

SBS Brand Guidelines

September 2026 - Version 2.0



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Logo

SBS Symbol

Squares in the logo symbolize our platforms' components-based architecture, a unique differentiator in the marketplace.

Two arrows and two layers representing the ongoing industry transition from legacy to digital, from on-premise to cloud technologies.

Our symbol may only be used without the SBS wordmark when space is limited or when it already appears in a branded context, such as social media profile pictures.



Logomark

The relationship between the SBS symbol and wordmark is fixed and deliberate. Together, they form a single mark, not two elements to be rearranged or used interchangeably at will.

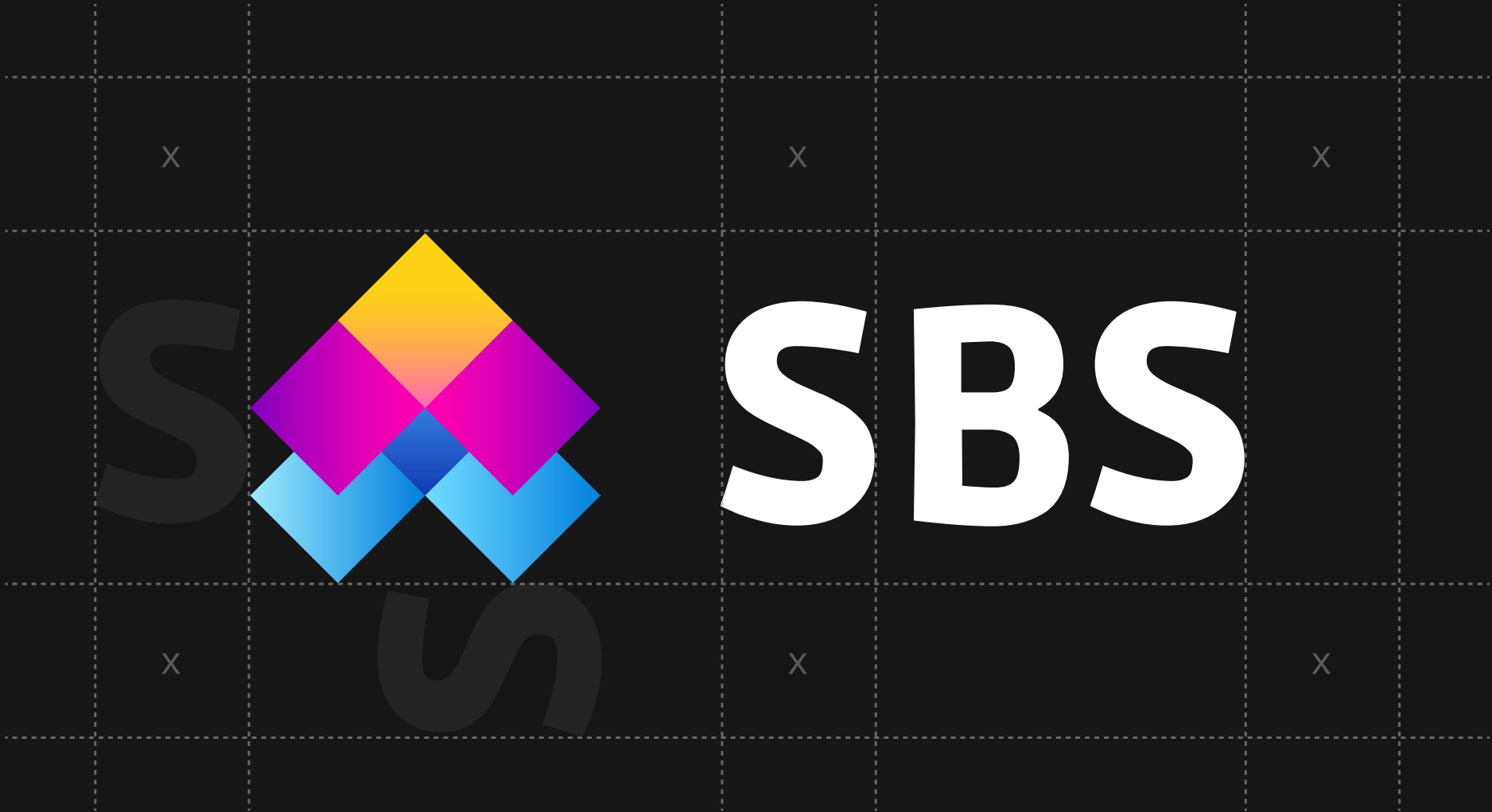
Precision matters here: even a small shift in proportion, spacing, or alignment changes how the brand is perceived. For that reason, the logo should never be redrawn, recreated, or reconstructed from scratch. Always work from the official artwork files.



Clearspace

The logo needs room to breathe. Keep enough space around it so nothing crowds or interferes with its shape and balance.

The logo’s protection area is given by a unit of “x” and must be respected in order to facilitate the legibility of the symbol and to preserve its strength and impact. The dimensions of the clear space are based on the width of the «S» from wordmark.

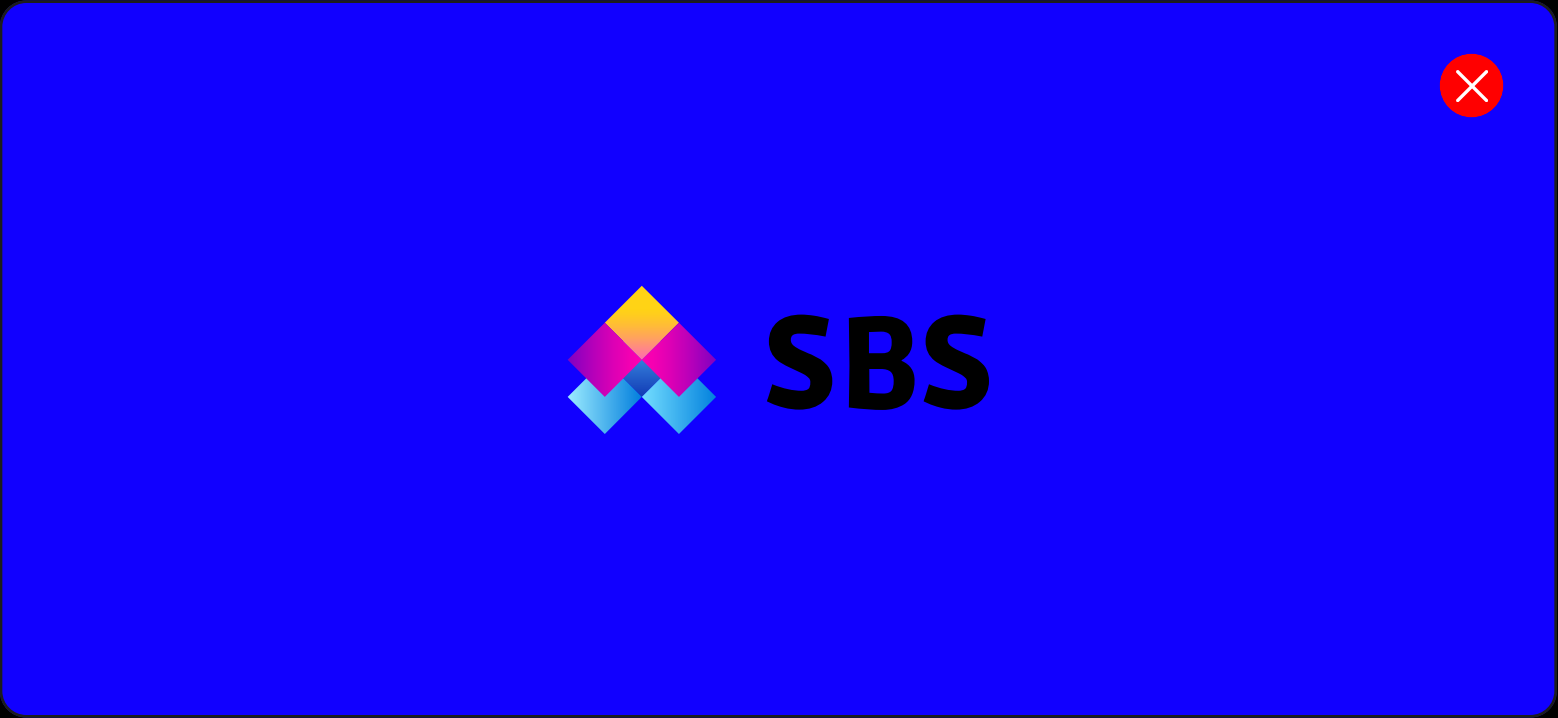
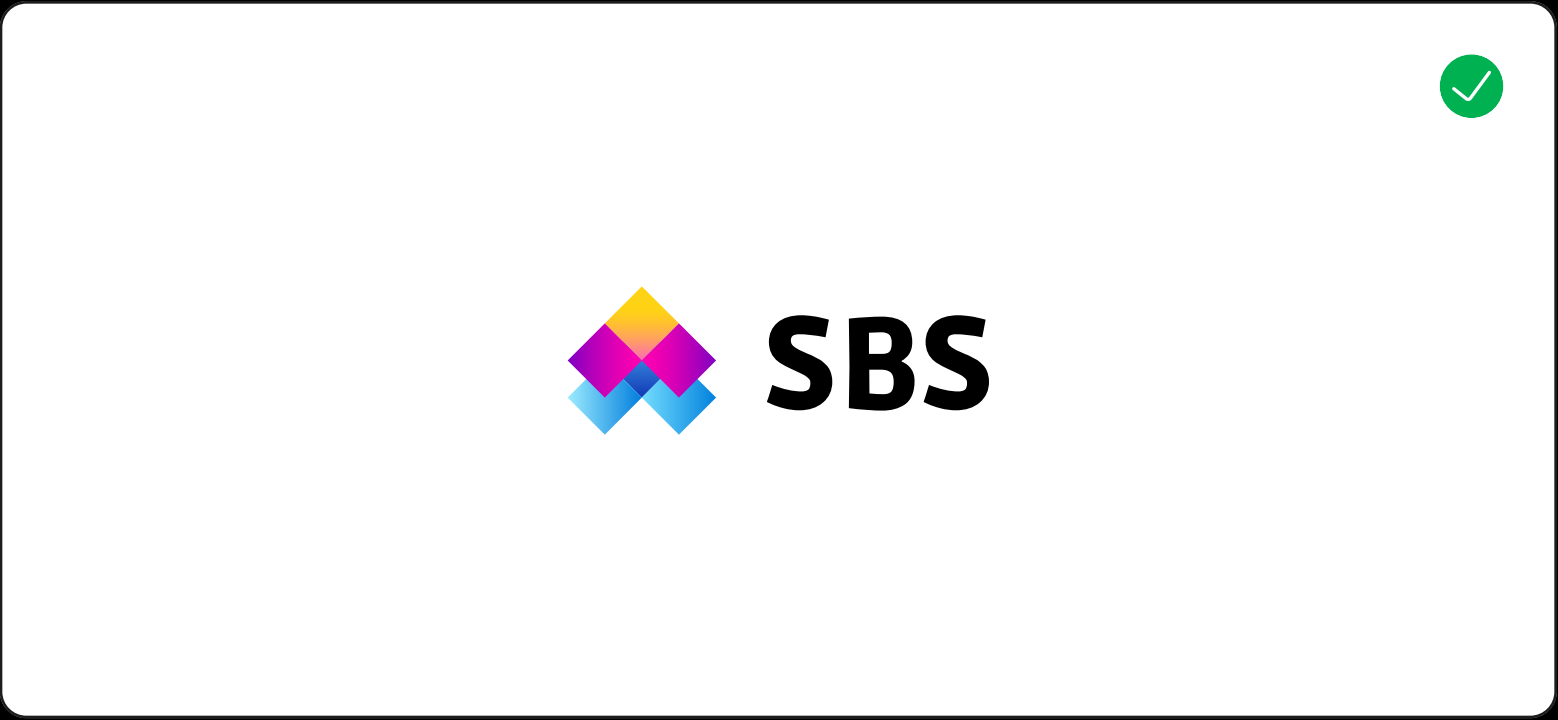


Color guidance

Full color

This page outlines the rules for using the logo on a colored background. The SBS logo should primarily be used on black, one of our secondary grayscale tones, or white backgrounds. The logo itself can only appear in black or white.

Other color combinations are not allowed.



Color guidance

Greyscale

The greyscale version is available for digital or print use when necessary, applying grey tones to the symbol while the wordmark remains black or white.



Monochrome

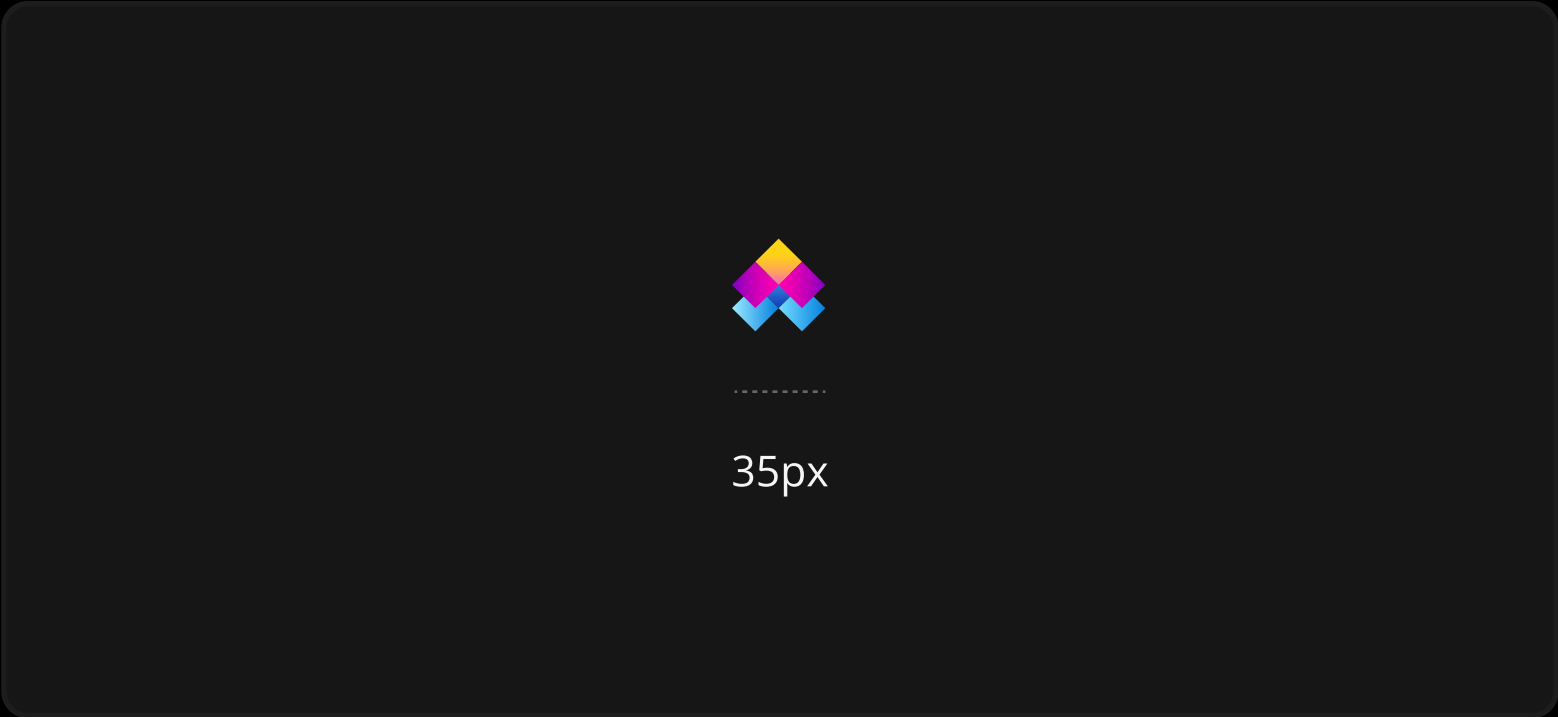
The monochrome version uses a single outlined weight for the symbol, without color or fill. It is reserved for print use only, particularly for merchandise and goodies, where a fully single-tone treatment is required.



Minimum size

To stay legible across screens and devices, the logo should never be used below 100px wide. Below this threshold, fine details in the symbol lose clarity, and the wordmark becomes harder to read, especially on lower-resolution or smaller displays.

This minimum applies across all digital contexts: websites, apps, presentations, and social media.



Example
Use of the SBS logo in a mobile app that is 100px wide



Partnership lockups

For partnerships, it is essential to achieve a balanced composition between the SBS logo and the partner's logo. Due to differences between the partner logos, it may be necessary to conduct an individual review for each case. The provided grid offers guidance to ensure consistency.



Partnership logo to be position in this area as a default



Partnership logo can be expanded in this zone if necessary



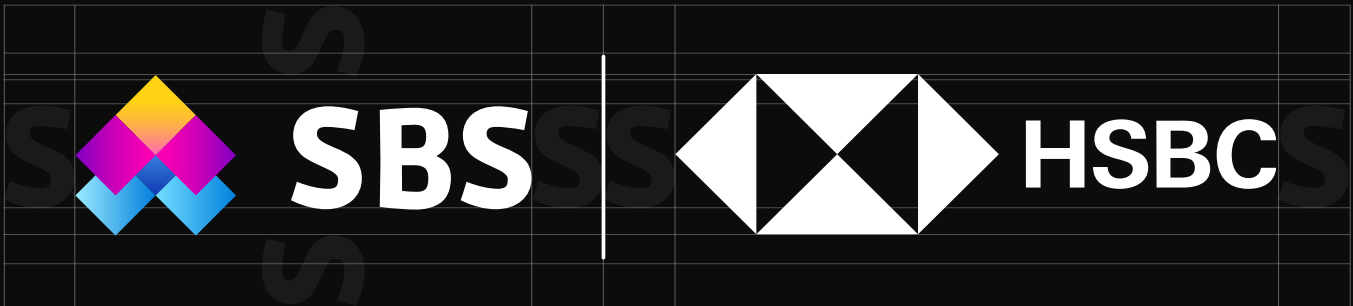
Partnership logo should not be expanded in this zone

Partnership lockup examples

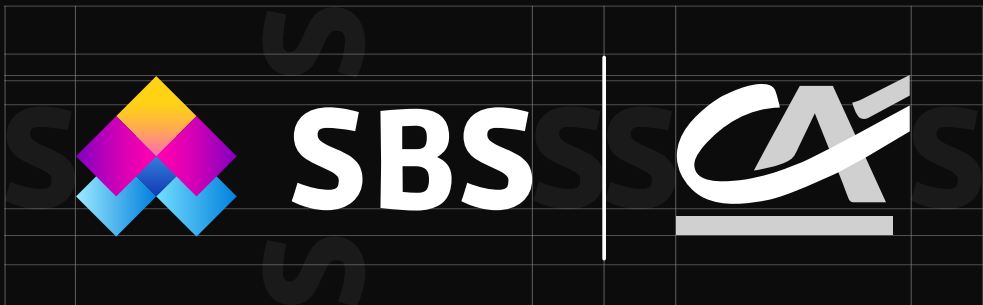
The following examples illustrate how the grid is applied in various shapes and sizes of the partner's logo.



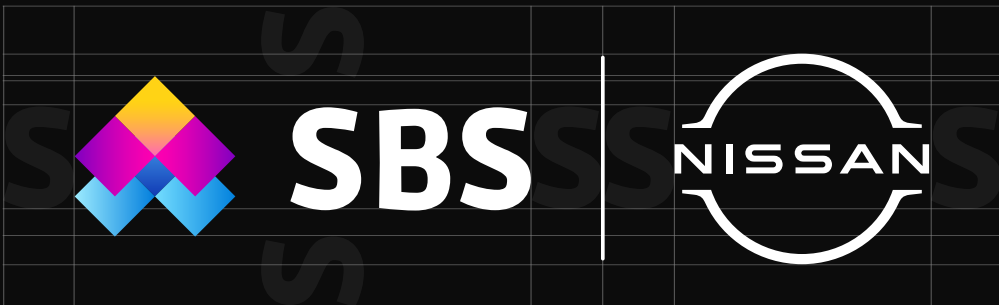
The partner logo height is aligned with the height of the SBS wordmark.



The partner's symbol has been aligned with the height of the SBS symbol rather than the height of the wordmark.



The partners logo height is defined in the middle of the S height and the divider line's height.



The partners logo height is aligned with the divider line's height.

Logo don'ts

Please use our logo carefully. Always use the original files. Please ensure that the logo is clearly visible against the background and is not altered or distorted in any way.



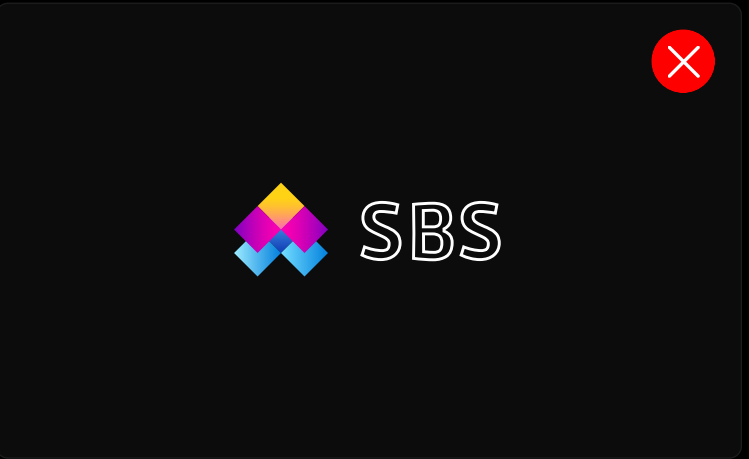
Don't rotate our logo.



Don't use any colours aside from SBS Black or White.



Don't change gradient colors in the SBS symbol.



Don't outline our logo.



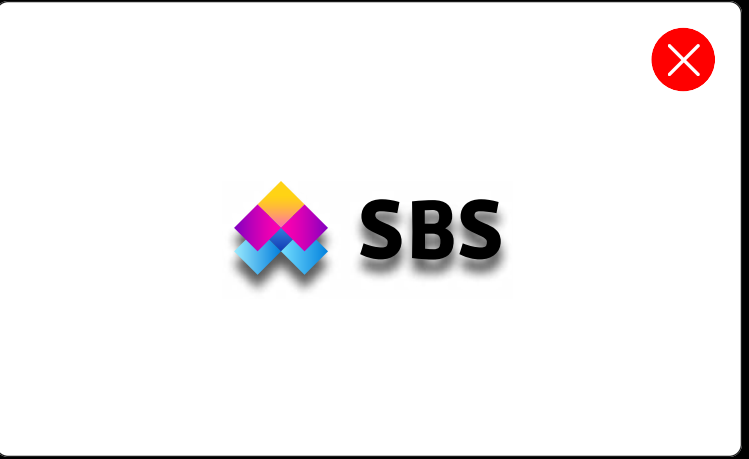
Don't warp or distort our logo in any way.



Don't place our logo on busy backgrounds or on low contrast backgrounds.



Don't add gradients to our logo.



Don't apply any visual effects (shadow, glow, etc.).



Don't add any visual elements to our logo.



Don't use SBS in other typefaces as a replacement for our logo.

A 74Software company

The 74Software group owns two distinct sub-brands, Axway and SBS, each with its own identity, target market, and branding approach. This setup lets each brand operate independently while benefiting from shared resources under the 74Software umbrella.



A 74Software company

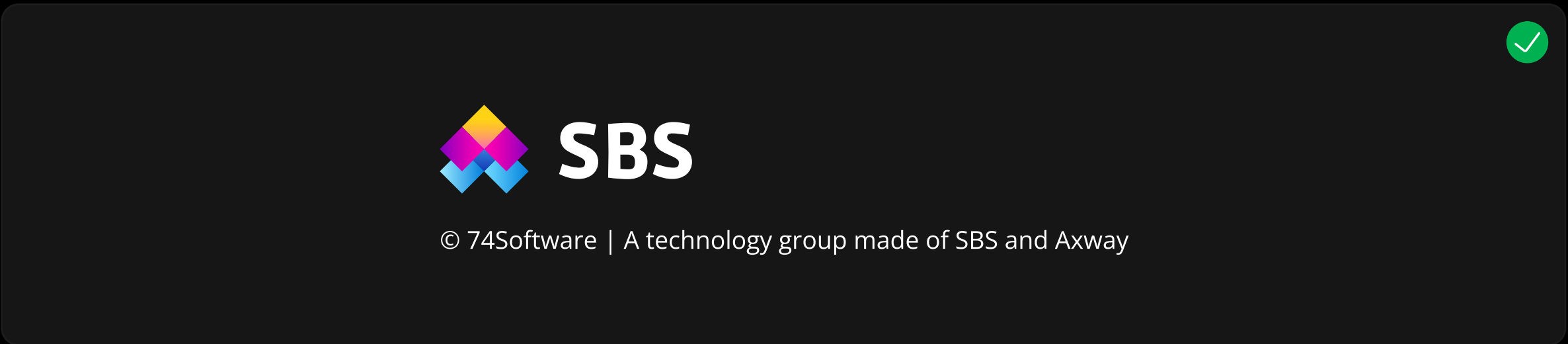
The 74Software group owns two distinct sub-brands, Axway and SBS, each with its own identity, target market, and branding approach. This setup lets each brand operate independently while benefiting from shared resources under the 74Software umbrella.



In special cases, sub-brand logos must show that they belong to the 74Software group. The words “a 74Software company” must appear in lower case, centered, below the sub-brand logo.



Membership of the 74Software group is also displayed in the footer of certain documents.



For a 74Software persona, please use the wording «A technology group made of SBS and Axway». Here an example for an email signature.

Colors

Primary palette

Our gradients have evolved. Rather than bold transitions from one color to another, we now favor a more subtle, delicate approach: two adjacent hues that soften into one another, closer to a glow or a halo than a traditional color blend.

This refined use of gradients reflects the same forward-looking nature of SBS, but with more elegance and restraint. Each gradient blends a light, saturated tone into a deeper, contrasting one, resolving softly into black. The result feels luminous rather than loud.

These gradients are designed to sit on black backgrounds. White is reserved for content-heavy contexts, such as long-form articles, or to create contrast against extended black sections.

Black

#000000
C100 M61 Y32 K96

White

#FFFFFF
C0 M0 Y0 K0

Tequila sunrise

95% - Yellow

#FFC200
R255 G194 B0
C0 M20 Y90 K0

75% - Pink

#FF00FF
R255 G0 B255
C5 M90 Y0 K0

25% - Black

#000000
R0 G0 B0
C100 M61 Y32 K96

Electro Pink

95% - Pink

#FF00FF
R255 G0 B255
C5 M90 Y0 K0

75% - Purple

#9900FF
R153 G0 B255
C74 M81 Y0 K0

25% - Black

#000000
R0 G0 B0
C100 M61 Y32 K96

Ocean Blue

95% - Light green

#00FFD9
R0 G255 B217
C59 M0 Y25 K0

75% - Dark blue

#1100FF
R17 G0 B255
C91 M70 Y0 K0

25% - Black

#000000
R0 G0 B0
C100 M61 Y32 K96

Secondary palette

Solid colors

These solid colors are the building blocks of our gradients, and are also used on their own, most notably for colored text in Office documents such as PowerPoint and Word, where gradients aren't supported.

Pink

#FF00FF
R255 G0 B255
C5 M90 Y0 K0

Yellow

#FFC200
R255 G194 B0
C0 M20 Y90 K0

Light Purple

#C76CFF
R199 G108 B255
C48 M60 Y0 K0

Purple

#9900FF
R153 G0 B255
C74 M81 Y0 K0

Dark purple

#5F10B4
R95 G16 B180
C83 M88 Y0 K0

Acide lime

#00FFD9
R0 G255 B217
C60 M0 Y49 K0

Light blue

#22B5FF
R34 G181 B255
C67 M14 Y0 K0

Dark blue

#1100FF
R17 G0 B255
C91 M70 Y0 K0

Grey shades

Our grey scale provides a neutral foundation for text, backgrounds, and UI elements where full black or white would be too stark. From Gray 800 to Gray 200, these tones bring subtlety and hierarchy to interfaces and documents alike.

Gray 800

#171717

Gray 600

#2E2E2E

Gray 400

#BABABA

Gray 200

#F5F5F7

Gradient text

For an elegant, luminous effect, headlines can use a linear gradient from white to one of our primary palette colors. This treatment should remain occasional, reserved for key moments such as hero titles or section openers, rather than applied systematically across all headlines.

Gradient text works best on short, impactful phrases: a few words, at most one or two lines. On longer paragraphs, the color transition becomes distracting and harder to read, working against the elegant effect it's meant to create. When in doubt, keep it short, or keep it solid.

Don'ts

- A few things to avoid when using gradient text:
- Don't mix two saturated palette colors together. Gradient text should always start from white and transition into a single palette color, never between two colors, on a dark background.
 - Don't apply gradient text to body copy or small text sizes. This treatment is reserved for headlines only.
 - Don't use gradient text on a gradient background. The combination reduces contrast and makes the text hard to read.
 - Don't use more than one color stop. Keep the transition simple: white to one color, nothing more.

✓

Digital Engagement

✓

World-class products,
delivered with local expertise

✓

80+
countries where we are live

✗

The market-leading SBS Core Banking solutions are trusted by banks across EMEA to deliver stability today and digital readiness for tomorrow. Clients rely on progressive modernization, continuous support, and a unified data and AI foundation to drive efficiency, compliance, and innovation, ensuring lasting competitiveness with zero disruption.

✗

An international presence with
a local expertise

✗

SBS has been at the forefront of
financial technologies since 1968

Typography

Headlines

Inter

Inter is a modern sans-serif typeface designed for exceptional on-screen readability. It features balanced geometric shapes, smooth curves, and optimized spacing, making it ideal for interfaces, applications, and websites. Versatile, clean, and highly legible, it works equally well for headings and longer text blocks.

Aa



Weight for titles by default

105% Line height

-3% Letter spacing

Inter Light

Inter Regular

Inter Medium

Inter Semi Bold

Inter Bold

Inter Black

Body copy

Open Sans

This clean and distinctive designed font is the perfect complement to the main typeface. It is a modern and commonly used sans serif font. In the spirit of the time, it will allow a smooth and fast reading. It is a discreet and elegant font that will appeal to the widest range of readers.



Weight for body by default

Auto Line height
0% Letter spacing

Aa

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Medium
Open Sans Medium Italic
Open Sans Bold
Open Sans Bold Italic

Footnotes and captions

Inconsolata

Inconsolata is a monospaced typeface, the kind of font used in code editors and developer environments. We use it as a subtle nod to the technical foundations of our industry, banking software is, above all, code.

As our tertiary typeface, Inconsolata is reserved for non-editorial text: footnotes, captions, specification values, version numbers, and reference labels. It should always be used in a small size and in a muted gray tone, never white, to remain discreet and functional. It is never used for titles, the brand, or marketing copy. Inter retains the monopoly on the brand voice.

Aa



Weight for footnotes by default

Auto Line height
3% Letter spacing

Inconsolata

Light

Inconsolata

Regular

Inconsolata

Bold

Type hierarchy

Inconsolata is a monospaced typeface, the kind of font used in code editors and developer environments. We use it as a subtle nod to the technical foundations of our industry, banking software is, above all, code.

This typeface is reserved for technical or data-driven details: specification values, version numbers, reference labels. It should always be used in a small size and in a secondary color (gray, never white), to remain discreet and functional. It is never used for titles, the brand, or marketing copy. Inter retains the monopoly on the brand voice.

Headline

Inter Medium
450% Body size
105% Line height
-3% Letter spacing

Subline

Inter Regular
180% Body size
120% Line height
-2% Letter spacing

Body

Open Sans Regular
Auto Line height
0% Letter spacing

Footnotes and captions

Inconsolata Regular
100% Body size
Auto Line height
3% Letter spacing

We build software
for leading financial
institutions

Success is more than finding the right software.
It’s finding the right partner.

Nunc vel mauris nec massa consequat gravida. Quisque eu dui nibh. Nullam dui lectus, commodo ut nulla quis, volutpat varius ex. Nulla vel sagittis quam, ut laoreet sem. Pellentesque dui sapien, consequat id pellentesque sit amet, congue non ante. Aenean libero nisl, blandit ut nisi eget, bibendum luctus mauris.

Fusce mattis felis tellus, sit amet lobortis metus hendrerit id. Ut venenatis massa at justo condimentum, auctor tincidunt urna hendrerit. Cras nec orci ex. Aenean non nunc ac massa iaculis hendrerit. In et turpis mi. Vestibulum vel euismod mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce quis lorem blandit, pulvinar ligula nec, aliquam odio.

SBS BANKING PRODUCTS 2.0

Office Typography

Arial

Arial is a widely available sans-serif typeface designed for clarity and reliability across office environments. Its neutral design, consistent proportions, and high legibility make it particularly suitable for documents, presentations, and spreadsheets within the Microsoft Office suite. Familiar and accessible, it ensures compatibility across systems while maintaining a clean and professional appearance for both headings and body text.

Aa



Weight for body by default

Auto Line height
0% Letter spacing



Weight for titles by default

Auto Line height
0% Letter spacing

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Photography

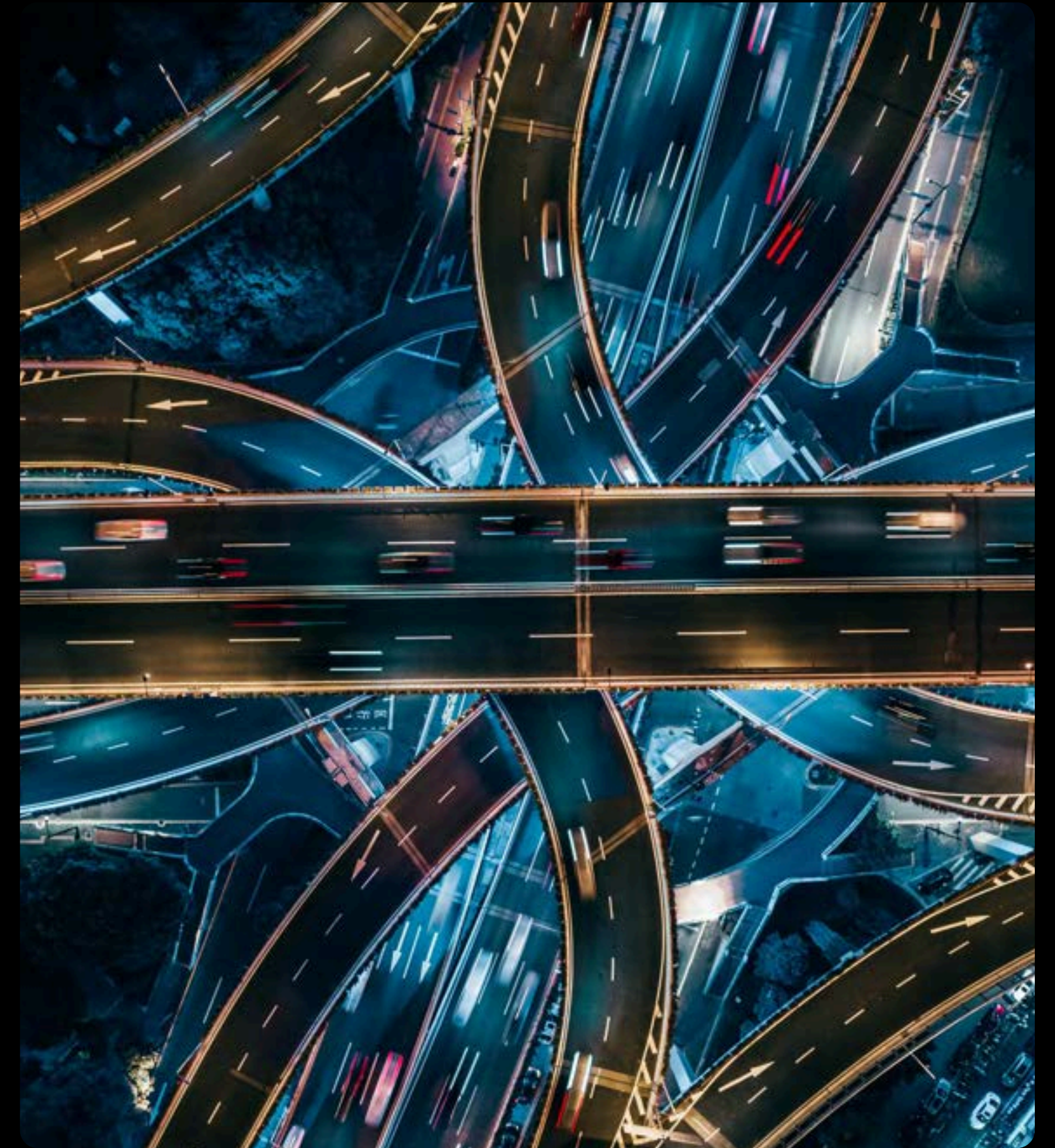
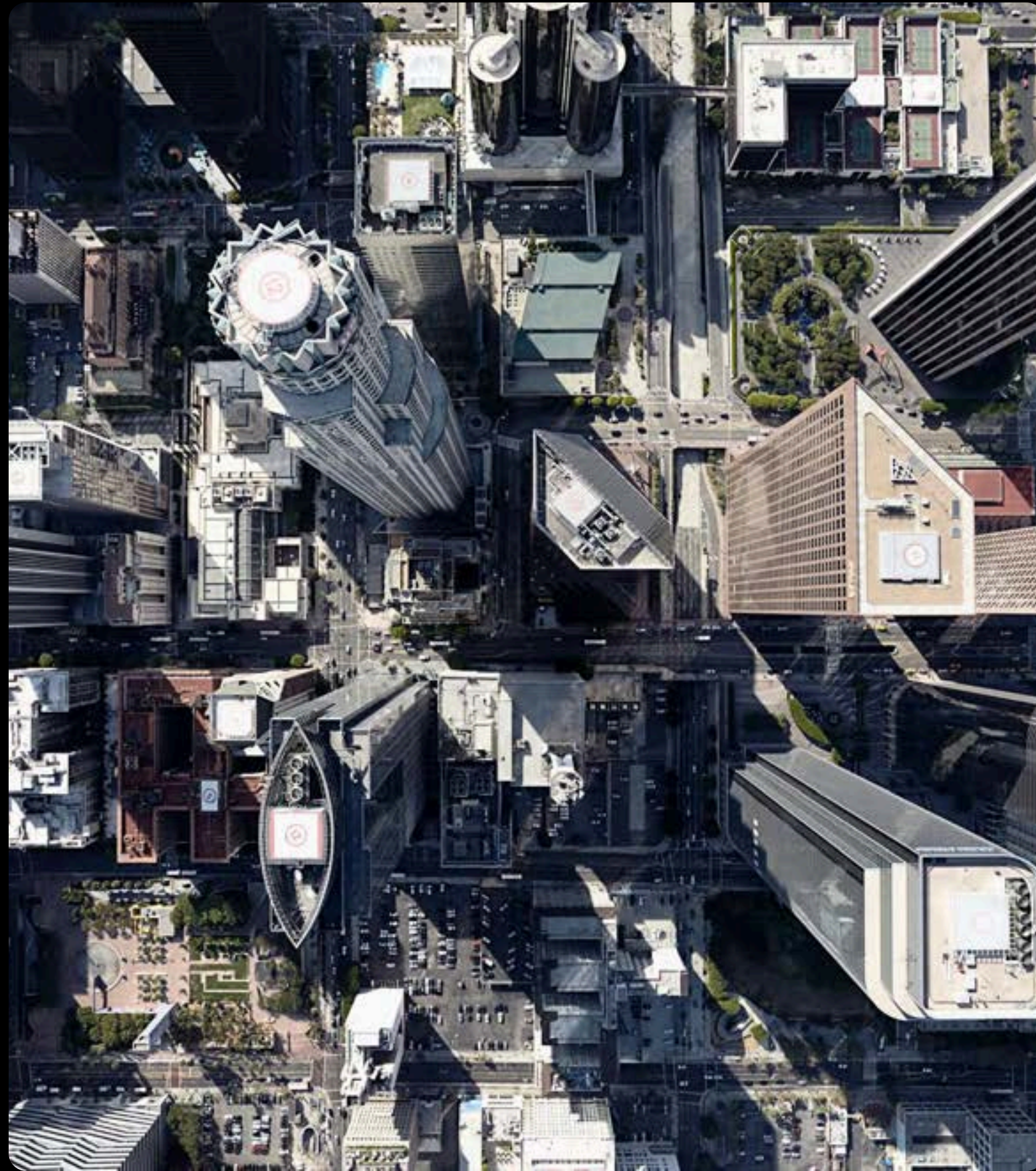
Lifestyle

At SBS, people come first. From the developer behind the screen to the person paying by card, our photography tells their story with a warm, slightly golden, cinematic feel, bringing to life the everyday moments our B2B2C products make possible.



From above

Even as life moves at ground level, top-down images reveal a bigger picture. Cities, networks, circuits, patterns that echo the systems we build, the same logic of connection and structure, seen from a different angle. It's a way of showing scale and ambition, while staying visually tied to the world we operate in.



Our people

Behind every product are real people. Even as AI reshapes how we work, these photos remind us that SBS is, first and foremost, people, the ones who design, build, and stay in control of what we create.



© OLIVIER RAMONTEU

Photography don'ts

Choosing the right image is as much about knowing what to avoid as knowing what to look for. Banking software sits at the intersection of finance and technology, yet visual clichés like ties, cash, or glass towers rarely capture that reality.

The examples below point to a few recurring patterns that don't reflect who we are; useful references, not fixed rules, for anyone selecting photography on our behalf.



Avoid stereotypical banker imagery, suits and ties, or tailored blazers.



Avoid stock-photo representations of cash and money.



Avoid cold, overused corporate clichés.



Avoid dated, 90s-style business-district imagery.

Iconography

Style

SBS uses Streamline's Light line icons across our products and communications. Built on a square grid with a fine stroke and rounded terminals, they bring the same clarity and precision found in the software we build.

Their minimal, technical construction makes them a natural complement to our typography and visual identity; consistent, legible, and never decorative for its own sake.



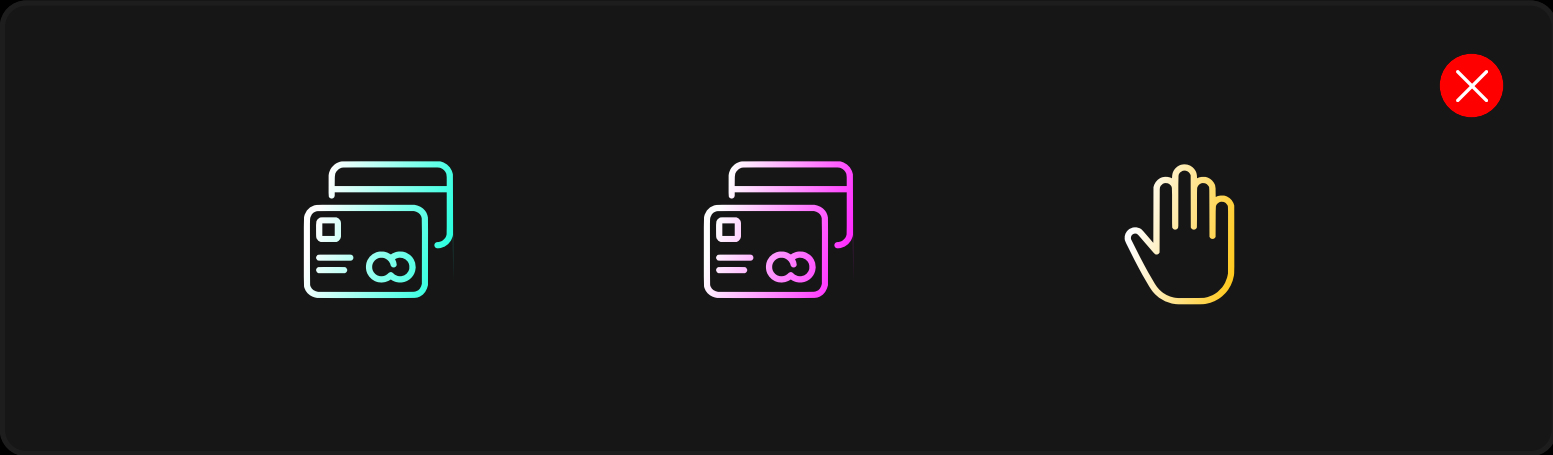
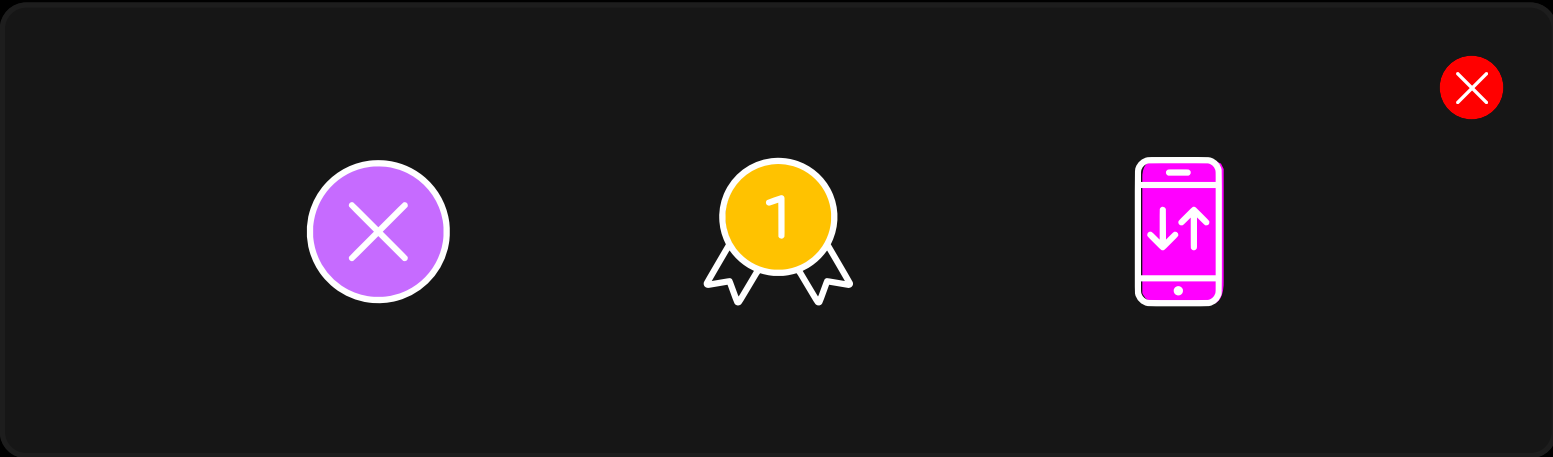
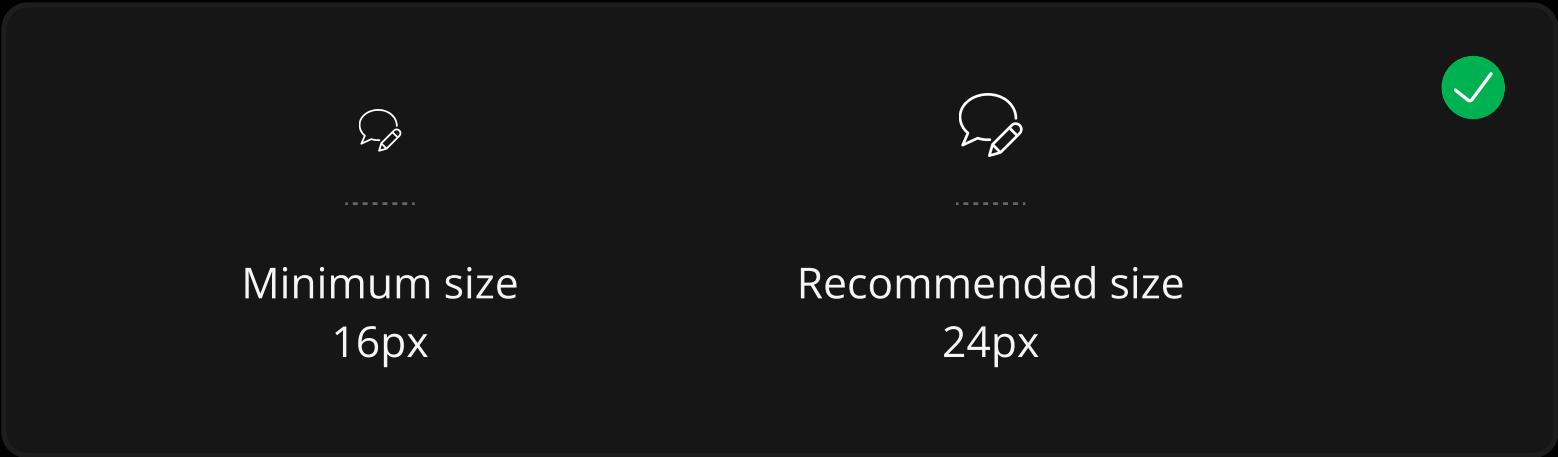
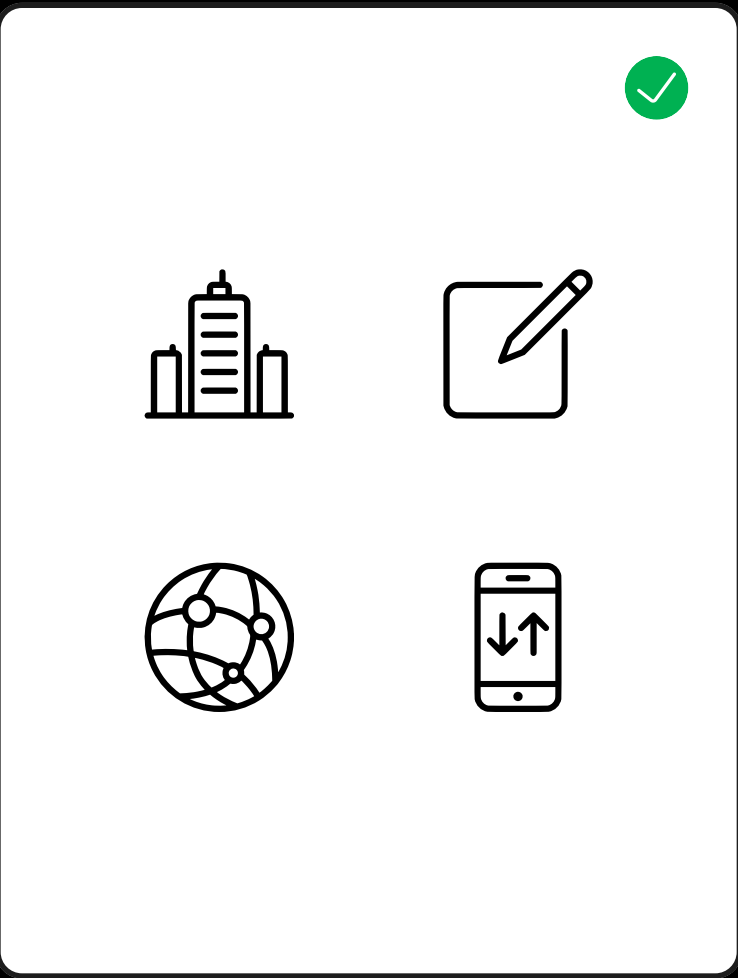
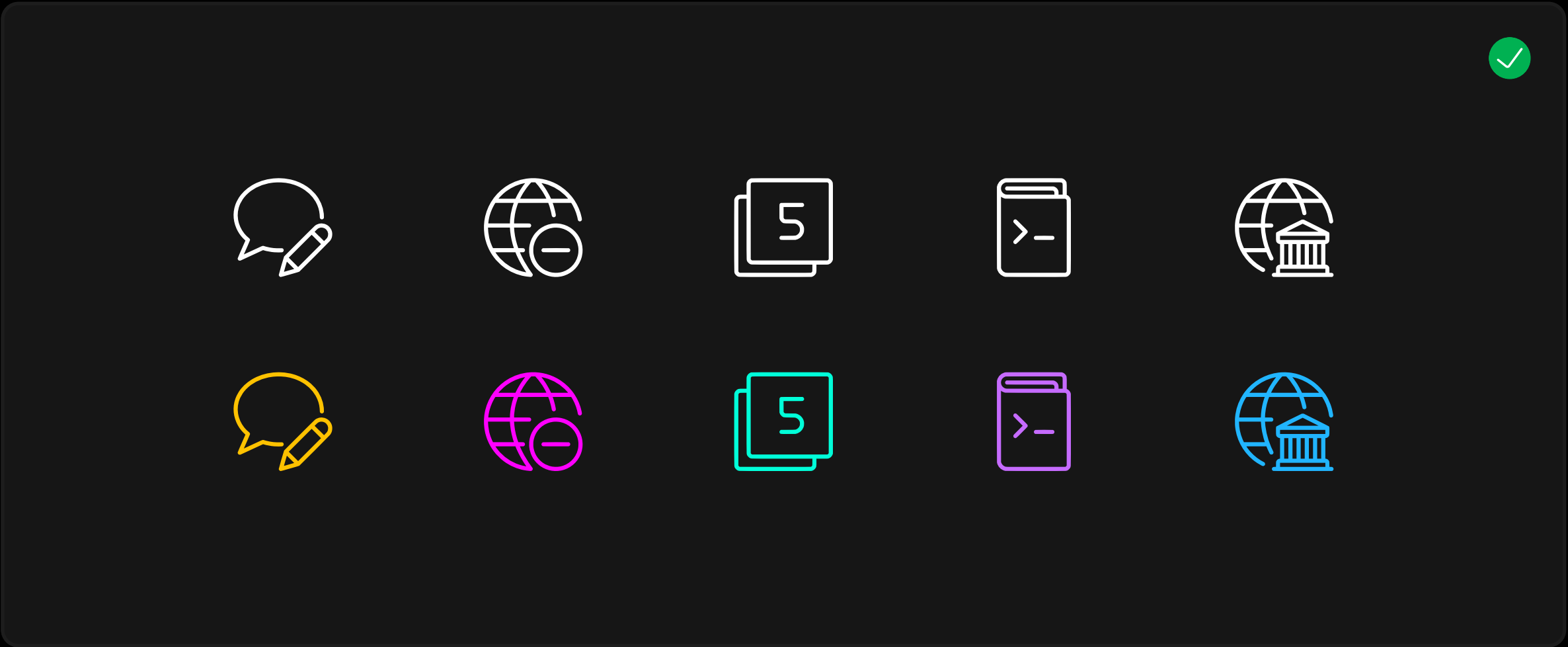
Usage and colors

Icons are used in black, white, or a single solid color from our palette, never gradients. Their color should always match the surrounding text or UI context, never compete with it. In product interfaces, icons support navigation and functionality with restraint; in communications (presentations, documents, emails), they help clarify complex ideas at a glance. Given their light, icons should never be used below 16px, with 20–24px recommended for optimal legibility.

Icon don'ts

Please use icons carefully and consistently. Always source them from the Streamline Light library to preserve visual coherence across our products and communications.

- Don't mix line and filled icons in the same composition.
- Don't apply gradients, shadows, or other visual effects to icons.
- Don't distort or stretch icons disproportionately.
- Don't combine icons from different libraries or styles.
- Don't use icons below the 16px minimum size.

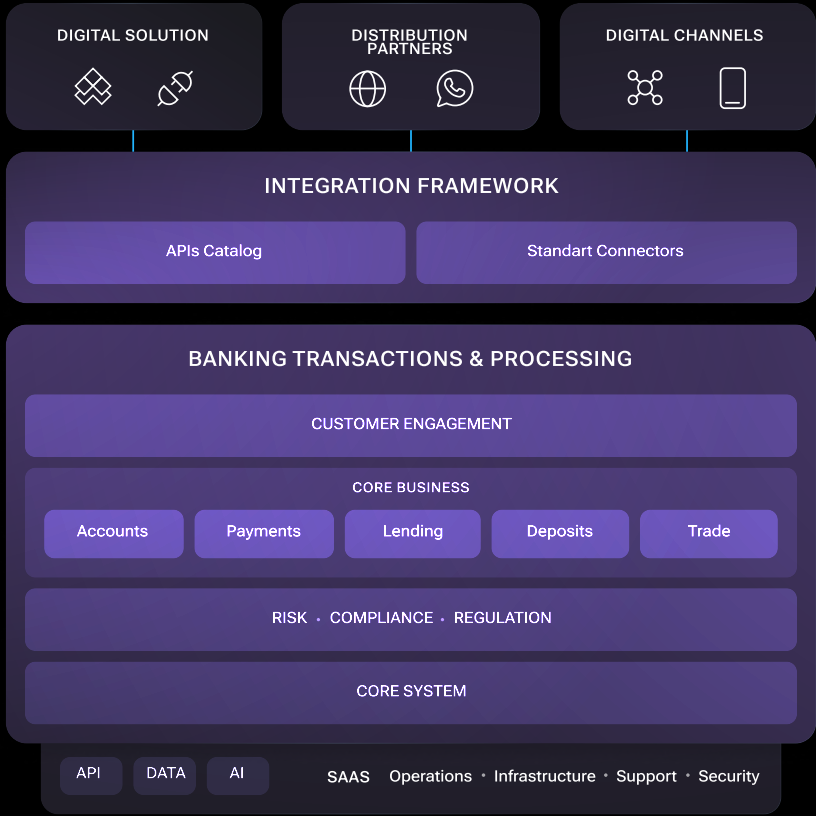
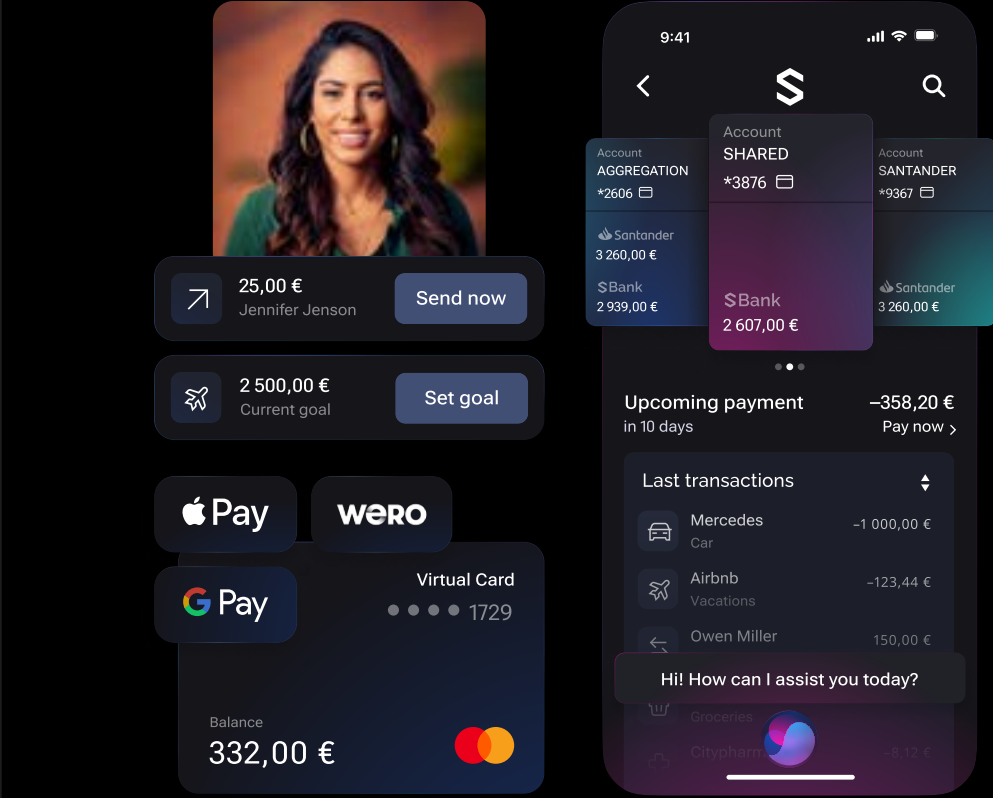
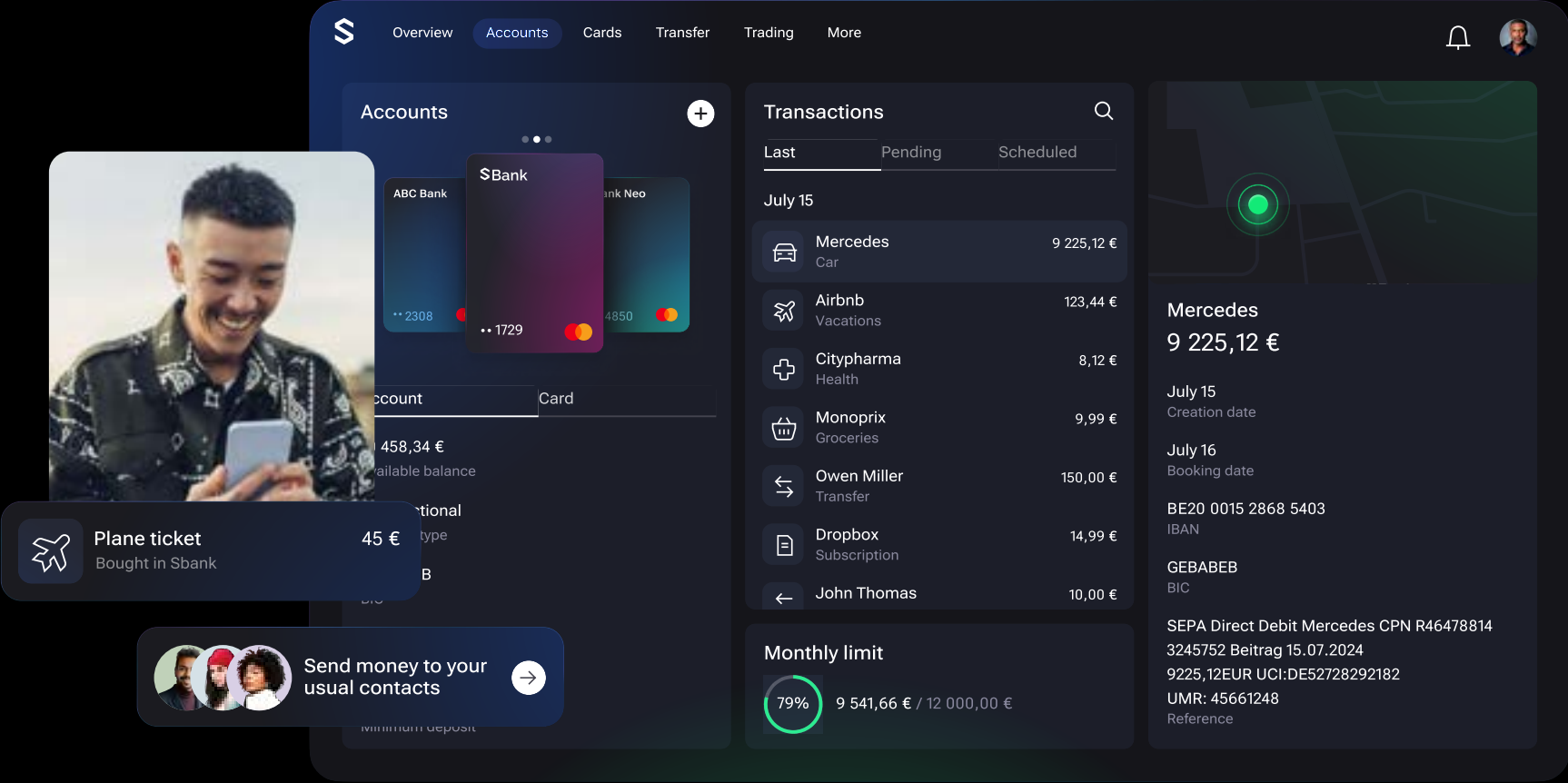


Product illustrations

Style

From realistic product screens to isometric diagrams, our illustrations bring both our products and the systems behind them to life. Some show our applications exactly as our end users experience them, real interfaces, real data, real moments of use. Others step back to explain what can't be captured in a single screen: architecture, integrations, and the flow of information across systems. Together, they help our audience understand not just what we build, but how it all connects.

Set against a dark background, our illustrations combine soft glows, gradient fills from our color palette, and floating cards with subtle depth. Isometric diagrams favor clean, geometric shapes and consistent perspective, while UI mockups stay true to the actual look and feel of our products: precise, modern, and unmistakably SBS.



Usage

Our product illustrations are built on a design system owned and maintained internally by our design team. Anyone creating or adapting these illustrations, whether an internal team or an external agency, must follow this system to preserve visual consistency across all our assets.

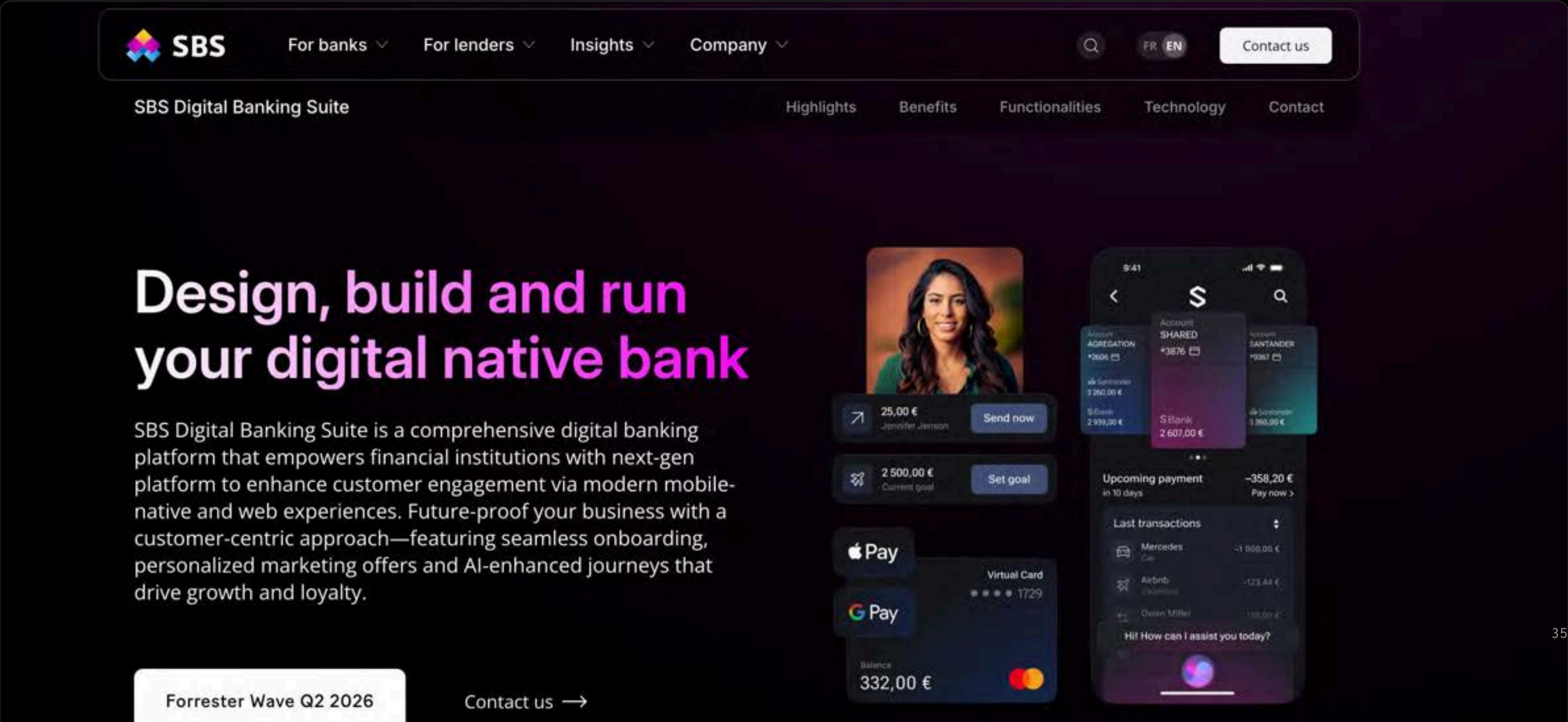
These illustrations can be used across both print and digital formats. They should always sit on a solid background, a soft glow is welcome, but busy or textured backgrounds are not.



- ← Use in print
Product illustrations on posters and in a leaflet
- ↓ Use in web
Product illustration in the hero section of our corporate website

Product illustrations don'ts

- Please use product illustrations carefully and consistently.
- Don't distort, stretch, or resize illustrations disproportionately.
 - Don't alter the color palette or gradients used within the illustrations.
 - Don't place illustrations on busy, textured, or photographic backgrounds.
 - Don't recreate or approximate these illustrations without access to the source design system.
 - Don't combine illustration styles inconsistently within the same asset (e.g. mixing isometric diagrams with flat icons).



Video and motion

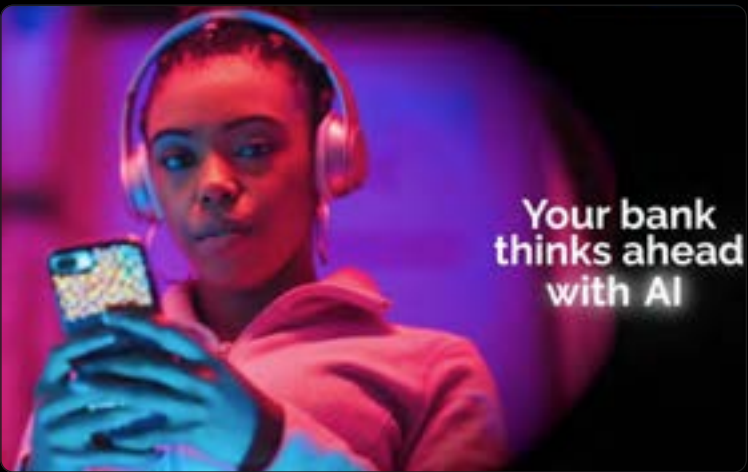
Usage principles

Our motion and video content follows the same visual language as the rest of our brand: dark backgrounds, gradient accents, and clean, confident typography. Every video closes on our signature logo animation: a neon outline flickers and glitches into place before resolving into the full-color SBS logo and wordmark. It's a brief, deliberate moment, never rushed, never overused elsewhere in the video.

- Gradients and colors follow our primary palette; no colors outside of it.
- Titles and captions use Inter, consistent with our print and digital typography.
- Keep transitions clean and purposeful. Motion should support the message, not distract from it.
- Stock footage should follow the same principles as our photography, lifestyle and from-above shots, consistent with our imagery guidelines.



The logo animation is reserved for the closing moment of a video, not for intros, transitions, or repeated throughout.



Example of the SBS Digital Banking Suite video | This is banking, reimagined ([Youtube link](#))



Example of the 'Banking is local' video | Bank Accounts and KakaoTalk: A South Korean Story ([Youtube link](#))

