **financial infrastructure** that unifies the flow of international transactions between businesses.

We are not a consumer fintech. We are not a bank. We are the layer that connects markets, currencies and local *rails* — with the security of a regulated institution and the speed of a modern platform.

ANCHOR DATA

**+35**

countries connected via local rails

**2023**

first regulated Payment Institution for FX in Brazil

**Brazil • Mexico • Colombia • Chile • USA**

operational presence • Argentina coming soon

Powering the flow of global financial services.

# Our story began in 2017

Founded by three partners with a clear goal: to close the innovation gap in payments between developed countries and emerging economies.



# Manifesto

The economy is global, but the path of money is still **fragmented**. Each country, currency and regulation creates a different way of doing the same thing: paying and receiving.

We exist to **simplify financial operations between countries**, reducing the complexity that makes it hard for businesses to operate beyond their borders — offering clarity, structure and consistent support.

**Where the world sees borders, we draw routes.**

We face every challenge as a natural part of the evolution of our business and our clients. We believe proximity is a genuine differentiator and we uphold transparency as a principle. Our focus goes beyond technology: we work to **remove barriers, expand borders and enable opportunities** — so businesses can operate with safety, predictability and efficiency.

Somos a ATTRUS, a infraestrutura financeira que unifica o fluxo de transações internacionais entre empresas. We deliver simplified transactions, controlled risk and structured international operations to sustain **consistent growth**.

CHAPTER 02

# Essence

What drives us, how we behave, and the territories we choose to speak about.

# Our essence, our strength

01

## Mission

To revolutionize the way businesses handle the global payments market.

02

## Vision

Our unwavering focus on client satisfaction and success drives us to deliver innovative and technological payment solutions.

03

## Goal

Sustainable Growth: Growing is essential, but growing sustainably is what defines us.

04

## Philosophy

Global Perspective, Local Action: Being global is not just a goal, it is our way of operating. With a global vision, we adapt our strategies to meet the local needs of each market.

# Our values

## 01 Commitment to Results

- Emphasizes personal and team responsibility and effort to deliver.
- Reinforces each person's commitment to the company and its results.

## 02 Collaboration

- Complementarity: each person has a unique and complementary role.
- Everyone is needed to complete the company.
- Alignment and integration of talents.

## 03 Continuous Development

- Constant learning and improvement.
- Growth and development.

## 04 Excellence

- High performance.
- Quality.

WHAT WE DELIVER

# Our promise

More than moving money, ATTRUS delivers **structure**. Predictable operations. Guaranteed compliance. Frictionless scale.



## Operational predictability

Stable rails. API integration. Consistent response time.



## Regulatory compliance

Regulated payment institution, auditable processes, native control.



## Scalable by design

Infrastructure built to grow alongside the client, without rework.

# Our personality

Four attributes that organize how ATTRUS thinks, speaks and presents itself at every touchpoint.

01

## Approachable

To always be within reach and genuinely connected. The brand speaks in a human, direct and accessible way. Avoids jargon and pomposity. It stands beside the client, not above them.

02

## Reliable

We deliver what we promise, we are solid and convey security. Projects firmness without sounding heavy or bureaucratic. Uses terms that show solidity, with a touch of lightness.

03

## Adaptable

As a team, we adjust solutions to the reality of each operation, meeting the specific needs of each client in an environment of continuous transformation.

04

## Simplifying

We translate complexity into clarity, simplifying our clients' journey and delivering structured solutions.

# Archetype: the Sage + the Creator

Every strong brand anchors itself in an archetype — a symbolic model that organizes how it thinks, speaks and acts. ATTRUS combines two classic archetypes.



ARCHETYPE I

## The Sage

Seeks truth, values technical knowledge, communicates with precision. This is the stance that underpins our market authority: we don't speak about what we don't know, and when we do speak, it is with substance.

CONNECTS TO **Reliable**



ARCHETYPE II

## The Creator

Builds what doesn't yet exist, values structure and functionality, transforms vision into reality. This is the stance that underpins our delivery: rails, platform, infrastructure — concrete things, built to last.

CONNECTS TO **Simplifying • Adaptable**

SYNTHESIS We deeply **understand the problem** and **build the solution** — with proximity and clarity.

# What we talk about

All ATTRUS communication — website, social, sales, events, content — anchors to four thematic territories. They guide what is worth saying.

0 1

## Infrastructure

How we build, why it matters, what differentiates *rails* from gateways.

0 2

## Markets

Latin America, local particularities, *cross-border* opportunities.

0 3

## Results

Numbers, cases, evidence. We grow because we solve.

0 4

## Team & culture

Who builds, how we think, what drives us.

CHAPTER 03

# Verbal Identity

The name, taglines, tone of voice and vocabulary that make ATTRUS recognizable across every channel.

## NAMING

# ATTRUS

ALWAYS IN UPPERCASE

NEVER ABBREVIATE

NEVER TRANSLATE

## INTERNAL MEANING

A unified ecosystem of financial services. ATTRUS represents the unique structure that connects markets, currencies and operations in a single platform.

## EXTERNAL MEANING

Externally, the name gains meaning when accompanied by clarity. That is why we use descriptive taglines to contextualize who we are and what we deliver.

## WRITING RULES

<b>ATTRUS</b>	correct form — in any context
<i>Attrus</i>	never in sentence-case
<i>attrus</i>	never in lowercase
<del>ATT-ATTR</del>	never abbreviated

INSTITUTIONAL ENDORSEMENT

# Our tagline

ATTRUS

Powering the flow of **global financial services**.

## WHEN TO USE

- Always accompanying the logo on institutional pieces (covers, email signature, OOH).
- Always in English – there is no official Portuguese version.
- Can appear separated from the logo by a vertical rule.

## WHEN NOT TO USE

- On very small pieces where legibility would compromise hierarchy.
- On low-contrast backgrounds or complex images.

# Hero lines

Beyond the main tagline, the brand uses hero lines in campaign pieces and institutional materials. These are short, rhythmic phrases that translate the essence of ATTRUS into ready-to-use formats.

- 01 One system. Built for your flow. Ready for every market.

---

- 02 Unified structure. Local precision. Global confidence.

---

- 03 Everything connected. Everything aligned. Everything simplified.

---

- 04 Unified. Reliable. Adaptive.

---

- 05 We structure the complexity. You focus on what moves your business.

---

## PRINCIPLES FOR CREATING NEW ONES

↘ Always in English.

↘ Short — up to 8 words per sentence.

↘ Reading rhythm.

Short sentences, with pauses marked by periods.

↘ Action or state verbs.

operate · power · connect · structure · scale · route

↘ Avoid empty adjectives.

incredible · revolutionary · unique

# Tone of voice

Our tone of voice is close, institutional, technical, confident, consistent and direct. Each trait of the brand personality is translated into a concrete language guideline.

01

## Approachable

### HOW IT BECOMES LANGUAGE

- Proximity pronouns (we, you, your company, your business).
- Phrases with a natural rhythm, as if in conversation.
- Avoid robotic or generic tone.

#### LÉXICO

side by side • next to • alongside • as one •  
on the same page • in sync • feel free to •  
join us

02

## Reliable

### COMO VIRA LINGUAGEM

- Structural metaphors (bridge, foundation, direction).
- Avoid exaggerations.
- Convey a sense of direction.

#### LÉXICO

pillar • backbone • pathway • track •  
foundation • keystone • bridge • compass

03

## Adaptable

### COMO VIRA LINGUAGEM

- Show understanding of different contexts.
- Use analogies.
- Allow room for format variation.

04

## Simplifying

### COMO VIRA LINGUAGEM

- Objective sentences, one main idea per sentence.
- Structures that guide reading and decision.
- Eliminate redundancy and excess words.
- Firm cadence, without excess connectives.

#### LÉXICO

structure • route • flow • engine • control •  
orchestrate

# How we speak • How we don't

✓ WE SAY	✗ WE DON'T SAY
"We're here to make your global payments simple. That's it."	<del>"We provide cutting-edge solutions for your payment needs."</del>
"Your business goal is our goal."	<del>"We are committed to exceeding your expectations."</del>
"Trust isn't a feature. It's our backbone."	<del>"We are the most reliable platform in the market."</del>
"One solution. Every destination."	<del>"The ultimate end-to-end global solution."</del>
"We structure your global payments into one clear flow. No friction. Full control."	<del>"We revolutionize how the world pays."</del>
"Multiple markets. One operation."	<del>"A best-in-class, world-class payment ecosystem."</del>
"Less fragmentation. More control."	<del>"Innovative, disruptive, transformative."</del>
"Built to route. Designed to scale."	<del>"Join our journey of transformation."</del>

## WORDS WE USE

# Our vocabulary

## ✓ WORDS WE ADOPT

### STRUCTURE

**pillar backbone foundation bridge compass pathway keystone**

---

### FLOW & OPERATIONS

**flow route structure engine** orchestrate control settlement FX escala  
infraestrutura plataforma transações conformidade previsível auditável

---

### CLOSENESS

**side by side alongside in sync** on the same page as one next to

## ✗ WORDS WE AVOID

~~Revolucionário world-class best-in-class cutting-edge game-changer  
next-gen jornada família sonho transformar o mundo líder absoluto  
solução completa~~

**WHY** Our audience is technical and institutional. Inflated words undermine credibility. We prefer a concrete verb over an empty adjective, and a structural metaphor over a superlative.

# Our tone in practice

LINKEDIN · INSTITUTIONAL

"Good results are always rewarding, but more than that, they are a sign that we are on the right track. Every metric we share today is a direct consequence of a conviction we have held since day one: global financial infrastructure should work for any company, regardless of where it operates or where its clients are."

LINKEDIN · RECRUTAMENTO – CLOSE TONE

"ATTRUS is growing fast, and to keep pace we're opening new positions on the commercial team. If you thrive in a hands-on environment, a close-knit team and real room to build, this might be the right place."

WEBSITE · HERO – SIMPLIFIER TONE

"We structure your global payments into one clear flow. **No friction. Full control.**"

OOH – RELIABLE + SIMPLIFIER TONE

"Everything connected. Everything aligned. **Everything simplified.**"

CHAPTER 04

# Visual Identity

Logo, symbol, color palette, typography and graphic elements that give language to the system.

ASSINATURA

# Our logo

The *wide* typographic construction, with geometric proportions and the triangular "A", visually conveys the concept of infrastructure — something that sustains, connects and gives direction.



ATTRUS

MAIN VERSION · COMPLETE LOGOTYPE, SINGLE WEIGHT.

APPLICATIONS

# Logo variations

Two official versions — one for light backgrounds, one for dark — ensure legibility and contrast in any context.

The dark version of the ATTRUS logo is displayed in a dark blue color against a white background. The word "ATTRUS" is rendered in a bold, sans-serif font with a distinctive slanted top on the letter 'A'.

ATTRUS

**Dark version**

Use on light backgrounds.

#002142 · #0F0F1A

The light version of the ATTRUS logo is displayed in white against a dark navy blue background. The word "ATTRUS" is rendered in a bold, sans-serif font with a distinctive slanted top on the letter 'A'.

ATTRUS

**Light version**

Use on dark backgrounds.

#FFFFFF

# Construction and clear space

The height of the logo's "A" serves as the base unit. The minimum clear space around the logo equals this height applied to the top, bottom, left and right.



## MINIMUM SIZE

DIGITAL

**80**<sub>px</sub>

PRINT

**20**<sub>mm</sub>

## CLEAR SPACE RULE

The area must be free of any other graphic element, text or image. This ensures the correct presence and legibility of the brand.

# What not to do

X NEVER




Do not distort.




Do not change the color.



Do not use outline.



Do not apply in low resolution.



Do not use opacity.




Do not use filters or shadows.



Do not rotate.




Do not customize.



Do not alter the composition.



Do not separate elements.



Do not use as bullet.



Do not apply on low contrast.

# The symbol

Extraído do logotipo, o "A" estilizado funciona como assinatura sintética da marca. Usado quando há limitação de espaço ou se busca uma presença mais compacta.



SYMBOL · ISOLATED "A"

LETTER\_A.SVG

## WHEN TO USE

- Favicon and app icon.
- Repeated patterns and decorative elements.
- Small merchandise (pens, USB drives).
- Back of business card.
- Physical space signage.



FAVICON



APP ICON



PATTERN



CARD BACK

## WHEN NOT TO USE

- In first institutional appearance (cover, hero, new OOH).
- In pieces where the audience may not know the brand.

## COLORS

# Our palette

Four tones ranging from near-black to vibrant blue. Together they express institutional authority, technical depth and digital energy.



## ATTRUS Black

Institutional dark background color, maximum depth.

---

HEX #0F0F1A  
RGB 15 · 15 · 26  
CMYK 85 · 85 · 60 · 80



## ATTRUS Navy

Primary brand color. Logo, institutional headings, solid backgrounds.

---

HEX #002142  
RGB 0 · 33 · 66  
CMYK 100 · 80 · 0 · 60



## ATTRUS Royal

Support color. Highlight blocks, illustrations, secondary backgrounds.

---

HEX #003399  
RGB 0 · 51 · 153  
CMYK 100 · 85 · 0 · 25



## ATTRUS Sky

Action and energy color. Buttons, links, graphics, highlights.

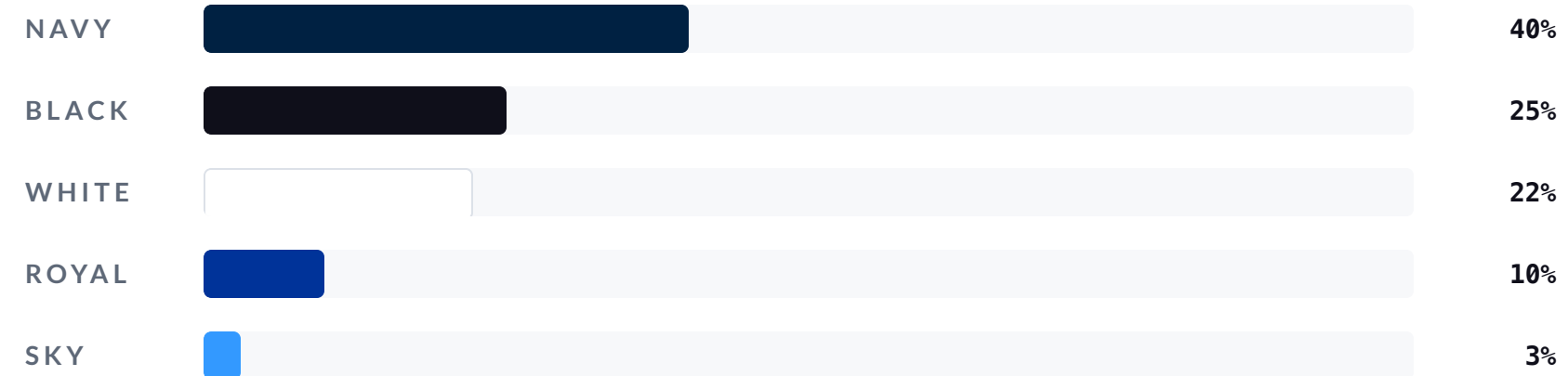
---





HEX #3399FF  
RGB 51 · 153 · 255  
CMYK 75 · 35 · 0 · 0

# How to combine colors

ATTRUS favors dark backgrounds as a visual signature, alternating with white pieces to create breathing room and reading rhythm.

## USAGE PROPORTION



-  **Navy & Black** dominate high-impact pieces: covers, OOH, closings, institutional social.
-  **Branco** creates pause, extended reading and clarity. Ideal for documents, dense slides, platform.
-  **Royal** appears in pieces with more energy than Navy, but still institutional.
-  **Sky** always as highlight or action. Never as the dominant background.

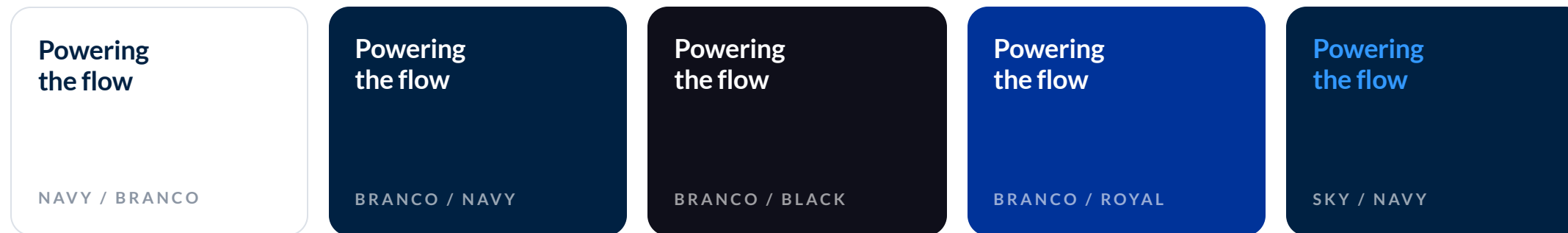
## RHYTHM BETWEEN PIECES



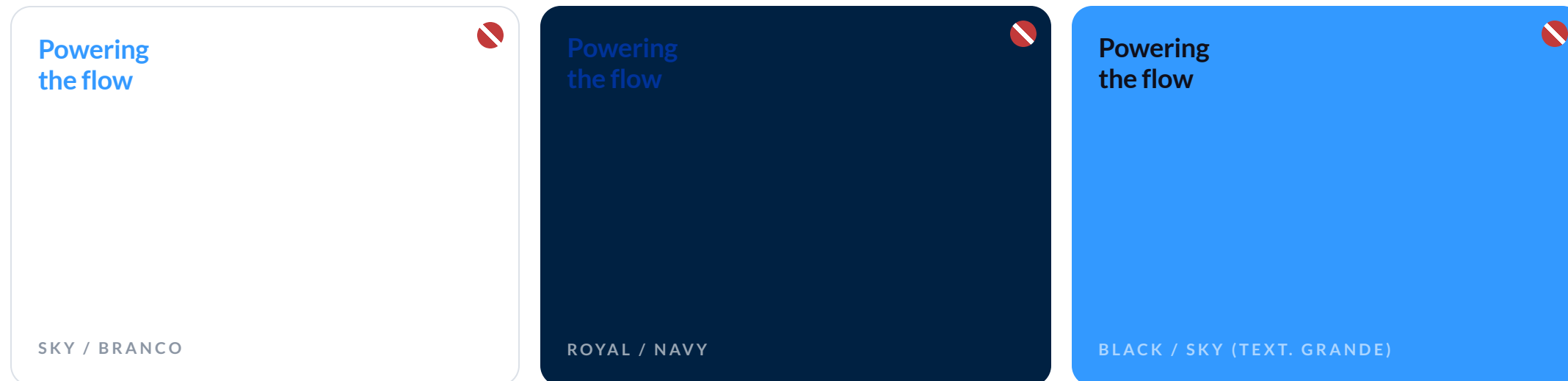
A cada 2-3 peças *dark*, intercalar uma peça *branca*. O escuro carrega o tom; o branco oxigena.

# Approved combinations

## APPROVED



## PROHIBITED



## REGRA

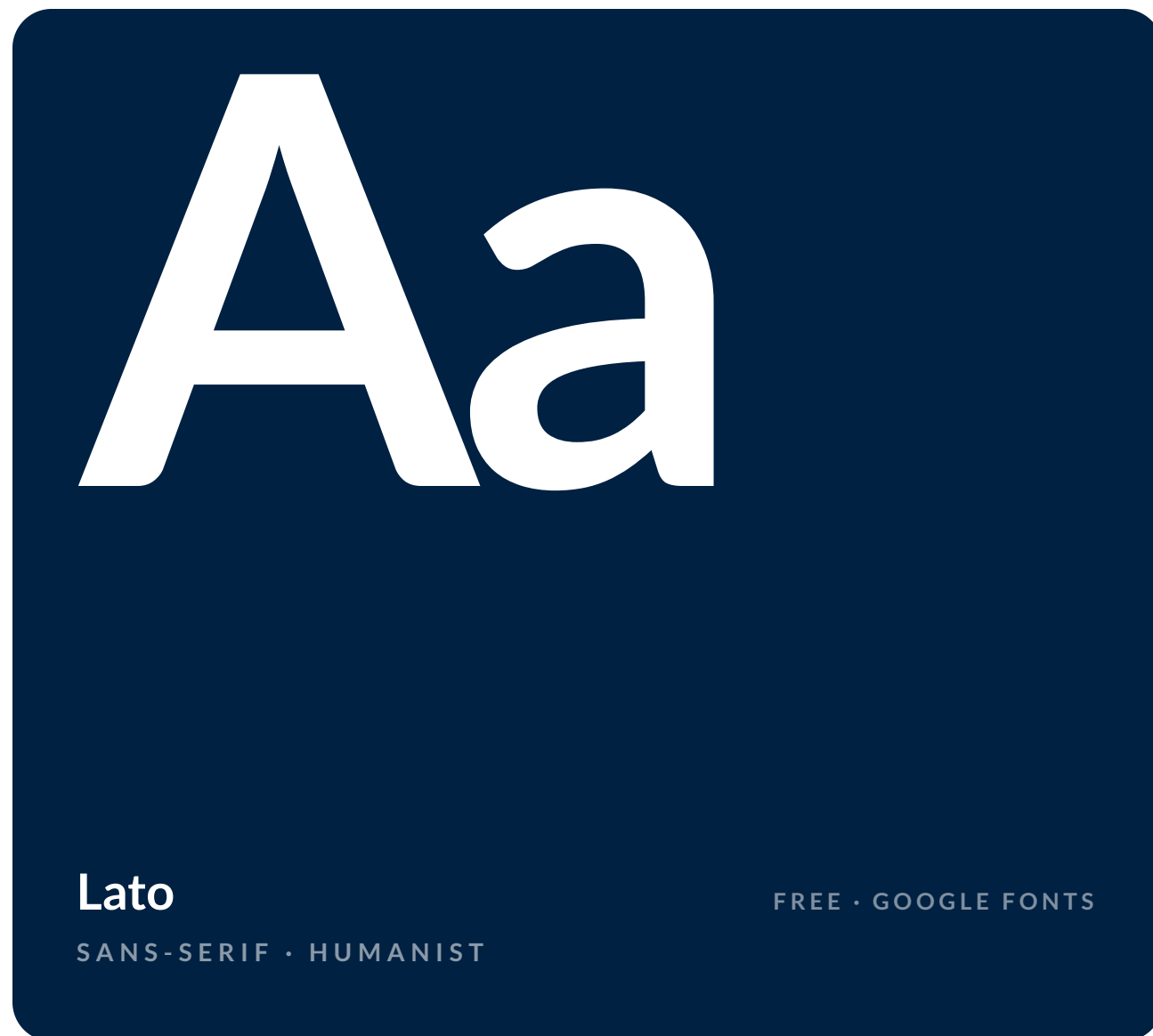
Every combination must ensure minimum contrast for legibility. Combinations outside this list require brand team approval.

- ✓ Navy text on white – maximum institutional legibility.
- ✓ Sky on Navy or Black – CTAs on dark.
- ✗ Sky on white for body text.
- ✗ Royal on Navy – color vibration.

TYPEFACE

# Typography: Lato

Tipografia oficial em todas as aplicações. Estrutura humanista combinada à clareza geométrica equilibra autoridade institucional e modernidade técnica.



300	Light	ATTRUS	Extended body copy, quotes, captions.
400	Regular	ATTRUS	Standard body text.
500	Medium	ATTRUS	Inline highlights, links.
600	SemiBold	ATTRUS	Subheadings.
700	Bold	ATTRUS	Titles.
800	ExtraBold	ATTRUS	Institutional headlines, hero.
900	Black	ATTRUS	Restricted use, high impact.

# Text hierarchy

TAG · MEDIUM 16PX

# Display

## H1 – Title

### H2 – Subtitle

#### H3 – Section

Body – body copy. Lato Regular works well in long reads, maintaining legibility on screens and in print. Generous spacing is part of the identity.

Caption – supporting caption or image credit.

Display	ExtraBold 800	120 px
H1	Bold 700	72–80 px
H2	SemiBold 600	44–48 px
H3	SemiBold 600	28–32 px
Body	Regular 400	22–24 px
Caption	Regular 400	18 px
Tag / Label	Medium 500 · caps	14–16 px

# Graphic elements

Beyond the logo and symbol, the brand has two elements that give language to the visual system.

## 01 Rounded triangle

Form derived from the logo's "A". Applied to covers, dividers, backgrounds and patterns. Can appear in any palette color and at different opacities to create depth.



VARIATIONS BY COLOR AND OPACITY



### REGRAS DE USO

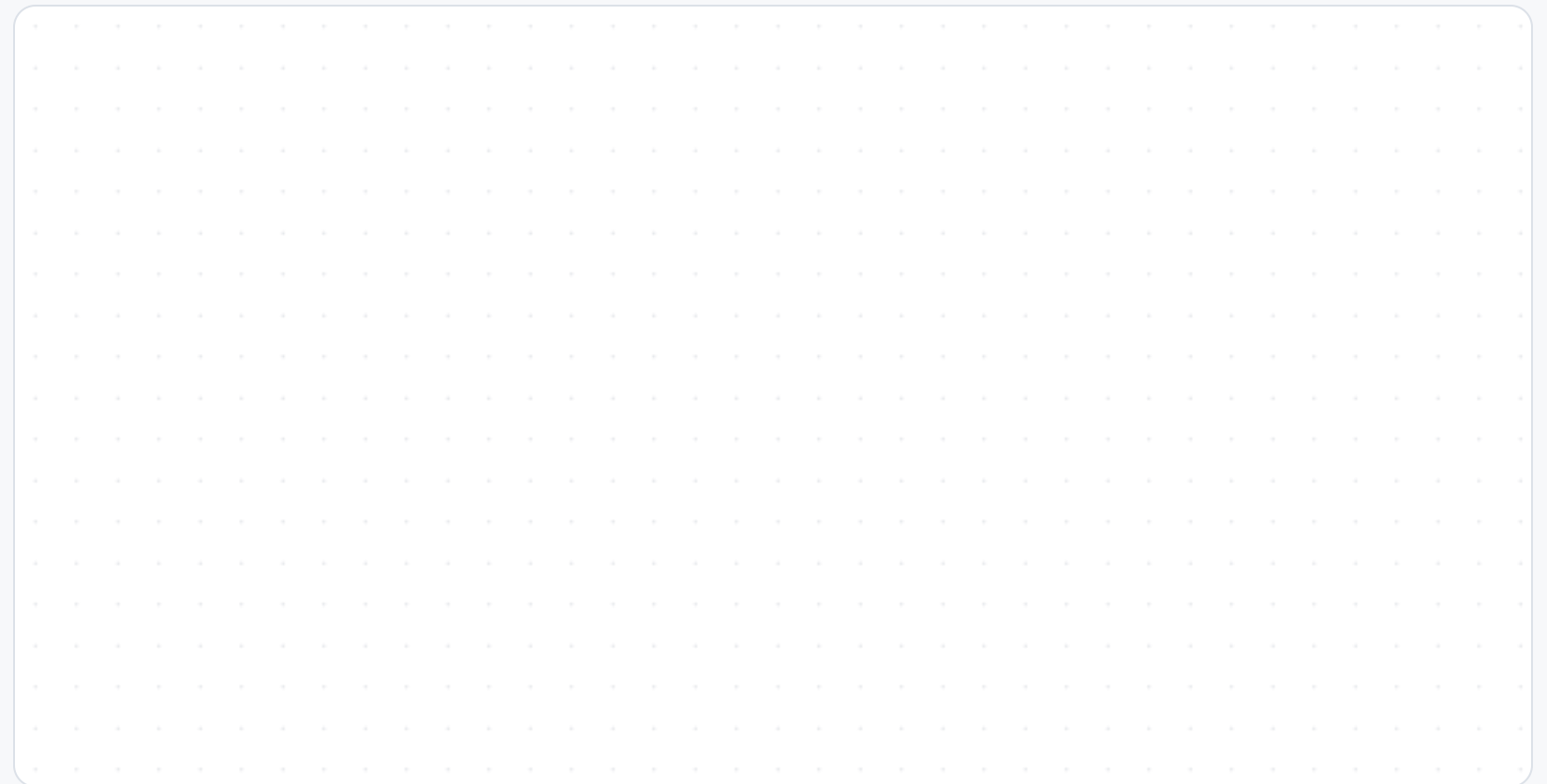
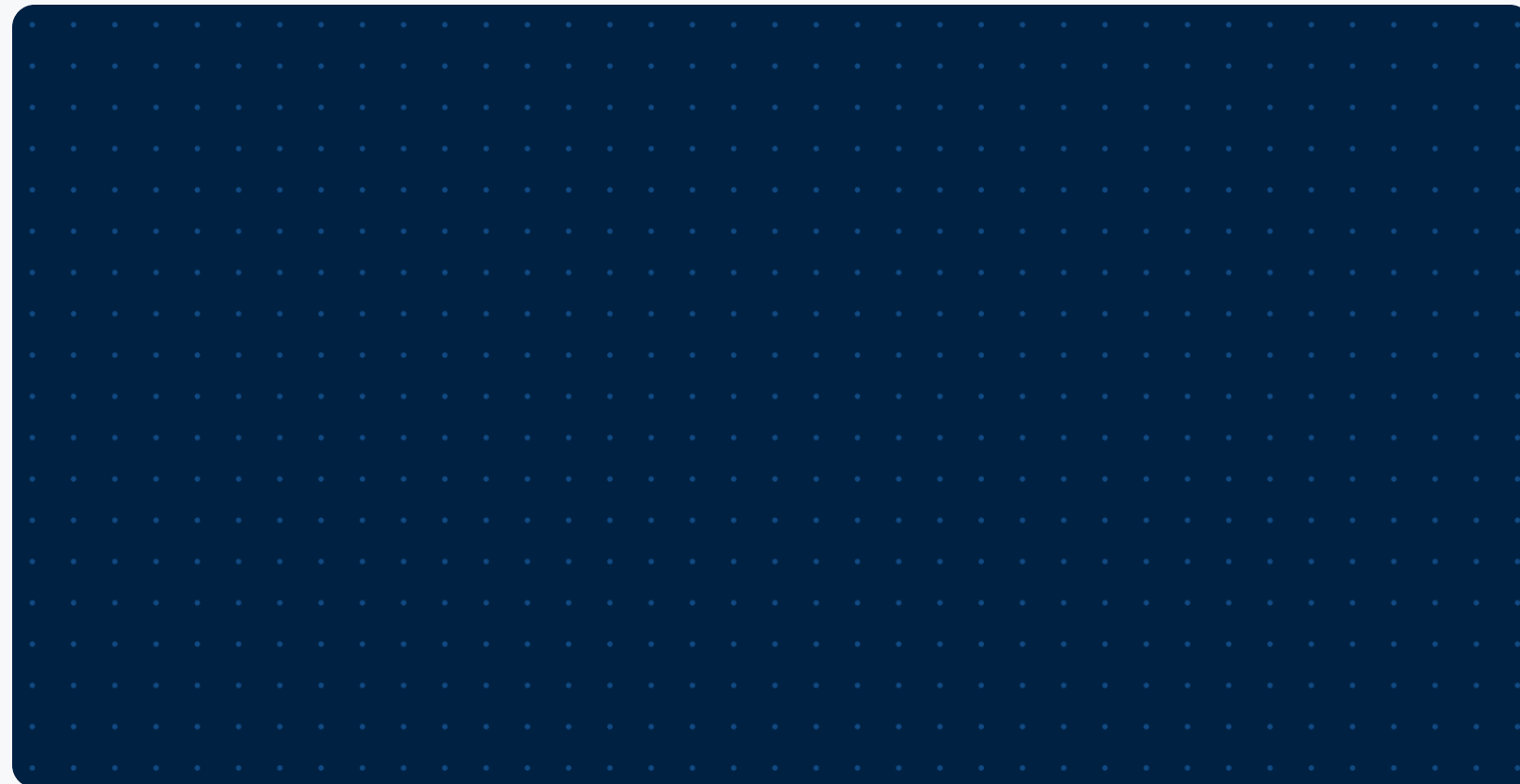
- ↘ Always as support – never replaces logo, text or photo.
- ↘ Can be cropped at the edge, suggesting continuity.
- ↘ Maximum 2 instances per piece.

# Patterns and textures

To create atmosphere and depth in denser pieces, the brand uses two background resources.

## 01 Dot pattern

Dot matrix suggesting connectivity and network. Applied at low opacity in the background.



IDEAL OPACITY: 25-45%

CHAPTER 05

# Image Direction

How we handle photography, iconography and diagrams — so every image reinforces the brand's sobriety.

# Photography

Real people in professional contexts. Sobriety, focus and presence — never obvious *stock* or artificially happy scenes.



01 **Composed posture**

Thoughtful gazes, restrained gestures. Never forced smiles.

02 **Corporate environments**

Offices, meeting rooms, urban facades. Natural light when possible.

03 **On-brand tones**

Blues, grays, neutrals. Avoid saturated warm colors.

04 **Breathing composition**

Negative space is part of the image.

05 **Authentic diversity**

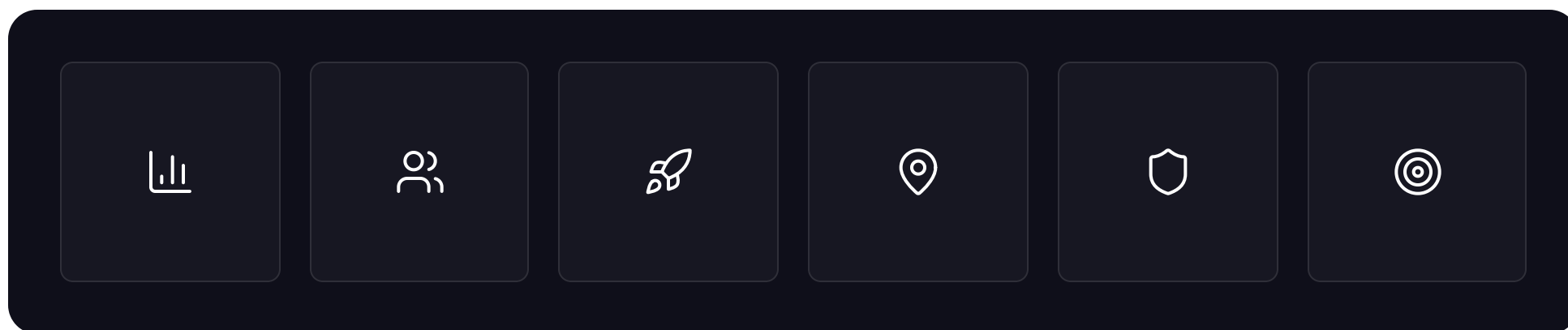
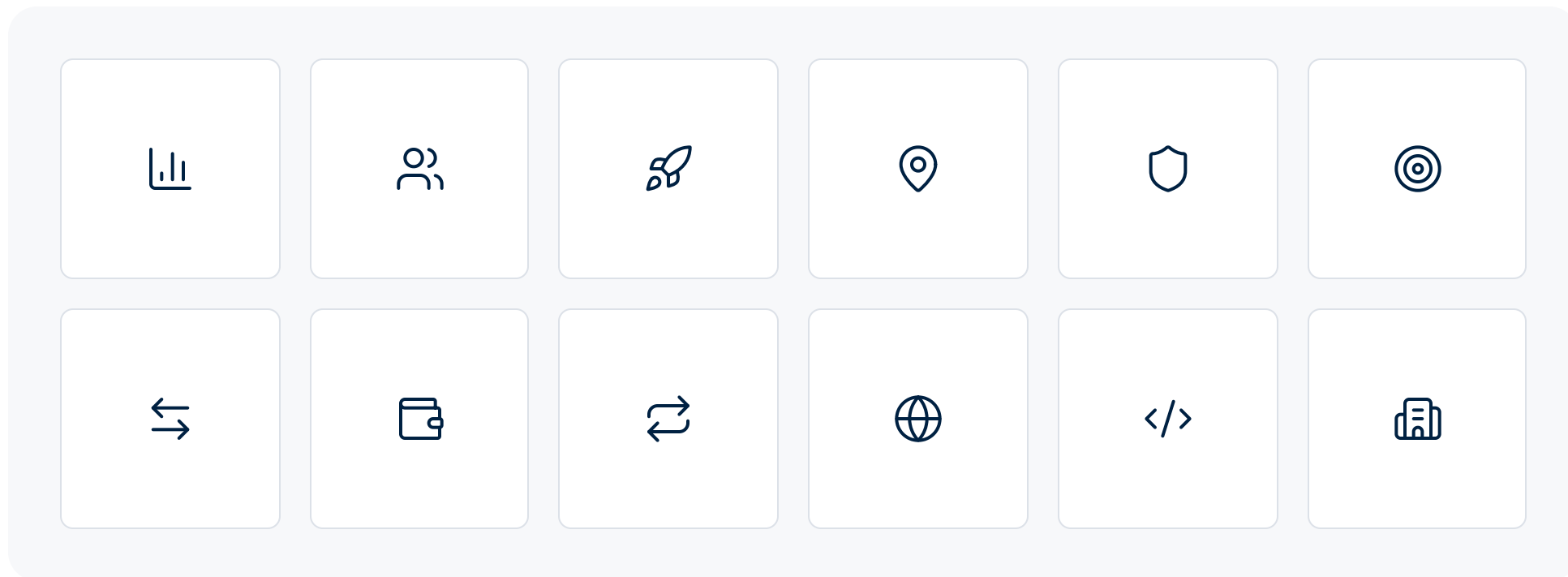
Different ages, ethnicities and genders, without theatrics.

**TO AVOID** Heavy artistic filters (vintage, vignettes). • Artificially increased saturation. • Stickers, emojis or childish elements applied over photos.

## ICON STYLE

# Iconography

Geometric, with a thin stroke and uniform weight throughout the family. Reinforces the brand's technical and structured reading.



### SPECIFICATIONS

**Style**  
Linear (outline), never filled.

**Corners**  
Slightly rounded.

**Default**  
Navy on light · White on dark.

**Weight**  
1.5–2px, uniform.

**Base grid**  
24×24px · 2px padding.

**Highlight**  
Sky for action or energy.

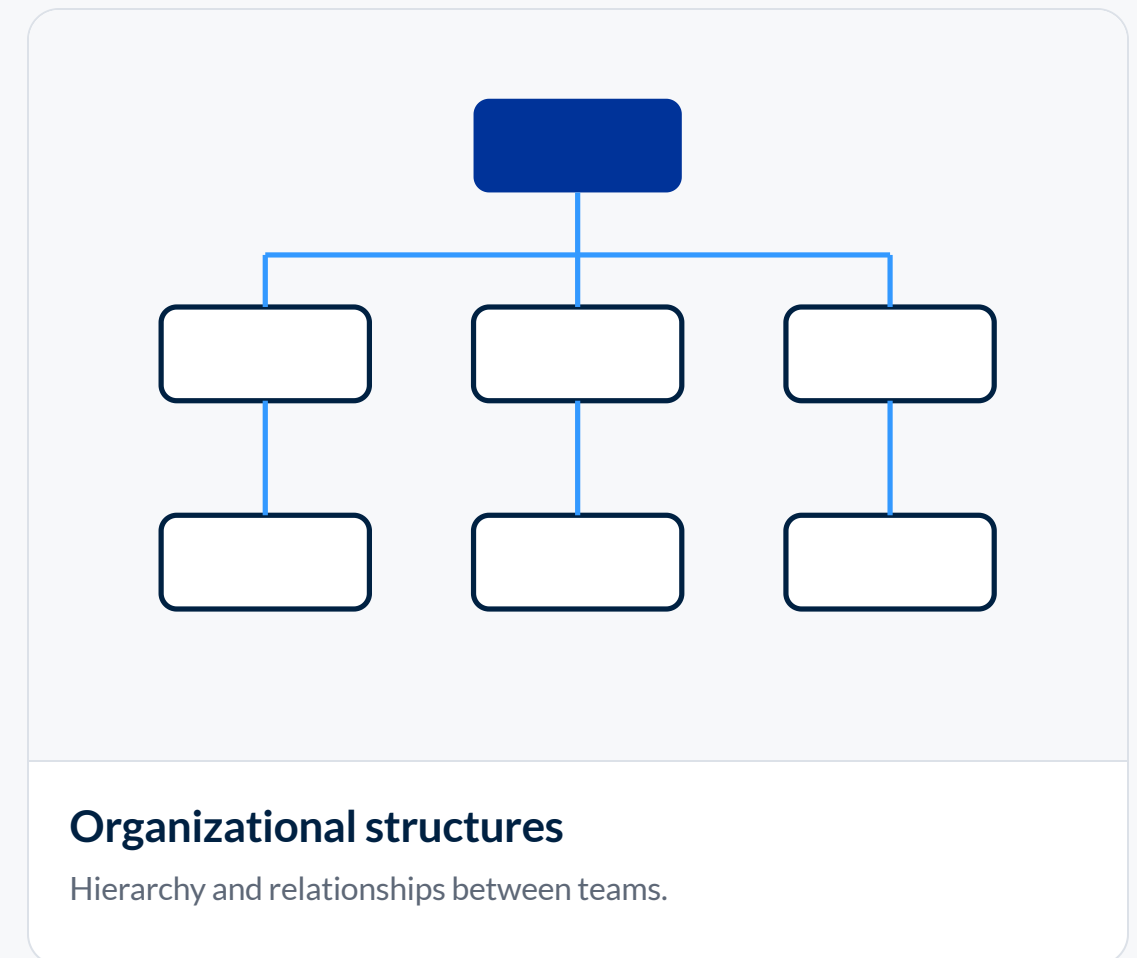
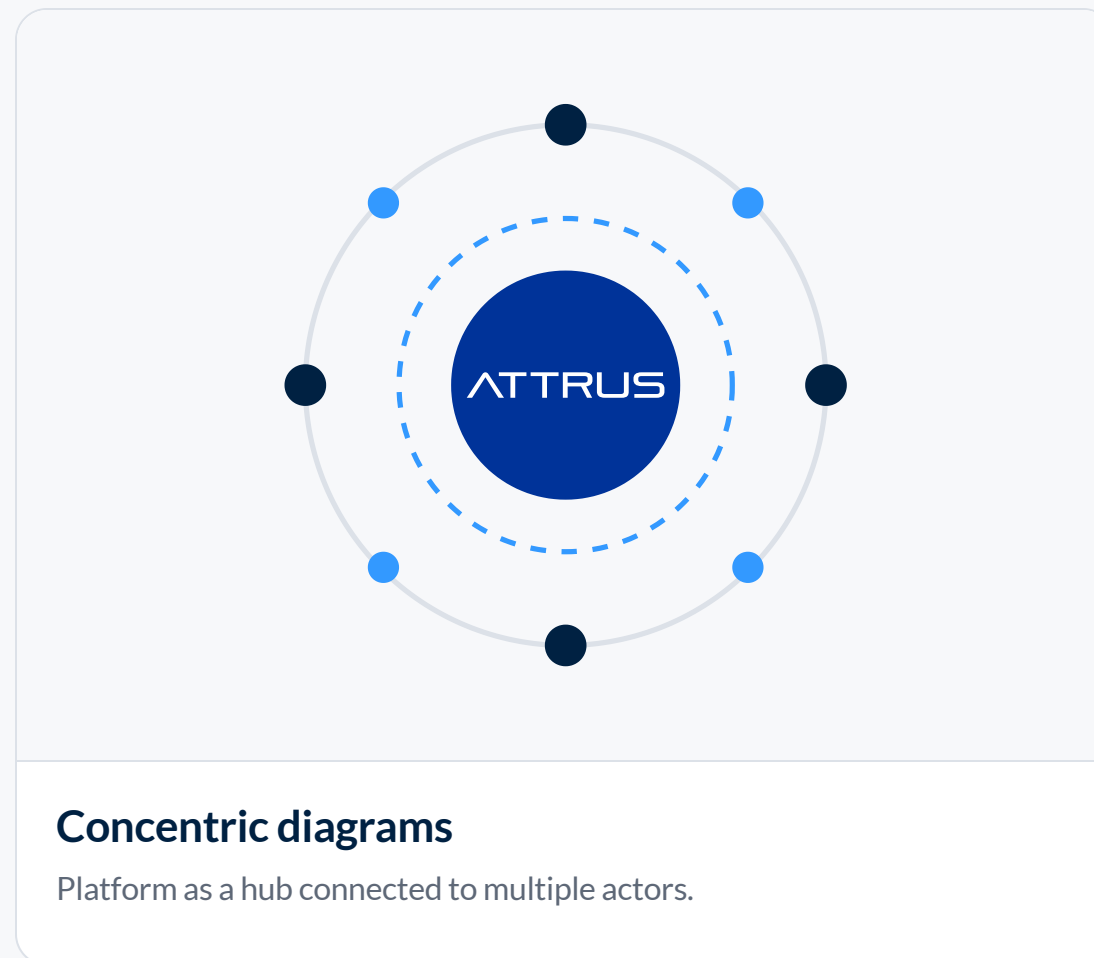
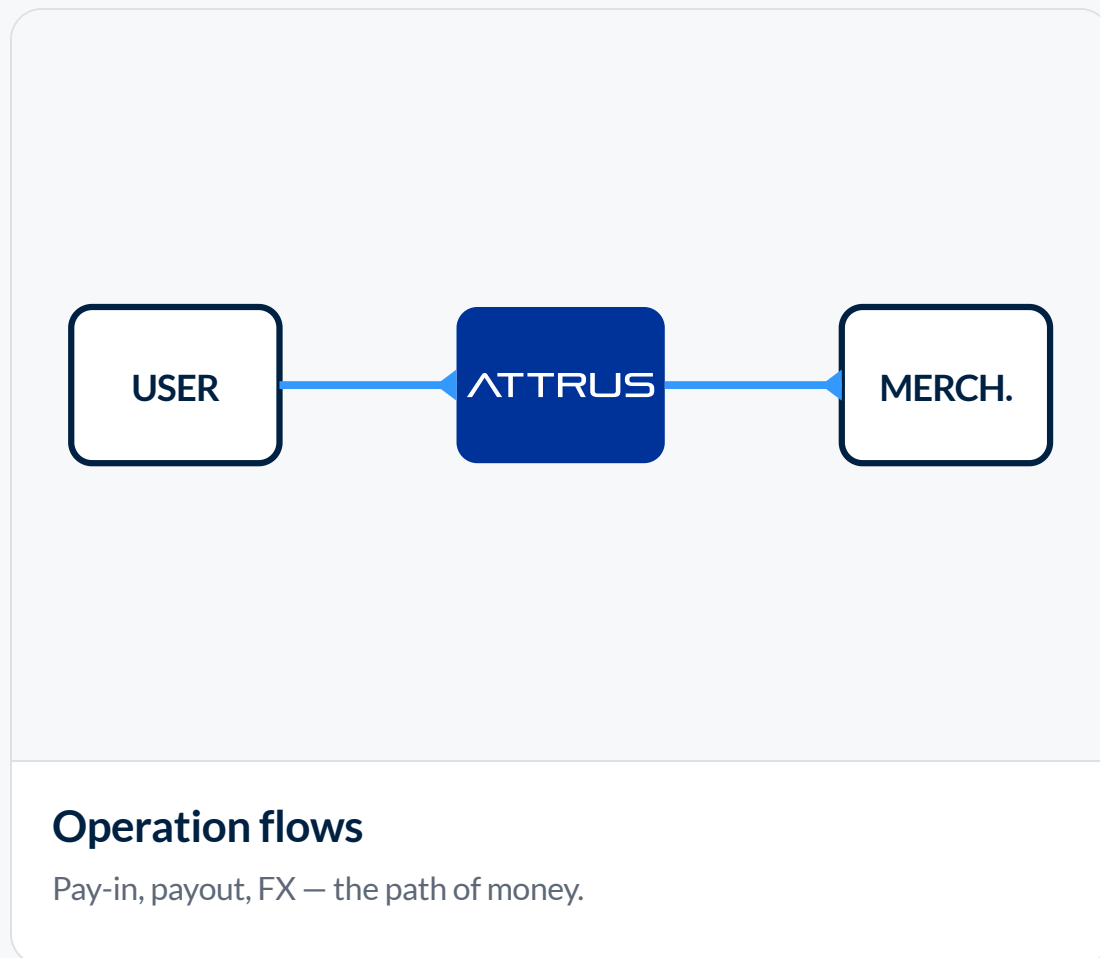
### DO NOT USE



Filled, multicolor, 3D — all break the system.

# Illustrations and diagrams

ATTRUS does not use decorative illustrations. Every illustration serves to explain an operation, a flow or an architecture.



CHAPTER 06

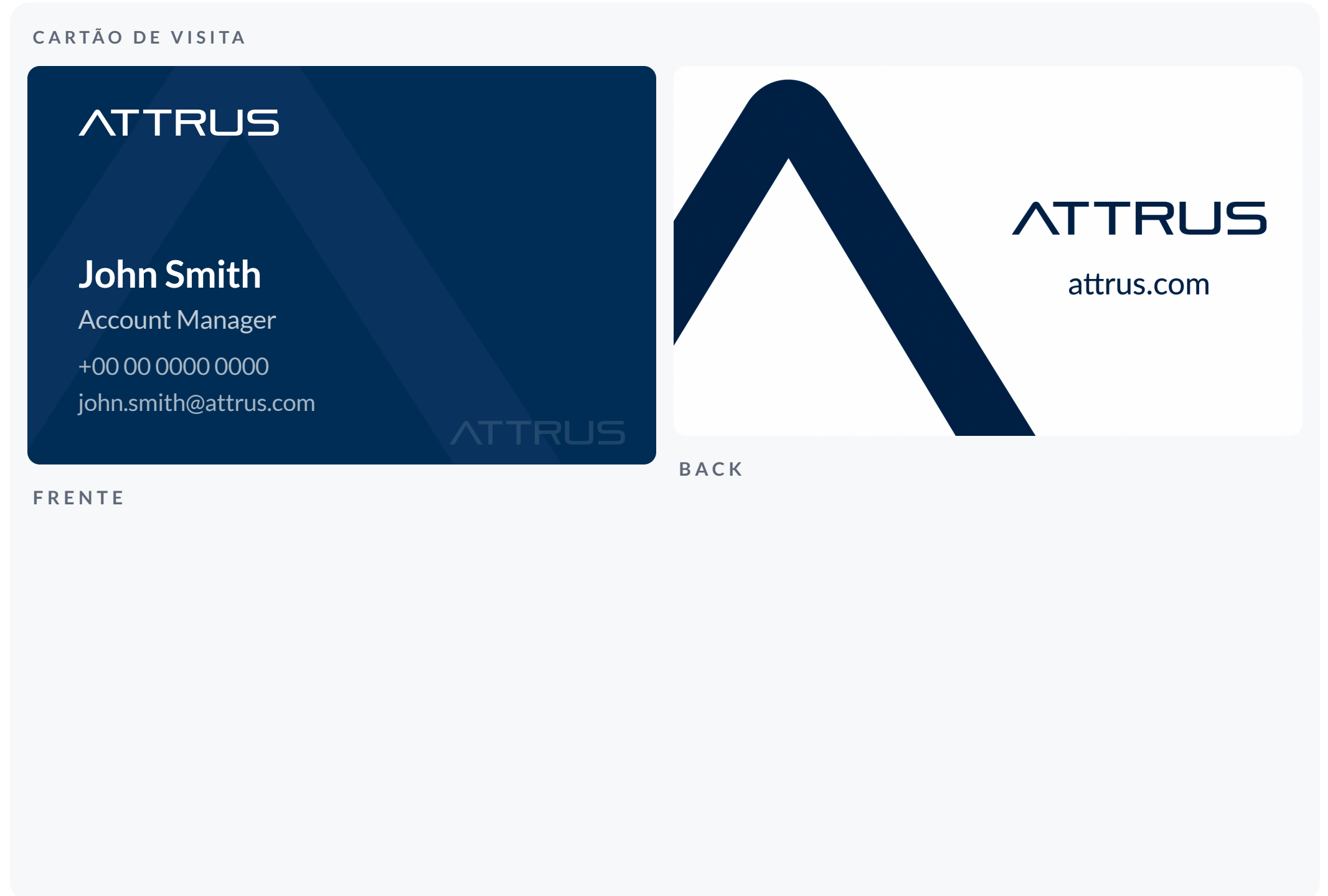
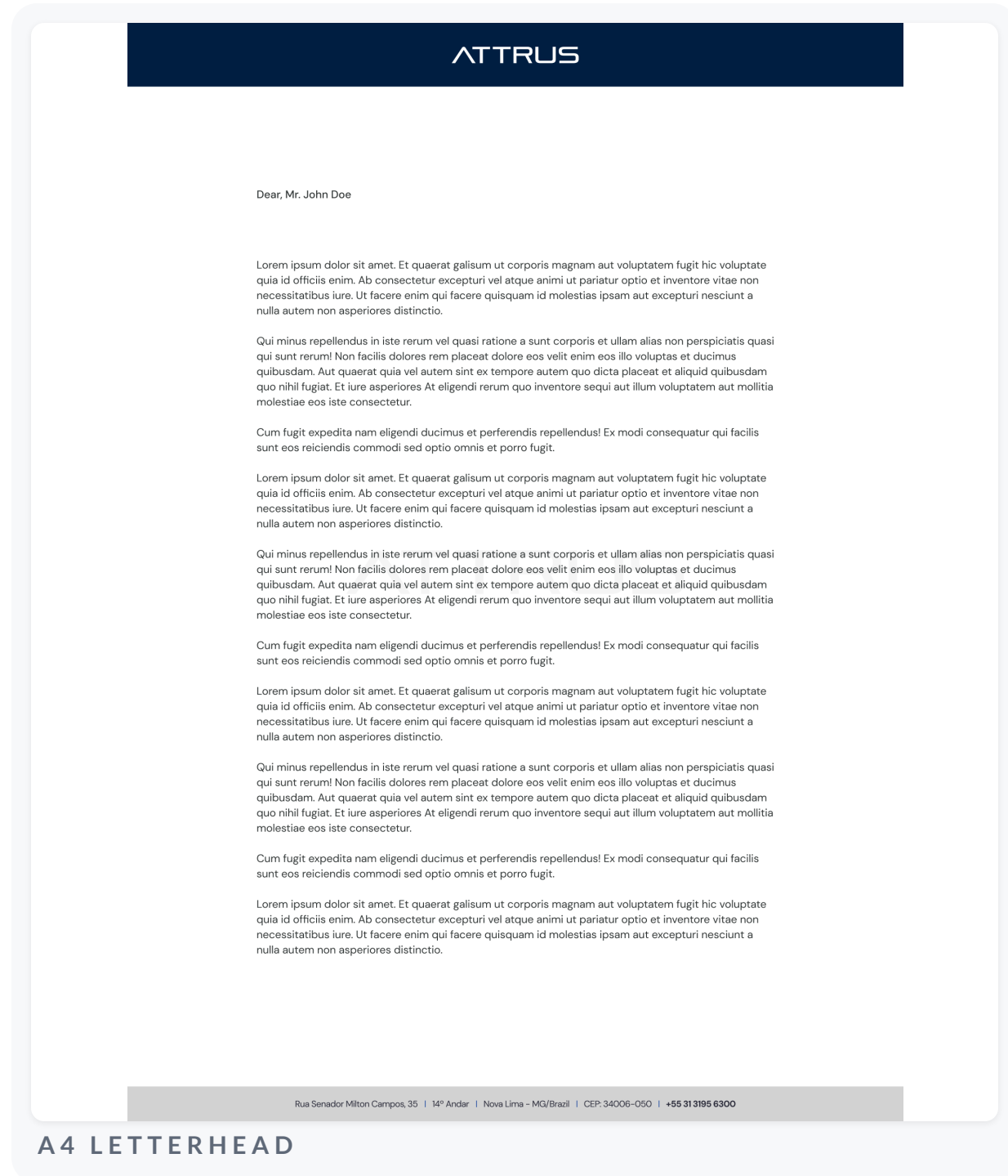
# Applications

The brand applied across touchpoints: stationery, digital communications, social, OOH media and platform.

## PRINT MATERIALS

# Stationery

Minimalist pieces, with the logo always in an upper position and generous white space. Elegance comes from restraint.



## PROMOTIONAL MATERIALS

# Brand merchandise

Institutional items used at events, team integrations and relationship actions. Each piece maintains the brand's sobriety — no excess elements, no ornamentation.



### GUIDELINES FOR CREATING MERCHANDISE

**Logo or symbol** — use the isolated "A" symbol on smaller objects. The full logo when the format allows.

**Finish** — prefer matte, embossing or screen printing. Avoid glossy or finishes that clash with the identity.

**Colors** — Navy, Black or Sky as backgrounds. White or Sky for the brand element. Never use colors outside the official palette.

**Simplicity** — one element per piece. No illustrations, gradients or ornaments. Sobriety is part of the identity.

# Presentations

All commercial and institutional presentations follow the same system. There are two official templates.

TEMPLATE 01

Investors · partners · formal content

TEMPLATE 02

Proposals · events · pitch

## Institutional · clean

## Commercial · impact

POSICIONAMENTO

**Powering the flow of global financial services.**

We connect global businesses to Latin America's payment network.

ATTRUS · 2026

ATTRUS

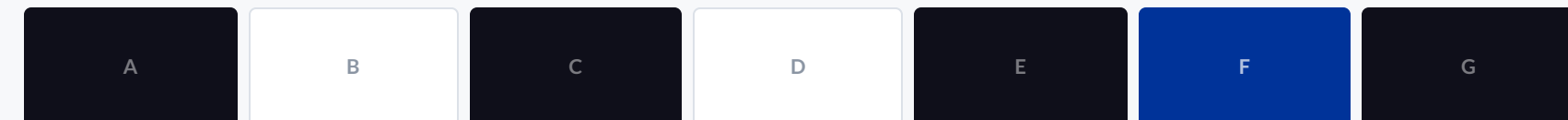
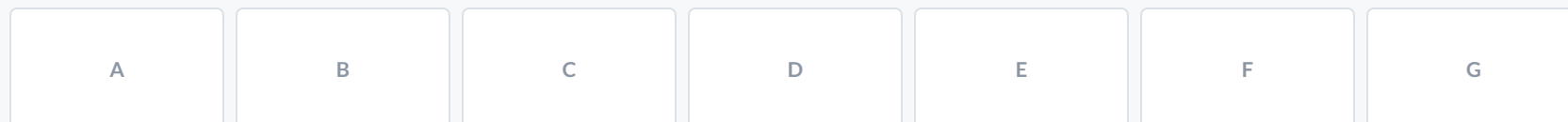
RESULTADO

**+260%**

revenue growth in 2024.

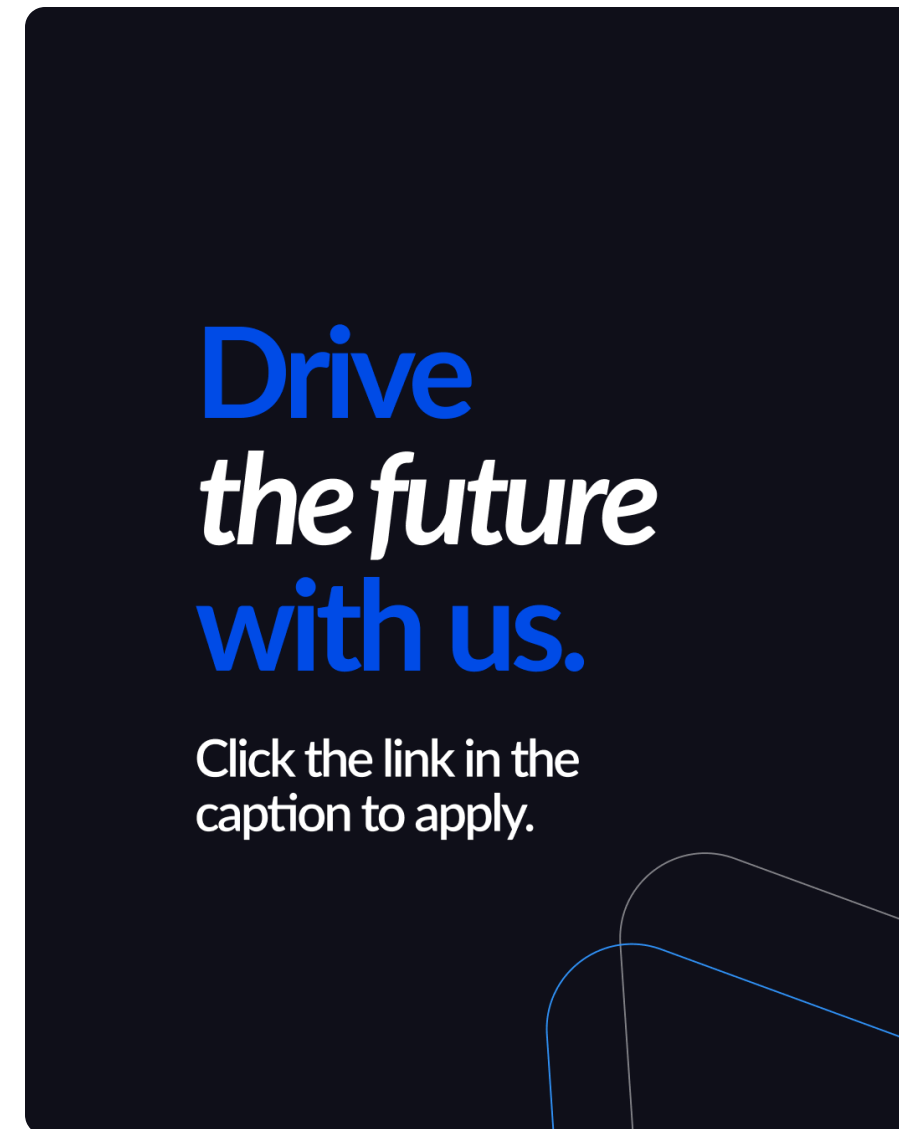
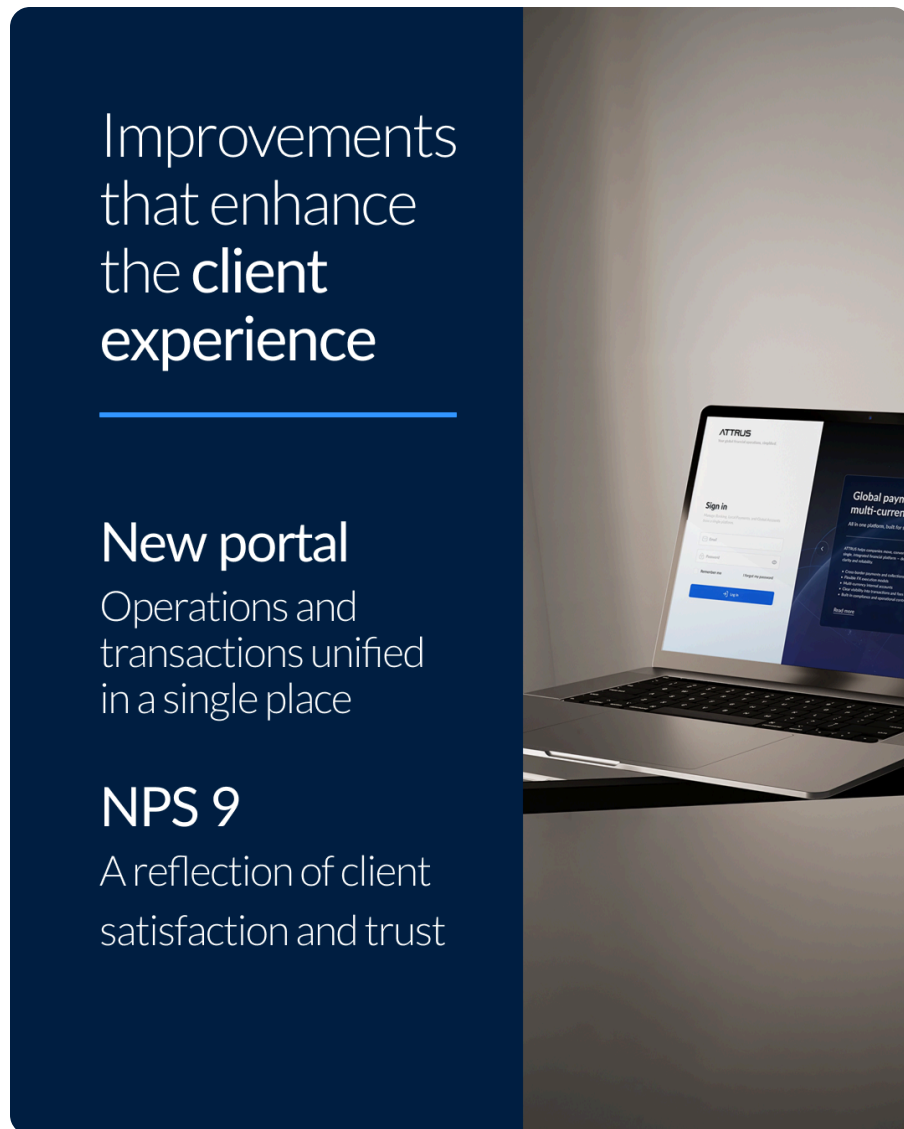
ATTRUS · 2026

ATTRUS







# Social media

LinkedIn is ATTRUS's main social channel. Pieces follow a consistent visual system, with controlled variation between formats.



## OFFICIAL FORMATS

-  **Square feed**  
1080×1080 · institutional posts.
-  **Vertical feed**  
1080×1350 · data and quotes.
-  **Carrousel**  
Up to 10 cards · product and cases.
-  **Profile cover**  
Banner · tagline + graphic element.

## VARIATION BY CONTENT

- Institutional** — dark background (Navy or Black).
- Product** — light background with Sky highlights.
- People / culture** — photo with blue overlay, human tone.

# OOH media

On large-format pieces, we prioritize one message per piece. Short tagline, logo present, supporting graphic element. The rest is breathing room.



## Horizontal billboard

Impact format. One message, one graphic element, logo present. Navy, Royal or Sky backgrounds with institutional tagline in prominence.



## Roll-up banner

Vertical format for events and indoor spaces. Logo at top, central message, tagline at bottom.

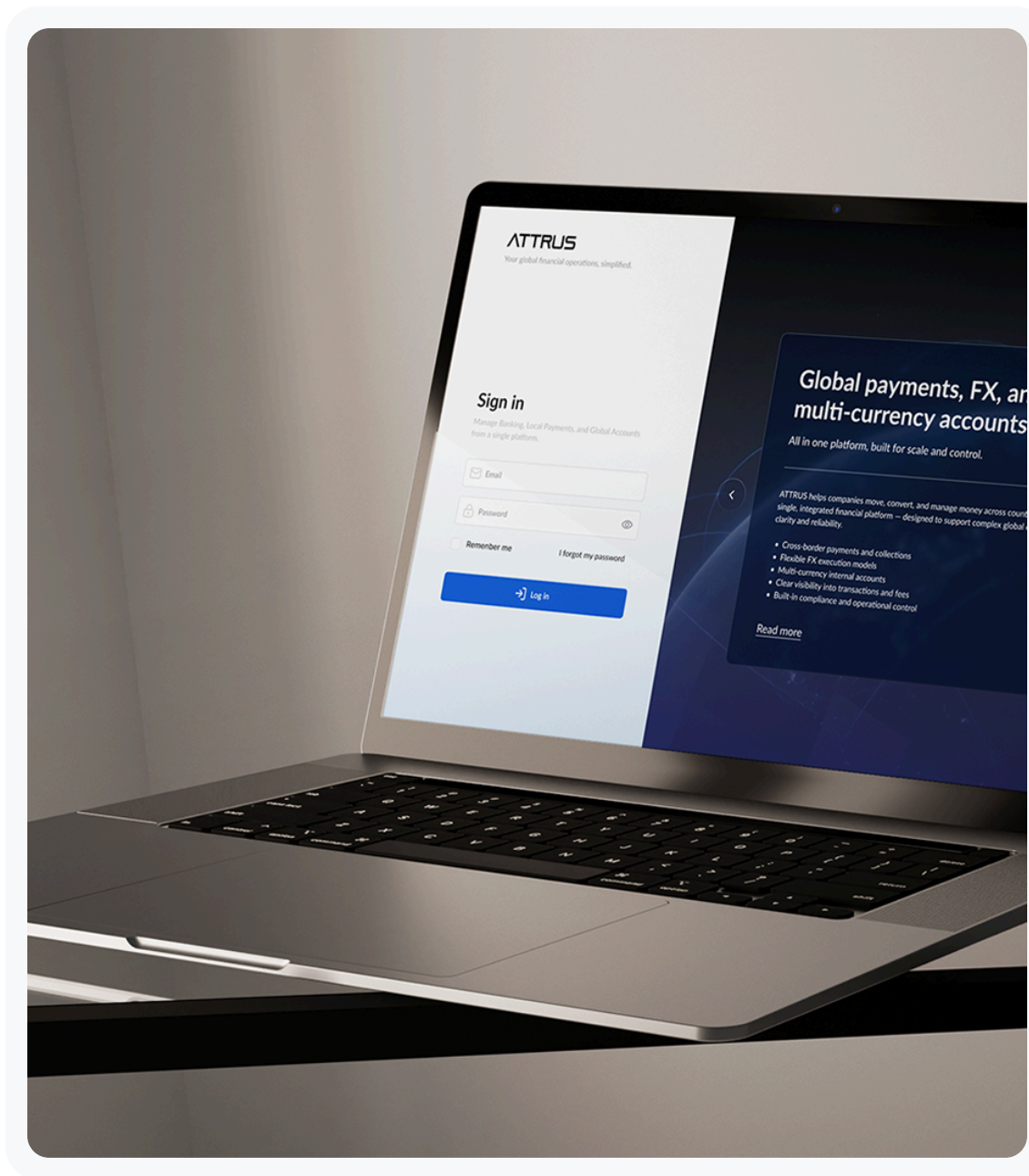


## Display OOH

Digital or print display for institutional spaces and trade shows. Dark background composition with tagline in prominence.

# Platform and product

The ATTRUS platform interface reflects the brand's values: structure, clarity and control. Product design is a direct extension of this manual — not a separate territory.



ATTRUS PORTAL · OPERATIONS PLATFORM

## UI PRINCIPLES

- **Light background** as the operational standard — extended legibility for intensive platform use.
- **Split-screen login** — form on a light background left, institutional Navy/Royal message right.
- **Type hierarchy** — identical to the scale defined in this manual (Display, H1, H2, Body, Caption).
- **Sky #3399FF** — exclusive to primary actions: confirm buttons, active links, highlighted charts.
- **Navy #002142** — main text, headers, navigation structures and sidebar.
- **Neutral grays** — secondary text, card backgrounds, borders and separators. Do not use brand palette colors in this role.

# Brand governance

This manual is a living document. Every application of the ATTRUS brand — internally or through external suppliers — must follow the guidelines described here. Adaptations require prior approval from the brand team.

0 1

## Responsibilities

- **Marketing / Brand** — guardian of the manual, approval of pieces and exceptions.
- **Internal teams** — correct use of official versions in all communications.
- **Suppliers and agencies** — receive this manual and source files before any delivery.

0 2

## File repository

- Logos (SVG, PNG, PDF) in all official versions.
- Lato typeface — [fonts.google.com/specimen/Lato](https://fonts.google.com/specimen/Lato)
- Templates Keynote · PowerPoint · Google Slides.
- Palette .ase for Adobe · .clr for Sketch/Figma.
- Editable mockups and graphic elements.

0 3

## Brand contact

Questions about brand usage, adaptation requests or approval of new pieces.

**mkt@attrus.com**

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**ATTRUS** | [ATTRUS.COM](https://attrus.com)

*Powering the flow of global financial services.*

ATTRUS