

ZENUS BANK

Banking
beyond
borders



This pack shares the tools, systems and ideas you will need to use to communicate and promote Zenus Bank to the world.

Brand consistency

These guidelines are not put in place to limit creativity, but to keep the Zenus Bank brand identity consistent and recognizable. With these guidelines in place, we can ensure the brand's elements are used effectively and consistently at all times, which in turn enables us to build a powerful and recognizable brand.

Standards and rules

The guidelines will help anyone within Zenus Bank, or those working on our behalf, to understand which elements to use in which situation and how to use them. It's about consistency, but it's also about knowing what's right and wrong when it comes to using the different brand elements.

Tools

These guidelines aren't just about the rules around usage. They're also about providing you with the brand elements that work together to create a cohesive Zenus Bank message. You will find messaging and tone of voice guidance for creating consistent, on-brand content.

Our guidelines are a set of tools and rules on how to orientate the different elements that make up the Zenus Bank brand. They are used both internally and externally by employees, designers, copywriters, developers, suppliers and anyone using a Zenus Bank brand element, such as the logo.

The Zenus Bank brand guidelines have been broken down into four distinct sections

Brand Position

Visual Brand

Brand Voice

Inspiration





Brand Position

A diver is silhouetted against a bright, circular opening in a dark, rocky underwater cave. The diver is looking up towards the light. The water is dark blue, and the rocks are jagged and textured. The overall mood is one of exploration and discovery.

STRAPLINE

Banking **beyond** borders

Banking Beyond Borders signifies our commitment to being a financial partner to any organization or individual striving to achieve their financial goals, anywhere in the world.

We do this by providing seamless integration of financial services into businesses, making frictionless international payments, or simply ensuring money is held safely and securely. Zenus Bank enables our customers to rise above localized financial volatility and any international barriers caused by antiquated thinking.

An aerial photograph of a city skyline, likely New York City, showing numerous skyscrapers and buildings. The image is split diagonally from the top right to the bottom left, with the top-right portion being a lighter, more saturated version of the same scene. The text is overlaid on the white background in the upper left quadrant.

OUR VISION

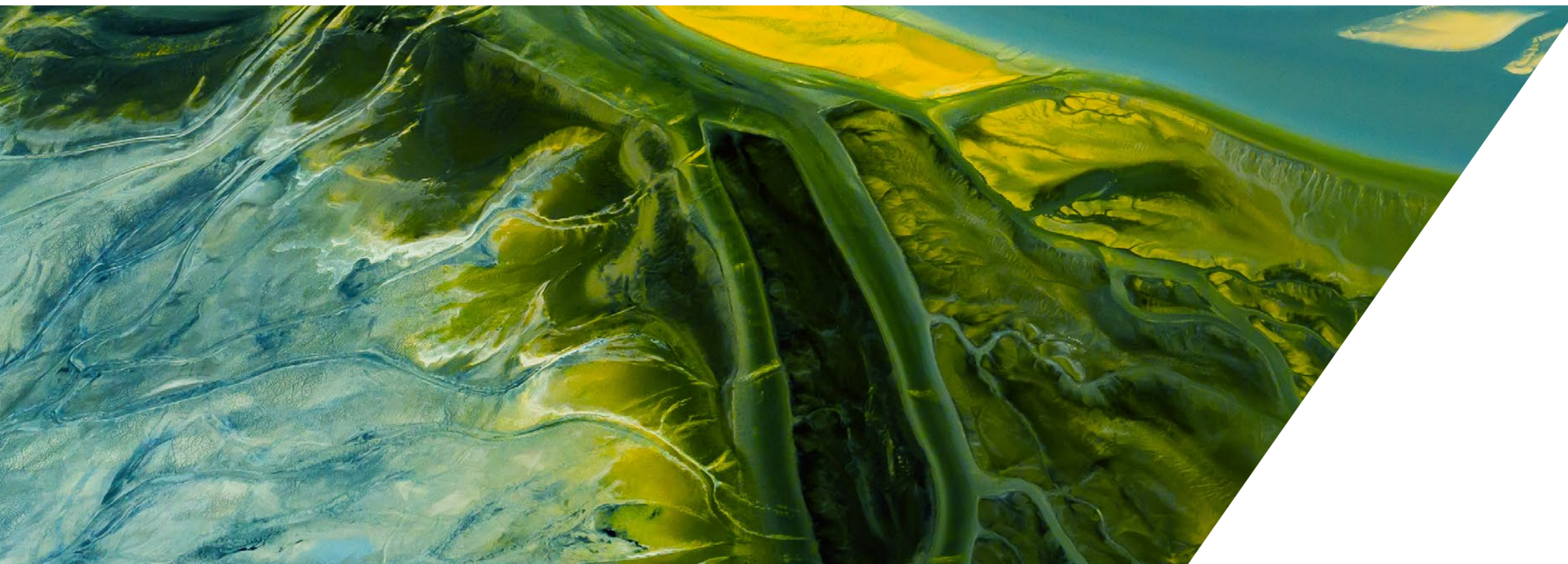
To create secure, accessible, and technologically advanced borderless banking solutions that transform lives and accelerate business success.



OUR MISSION

To help businesses and individuals achieve their financial goals, regardless of who they are and where they are in the world. We do this by providing access to first class banking services with the security and peace of mind that a US dollar bank account provides.

Our people and market-leading technology ensure seamless financial services integration for businesses looking to partner with us and for customers who simply need to access and manage their money with ease. Customer satisfaction is at the heart of our service delivery. We are knowledgeable, trusted and demonstrate our experience and passion for what we do at every touch-point.





Our
Brand
Defined

OUR VALUES

To deliver on our mission, Zenus Bank holds the following values close to its heart.

By acting on these each day and in all we do, we will support and strengthen our brand and business for the long term.

We are pioneers

Earn trust

Be open

Go beyond

We are pioneers

We employ our experience, knowledge and innovative technology to help customers overcome challenges, confidently communicating in a straightforward way.

Earn trust

We know that relationships between a bank and its customers are built on trust. Our business is focused on providing access to banking and we need to show our customers that we are a trusted resource for them to manage their money.

Be open

Our door is always open and our outlook is inclusive and welcoming. We want everyone in the world to benefit from US dollar banking and provide our customers with new opportunities.

Go beyond

Being borderless is about thinking bigger and acting globally. At the heart of our business is the belief that banking should be global, frictionless and not constrained by lines on a map.



Visual Brand



Our
Brand
Defined

PRIMARY LOGO

Our device is the starting point of our visual identity. It's a unique stamp owned by the Zenus Bank name...





Our
Brand
Defined

PRIMARY LOGO

Our name drives our primary logotype design. It's a logo with an origin story. You see, in banking it's all about the numbers...

ZENUS BANK



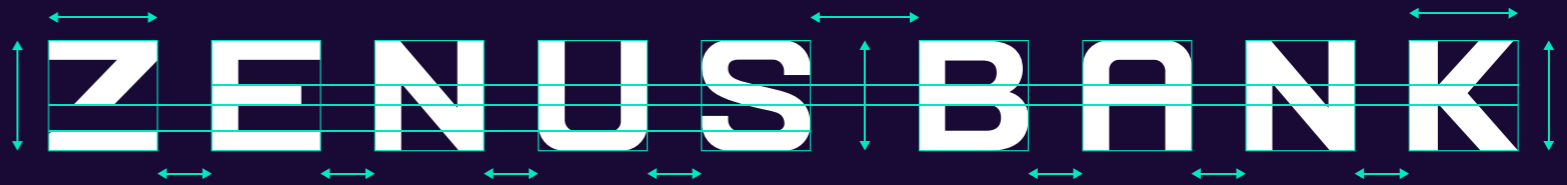
Our
Brand
Defined

PRIMARY LOGO

Customers trust our bank because we care about the finer detail. So our logotype has been shaped by the numbers.

Our logo's creation reflects the solidity and order our bank accounts offer. It's been made with the same analytical logic and zeal which makes our solutions 'add up'.

The mathematical symmetry represents the consistency of our work. This is our unique logotype drawn for Zenus Bank with bespoke typesetting and form, carefully employed to drive greater legibility in all formats.





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THE LOGO PACK

There are a range of logo treatments available for use.

In the pack you will find the following files in CMYK, RGB and a number of other formats.

1. Zenusbank_logo_primary_turquoise
2. Zenusbank_logo_primary_blurple
3. Zenusbank_logo_white
4. Zenusbank_logo_stacked_secondary_turquoise
5. Zenusbank_logo_stacked_secondary_blurple
6. Zenus_Internal_logo_turquoise
7. Zenus_Internal_blurple
8. Zenus_Device_Drk
9. Zenus_Device_Lgt

1

Primary turquoise

To be used as the first choice option. It is coloured with "Zenus Turquoise" and works best when designed out of our "Zenus Blurple".

2

Primary Blurple

Set in "Zenus Blurple" and for use where great contrast is required.

3

White / Mono

For use sparingly where needed.

4

Stacked secondary

For use where lateral sizing of space limits total logo display size.

5

6

Zenus (Internal)

For use in internal comms and for limited public/external use on request and approved by the brand manager.

7

8

Zenus_Device_Drk & Zenus_Device_Lgt

Where space is limited, such as web browsers, apps and social avatars, use the Zenus Bank Device.

9

ZENUS BANK

ZENUS BANK

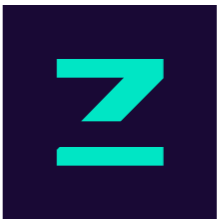
ZENUS BANK

ZENUS
BANK

ZENUS
BANK

ZENUS

ZENUS



OTHER FORMATS

Our device can be used where space is limited, such as web browsers, apps and social avatars, wayfinding, signs and other branding work.

Devices without text are great for swag, social media accounts, or when the main logo looks too small.

Suggestions

Our favicon is always accompanied by the name Zenus Bank in the browser address bar.

Apps and social media channels, where the Zenus Bank name is associated, is another instance where the device can be used instead.

Keep the logo device as large as possible in the available space. Use the space in the 'Z' to help scale the clear space around the device.

There are many different aspect ratios to consider and you can use the supplied logos and scale to suit your needs.

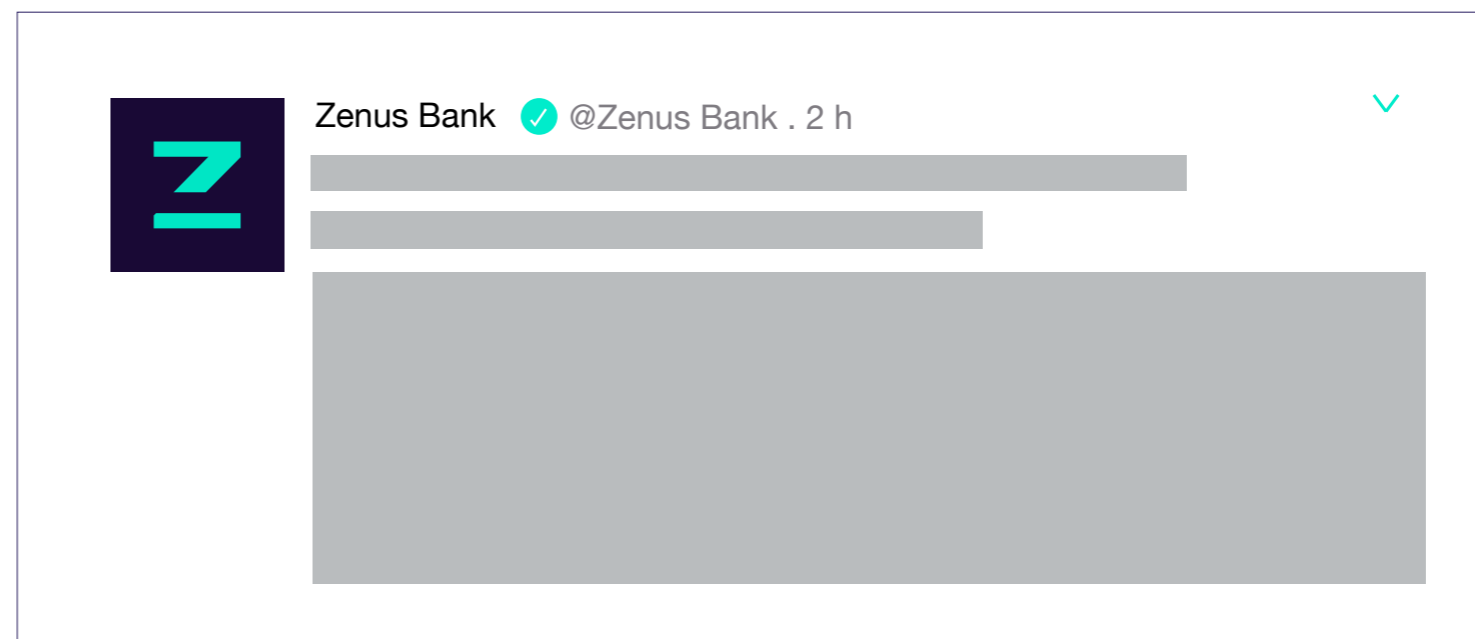
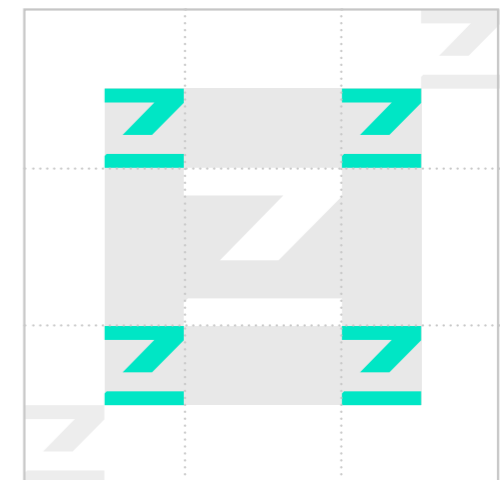
- Instagram Profile photo (circular): 110 x 110px
- Facebook Profile photo (square): 170 x 170px
- YouTube Profile photo (circular): 800 x 800px
- Twitter Profile photo (circular): 400 x 400px
- LinkedIn Profile photo (circular): 160 x 60 px



Zenus_Device_Drk



Zenus_Device_Lgt





Our
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LOGO RULES

When applying our logo, stick to the guidance and avoid altering it in any way.

Recommended Minimum Sizing

Primary and secondary logos = 24px or 3mm high

Stacked 50px or 5mm high

Zenus Device = 48px or 6mm square

Exclusion Zone / Clear Space

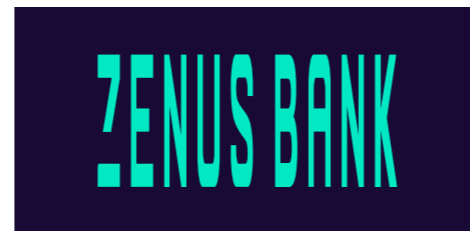
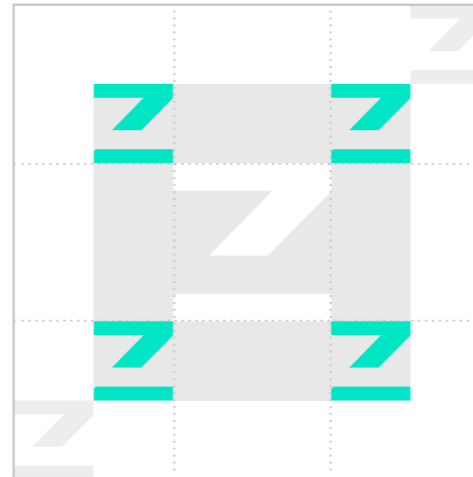
Our logo should be free of visual clutter to ensure maximum impact and legibility. Keep a clear minimum space around the logo. This can be defined by using the Z as shown on the right.

For our device, a clear minimum space of 1/4 of the Z should be placed around the outside.

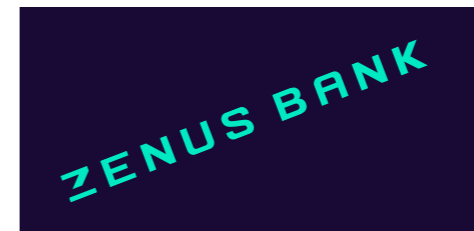
For our logo, a clear minimum space of the whole Z should be left around the outside.

Avoid altering the logo

Use the correct supplied logos and common sense to ensure constant presentation of the Zenus brand.



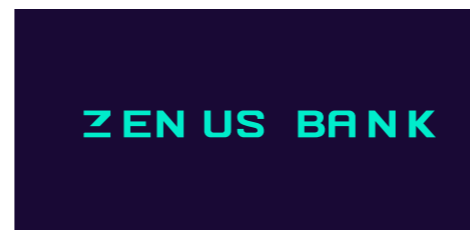
Do not squeeze or stretch the identity



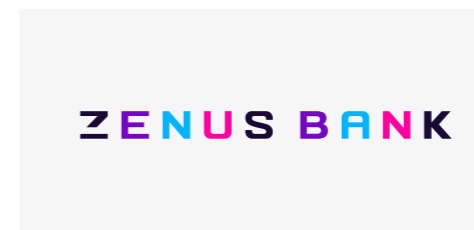
Do not rotate the identity



Do not alter the position of the wording



Do not alter the spacing of the letters of the wording



Do not recolour the identity.



Do not introduce additional graphical elements



OUR STRAPLINE

When using our strapline, stick to the different formats used on the right.

Rules for writing our strapline

The words 'Banking' and 'borders' should always be in Apercu Pro Extra Light.

The word 'beyond' should always be in Apercu Pro Regular and highlighted in Zenus Turquoise if used on a blurple, white or grey background.

Tracking should always be set to 100 with the Leading being set as 4 more than the pt size.

There are two formats Stacked and Horizontal, Stacked should always be the first choice, with Horizontal being used if there is less space.

Use the correct colours on the chosen background as shown.

Stacked Strapline

Banking
beyond
borders

Banking
beyond
borders

Banking
beyond
borders

Horizontal Strapline

Banking **beyond** borders

Banking **beyond** borders

Banking **beyond** borders

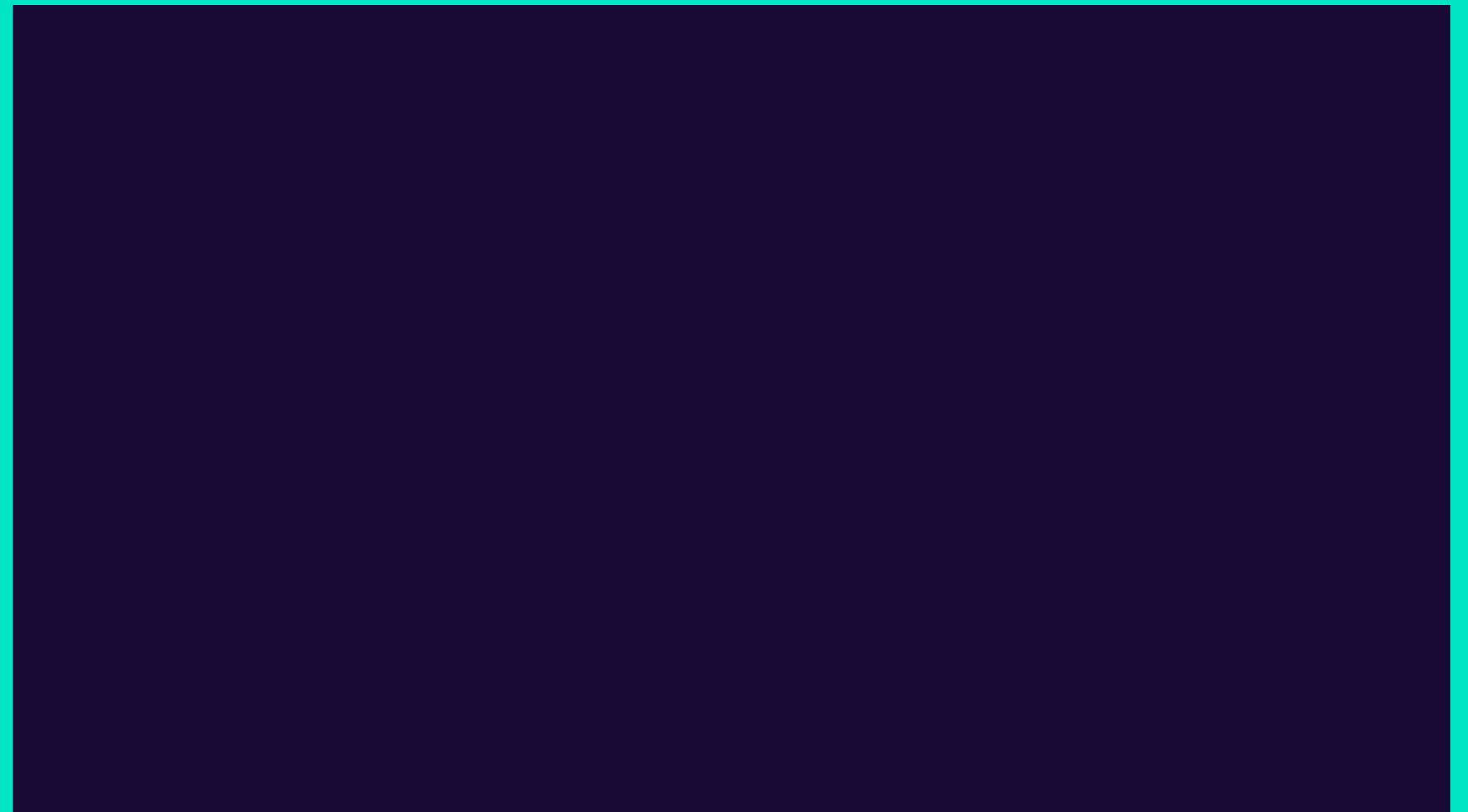


Our
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ANIMATING OUR DEVICE AND LOGO

Where possible and appropriate, we bring our device and logo to life through the use of animation and video.

People love visual content and can process visuals 60,000 times faster than text, especially when the image is moving. Animation is great way to increase user engagement and brand awareness.





TYPOGRAPHY

Zenus Bank brand communications are presented using one flexible and legible font family.

Apercu Pro is our chosen brand font. It is available in a variety of weights, making it easy to pull out titles, set body copy, subheadings, quotes, captions, charts and tables. You should deploy across communications activity where possible.

Apercu Pro



TYPOGRAPHY

Use the specified fonts in all Zenus Bank communications.

Apercu Pro (Primary Font)

Apercu Pro Regular

Apercu Pro Mono

Apercu Pro Light

Apercu Pro Light Italic

Apercu Pro Italic

Apercu Pro Medium

Apercu Pro Medium Italic

Apercu Pro Bold

Apercu Pro Bold Italic

All typography should be written in sentence case, with the exception of our strapline and focused subheadings which should appear in capital letters.

Trebuchet is the fallback font you can use where the brand font can't be stipulated.

AaBbCcDdEe12345!@£\$%

Apercu Pro Light is great for main headings.

48 PT / 58 PT

FOCUSED SUBHEADINGS IN APERCU PRO MONO

13 PT / 15 PT / 27.5 VT

You can use Apercu Pro Regular in sentence case for introduction copy in layouts and documents.

21 PT / 25 PT

For body copy we use ApercuPro Regular. This font is clean, easy to read and reflective of the Zenus Bank brand identity. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia d Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint.

11 PT / 15 PT



Our
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COLOUR USE

Colour has the power to confirm or challenge preconceptions; to support our brand's established strengths and realise its new ambitions.

Colour association is a key component of our identity. Our distinctive colour palette works to signpost our brand.

The primary colour palette is made up of Zenus Blurple and Zenus Turquoise. Colours should only be reproduced using the values outlined. These should be the dominant colour used in brand communications.

Zenus Blurple is typically used as a base and Zenus Turquoise as the highlight, but you can freely explore how you combine the primary colours.

Any printed material MUST be produced as a 5 colour job. Pantone 3255 C MUST be used as a 5th colour to achieve the correct vibrancy of our Zenus Turquoise.

When printing, coated should be the first choice, using pantones (3255 C and 2765 C). If uncoated stock is a must then use pantone references (3255 U and 281 U). Different applications and paper colors can affect the end-color so request a test sample before moving to production.

ZENUS BLURPLE

#190935

C100/M100/Y0/K40

R25/G9/B53

Pantone 2765 C



ZENUS TURQUOISE

#00E6C5

C56/M0/Y32/0

R0/G230/B197

Pantone 3255 C



Our
Brand
Defined

SECONDARY COLOURS

Secondary colour principles

Complementary colours

Pure White, Zenus Light Grey and Zenus Broadsheet Grey are our canvas background colours. These can be used liberally as complementary partners to the primary colours in all visual communication.

Highlight colours

Use highlight colours sparingly to contrast the primary palette and create greater breadth in design. Restrict use to work like social media, infographics, graphs and icons and reports (rather than top level brand communication work like advertising and signs).

ZENUS
AMETHYST
PURPLE

HEX: #7407C1
CMYK: C:78 M:86 Y:7 K:0
RGB: R:116 G:7 B:193

ZENUS
SKY
BLUE

HEX: #00B4FF
CMYK: C:68 M:16 Y:0 K:0
RGB: R:0 G:180 B:255

ZENUS
FLAMINGO
PINK

HEX: #FF009E
CMYK: C:13 M:87 Y:11 K:0
RGB: R:255 G:0 B:158

ZENUS
AZTEC
RED

HEX: #FF3131
CMYK: C:4 M:96 Y:82 K:1
RGB: R:255 G:49 B:49

ZENUS
FIESTA
ORANGE

HEX: #FF8400
CMYK: C:9 M:57 Y:88 K:1
RGB: R:255 G:132 B:0

ZENUS
SUN
YELLOW

HEX: #FFEA1F
CMYK: C:5 M:0 Y:80 K:0
RGB: R:255 G:234 B:31

PURE
WHITE

HEX: #FFFFFF
CMYK: C:0 M:0 Y:0 K:0
RGB: R:225 G:225 B:225

ZENUS
LIGHT
GREY

HEX: #F8F8F8
CMYK: C:3 M:2 Y:3 K:0
RGB: R:248 G:248 B:248

ZENUS
BROADSHEET
GREY

HEX: #E9E9E9
CMYK: C:10 M:7 Y:8 K:0
RGB: R:233 G:233 B:233

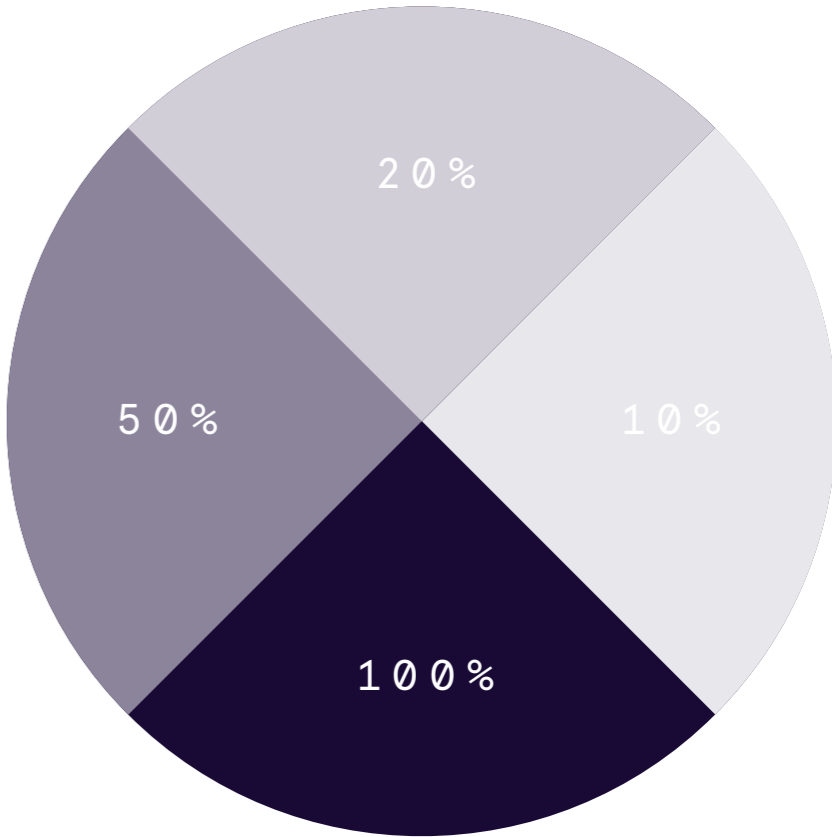
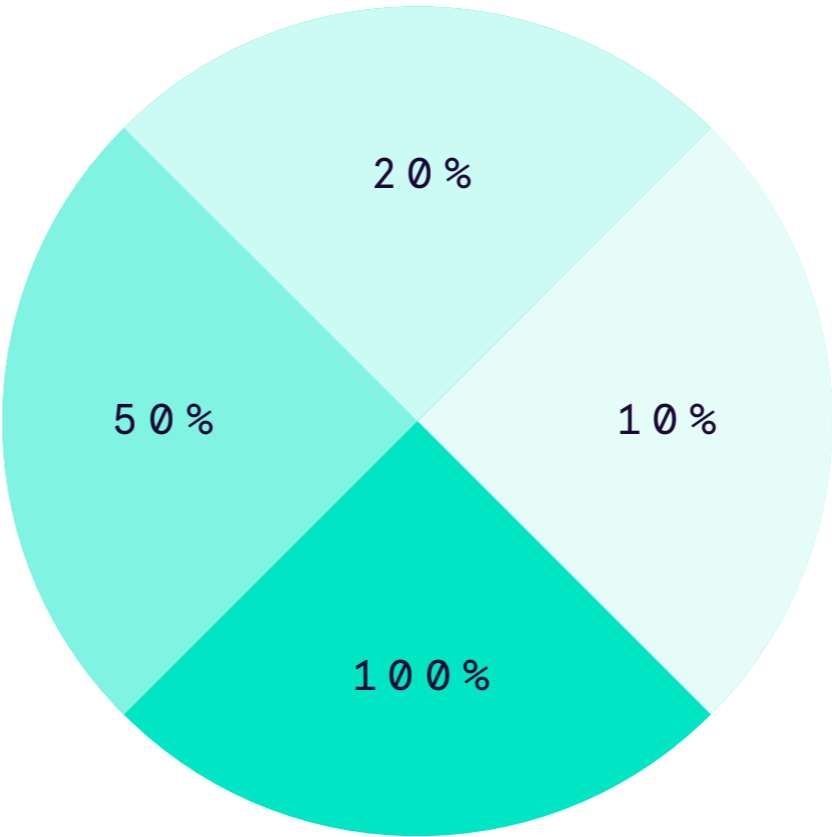


COLOURS VARIATION

In addition to the primary and secondary palettes, you can also apply those colours in tints and gradients.

Gradients can be used in a limited way for secondary colouring of key lines, icons and elements in your work. The gradients should only be produced in the format shown which use the secondary colours. Avoid large areas of gradients. Use them to highlight, draw focus and lift text and design items rather than a key design item.

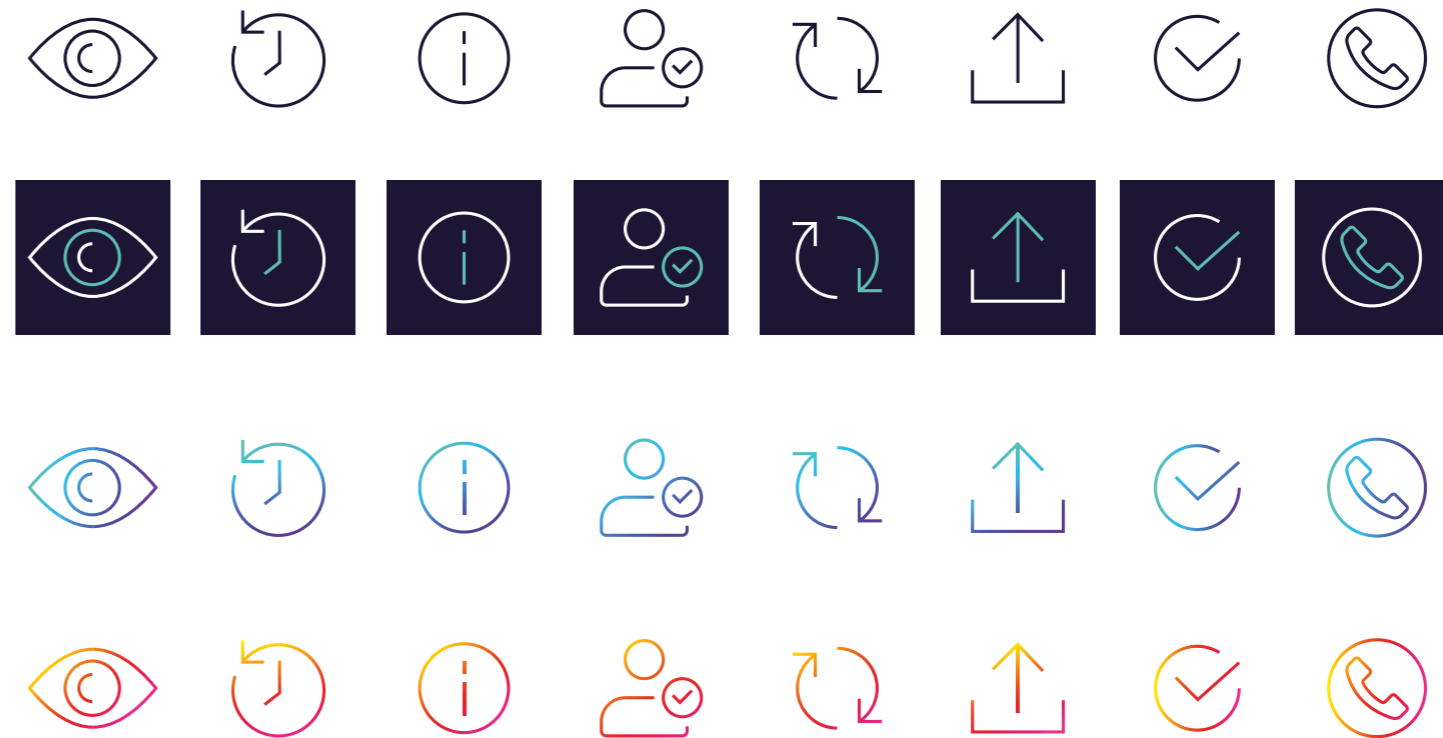
The primary and secondary palettes should be applied across all communications. In exceptional circumstances requiring a wider tonal variety, such as charts and tables, tints of the primary colours can be used as illustrated opposite. Tints are best applied in 10% increments. Never tint a key brand asset, like our logo, which should always be reproduced at 100% opacity and never altered.



BRAND ICONS

A set of icons and graphics devices has been created to be used in a flexible way in brand communications.

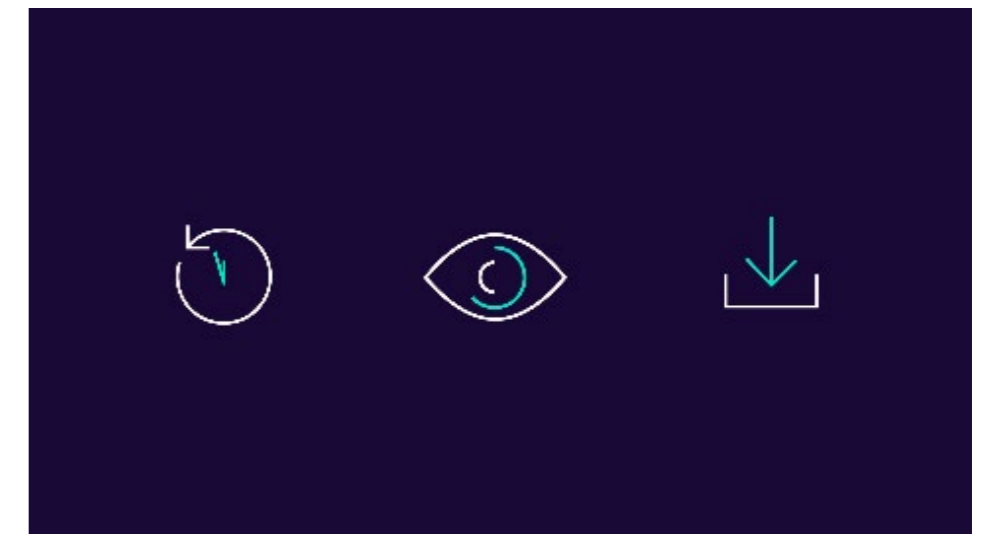
There is a key set of icons ready for day to day use. These have been supplied in both of the primary colours. In addition, designers may also get creative and use gradients to create variation. Only ever use them in brand colours. If you need to create additional icons they should follow the same style and approach to those shown here.



EXAMPLES IN INFOGRAPHICS



EXAMPLES IN ANIMATION



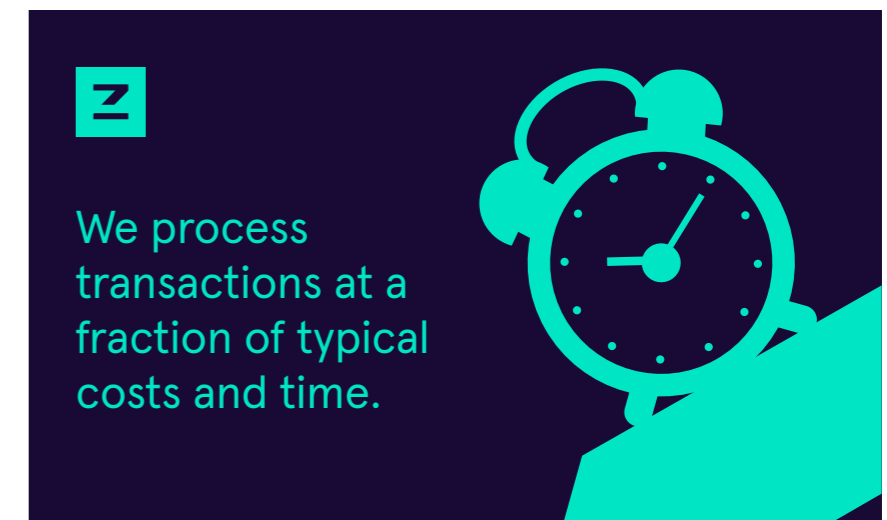
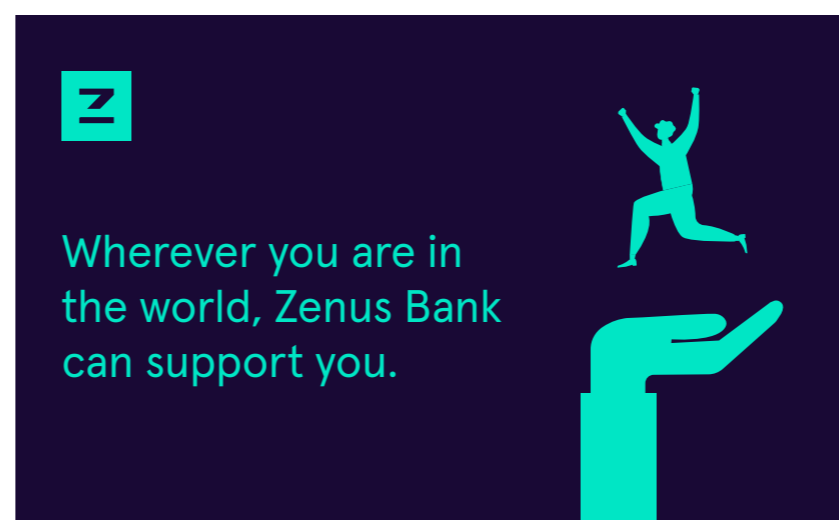
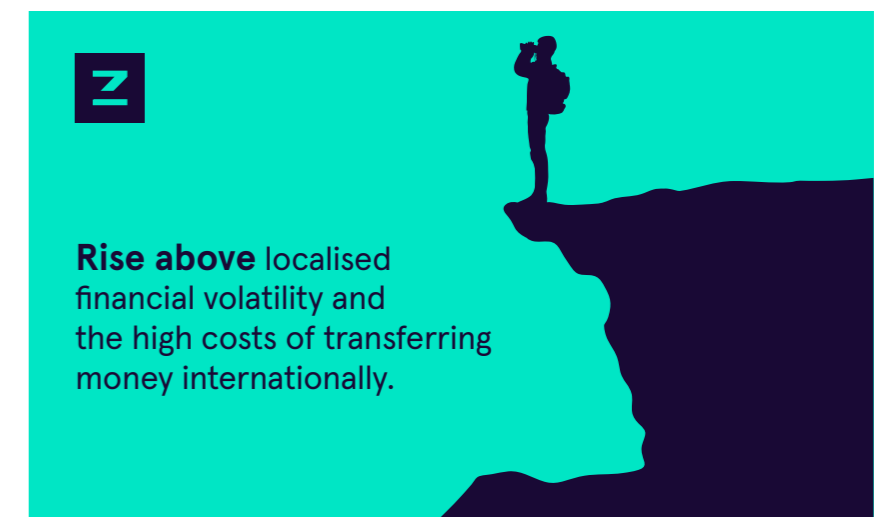
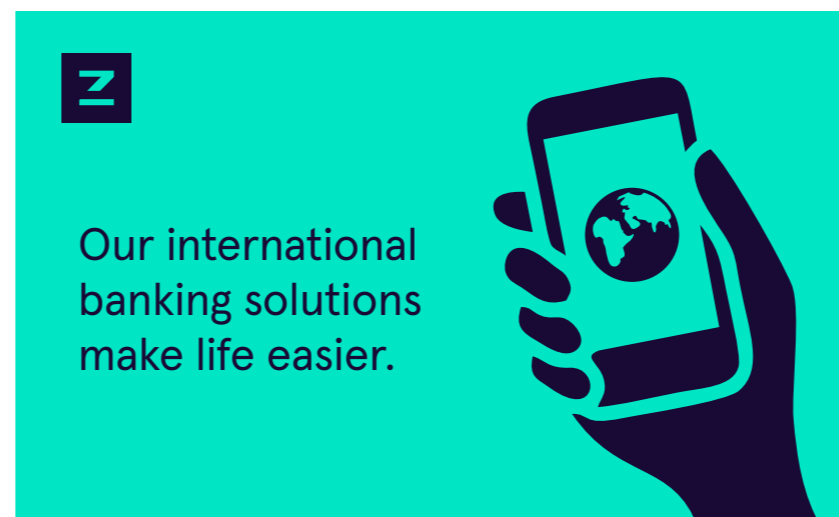
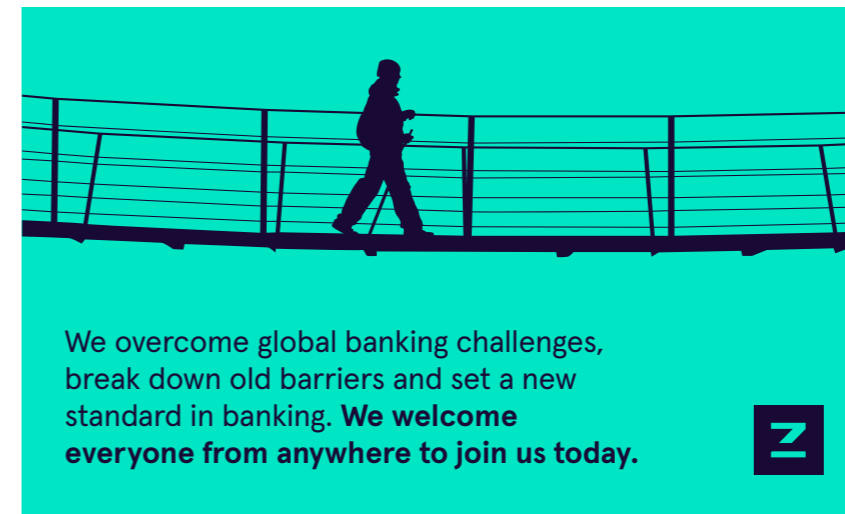


Our
Brand
Defined

ILLUSTRATION

Our Illustration style is here to create variation in design and to fill in when photography or video isn't possible.

We use flat silhouette illustrations in the primary brand colours.





Our
Brand
Defined

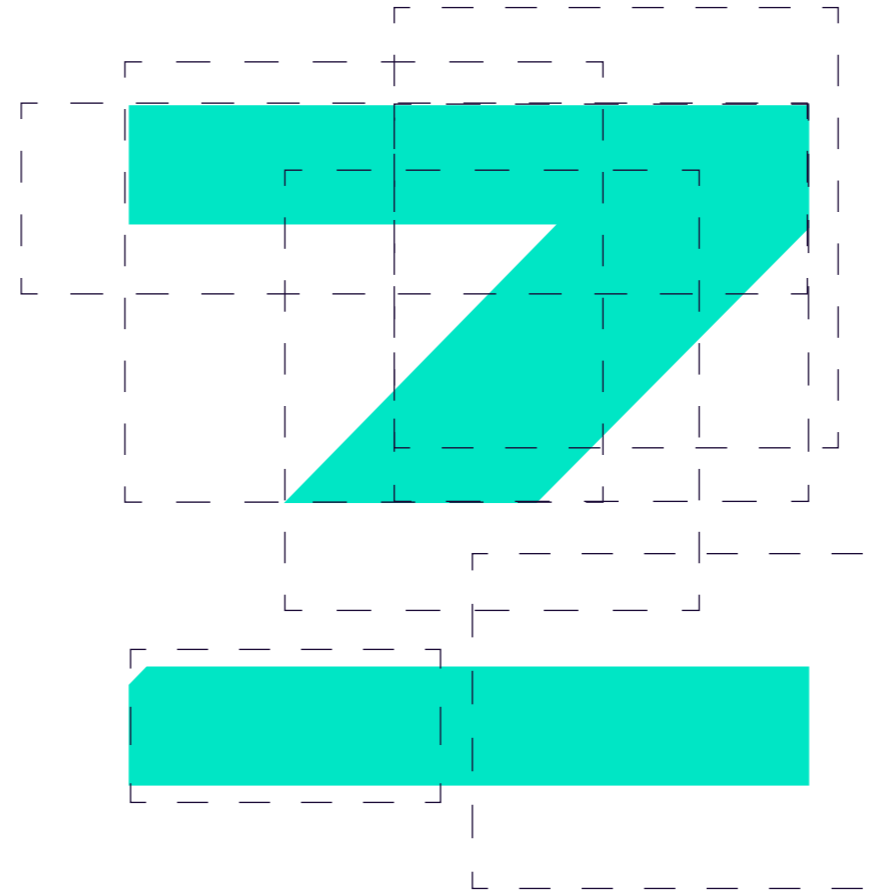
CREATING LAYOUTS

Our Z device can be used to create colour blocking, layer masks and image overlays for more dynamic design layouts.

Use the 'Z' in any way you like but don't alter its form and ratio. You can flip it any way horizontally or vertically and rotate it at any angle.

Abstract application and layering are great ways to create additional interest in design and creative work. Focus on the diagonals within the shape to create dynamic layouts and creative.

If you want to show the Z in full, you should use the Zenus Bank Device as supplied in our logo pack.



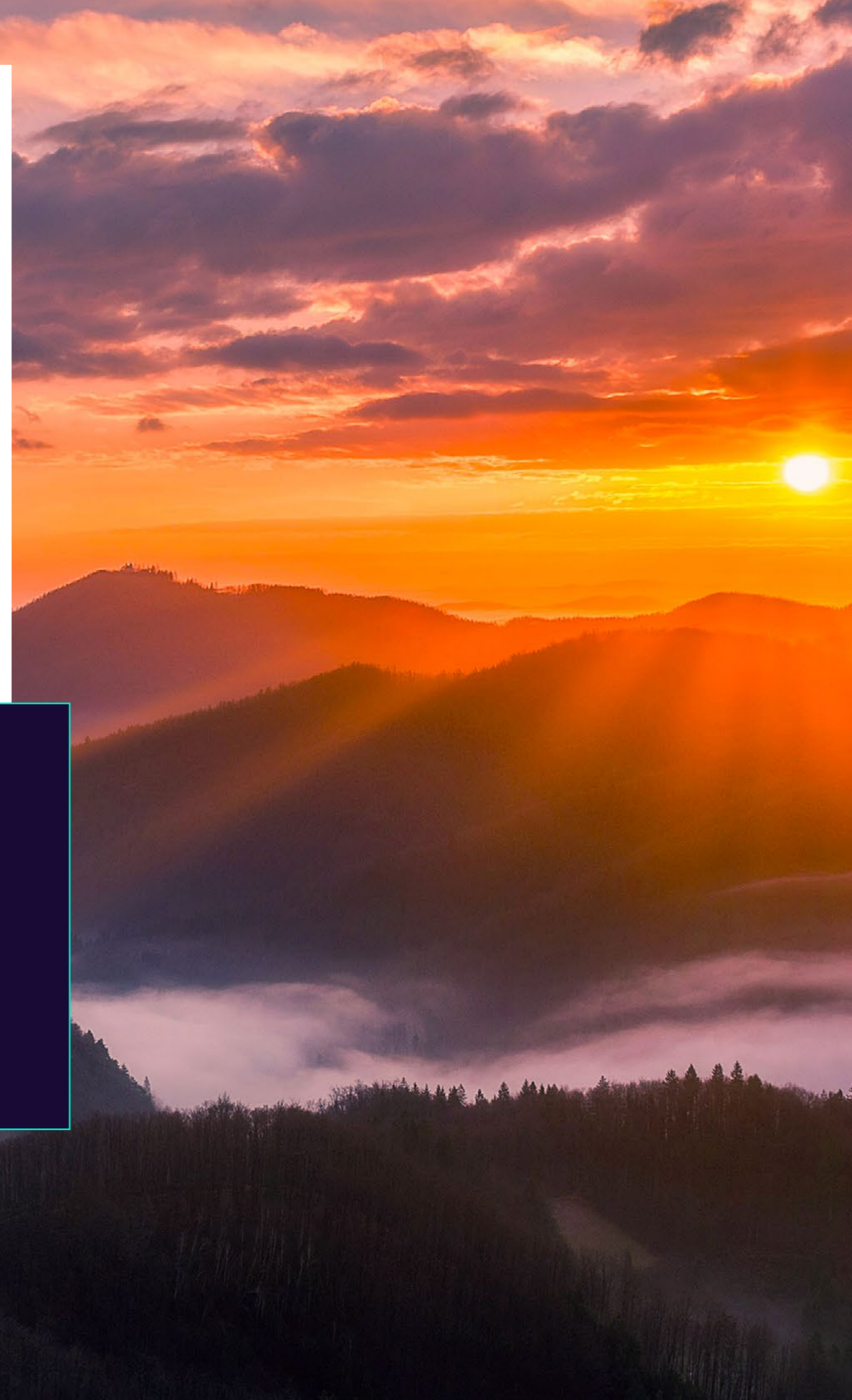
PHOTOGRAPHY

Zenus Bank photography should always be rich and inspiring. The images should represent one of the following three categories. People, Places, Beyond.

PEOPLE

PLACES

BEYOND





Our
Brand
Defined

PHOTOGRAPHY: PEOPLE

Zenus Bank people are from anywhere and everywhere.

They are confident, ambitious and have a wide range of nationalities. They are a mix of city dwellers, business owners and families. Our photography should reflect this.

For portrait photography, models should be chosen who are making direct eye contact with the camera. Maintaining eye contact not only exudes confidence but also builds trust. Research shows that we tend to see people who avert their gaze as less sincere, socially anxious and deceptive.

For natural 'in action' shots where people are engaging in their work or business, eye contact isn't necessary but should reflect positive professional conversations.

Helpful search terms and tags

BUSINESS PORTRAIT

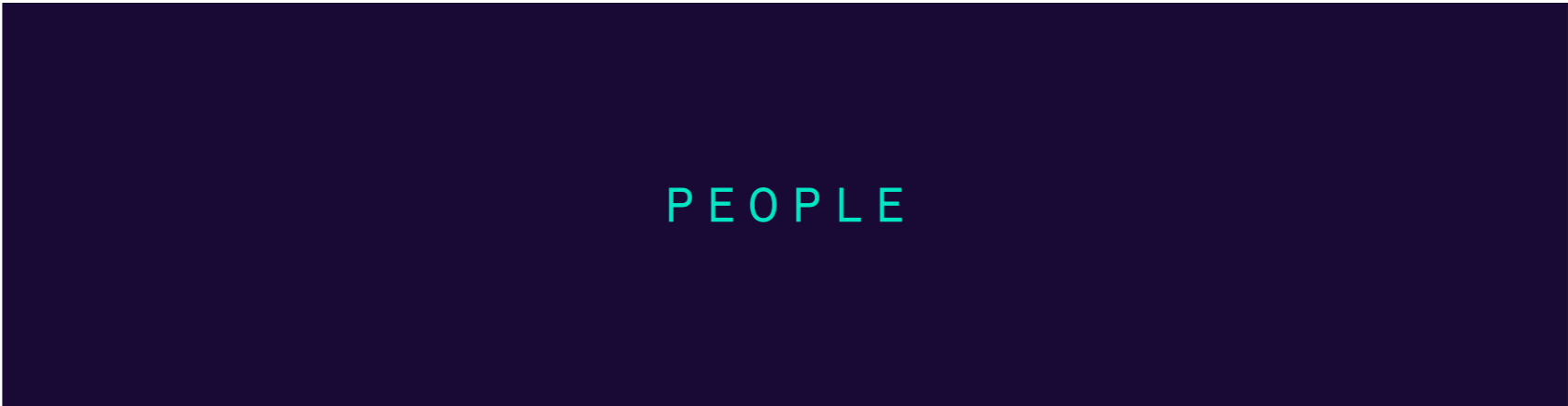
DISCUSSION

PROFESSIONAL

DIVERSE PORTRAITS

CONFIDENT PERSON

CANDID TEAM





Our
Brand
Defined

PHOTOGRAPHY: PLACES

Expansive and dramatic images of locations help reflect our global customer base.

We favour images of less well-known cities and locations. Photography used for this category should all be taken from a birds eye view from above. This keeps them consistent as a set and emphasizes the dramatic location.

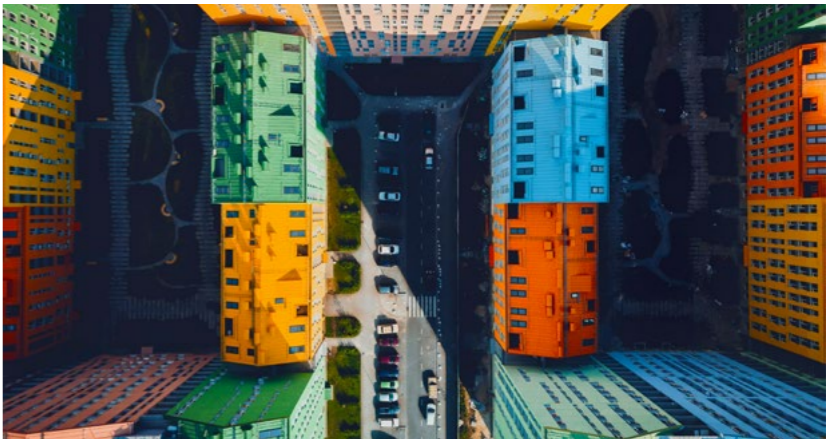
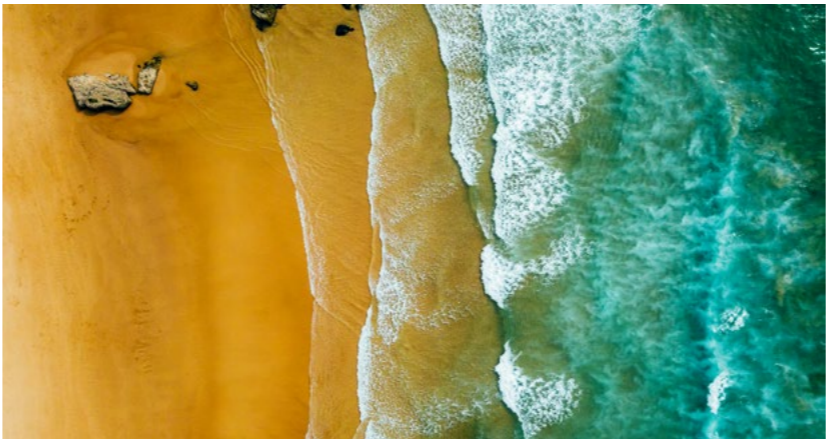
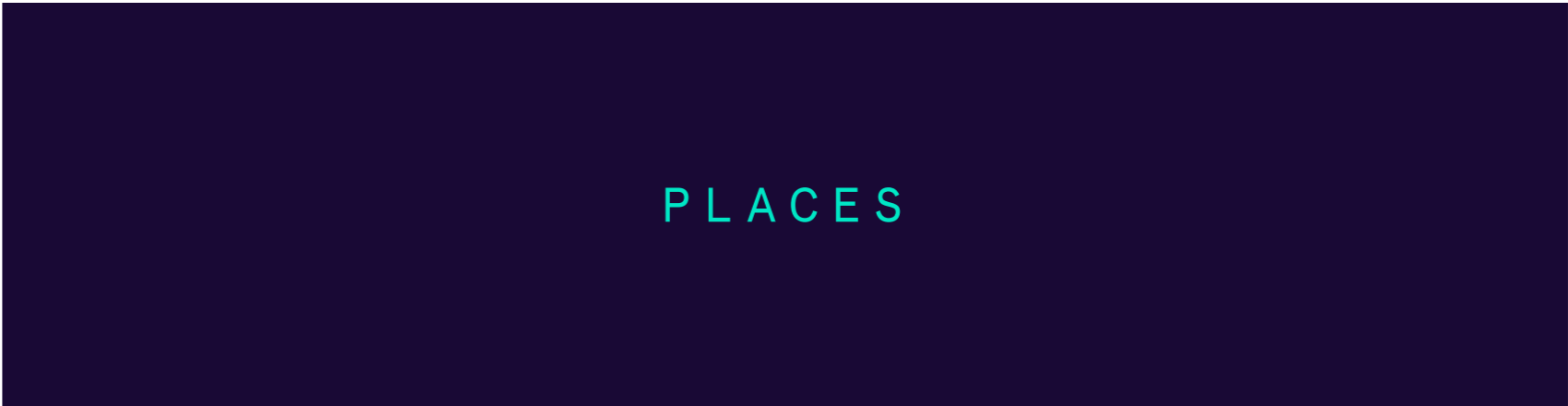
Helpful search terms and tags

BIRDS EYE

LANDSCAPE

AERIAL PHOTOGRAPHY

DRONE PHOTOGRAPHY





Our
Brand
Defined

PHOTOGRAPHY: BEYOND

These are adventurous images which reflect our strapline, Banking Beyond Borders.

They represent how we are a banking solution, where the location of our customers isn't a barrier to their financial success.

Beyond is also defined in the dictionary as:

- 1. *Something that lies on or to the farther side: something that lies beyond*
- 2. *Something that lies outside the scope of ordinary experience, over and above the ordinary.*

Beyond images show how we go further and we are not your typical bank. They signify our commitment to exploring new solutions and leading the way as a new breed in global banking.

Helpful search terms and tags

DRAMATIC SKY

BEYOND

ADVENTURE

EXPLORE

EARTH PHOTOGRAPHY

INCREDIBLE PLACE

LIMITLESS





Our
Brand
Defined

PHOTOGRAPHY TREATMENT

Photography treatments are a way to unify imagery and make stock photography feel like our own.

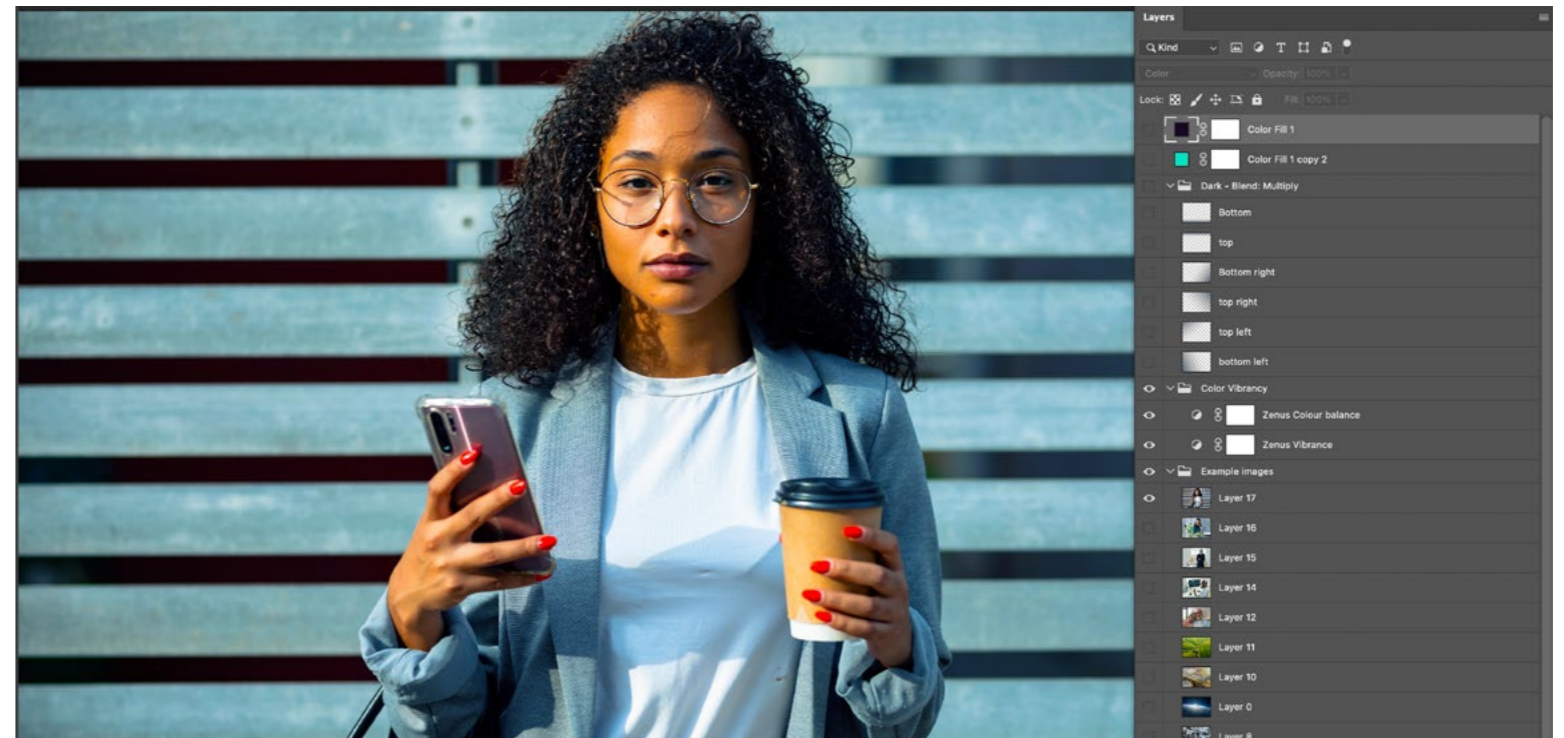
Zenus Bank has its own image processing document which includes overlays and vibrancy treatments to give a consistent tone across the vast amount of images from multiple mediums.

Within this document firstly place your image as a background layer. Then switch on the Zenus vibrance layer and colour balance. You can save your image out like this.

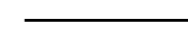
There is also the option to apply a dark multiply blend for images that need a darker contrast so that text can be placed on top. Don't apply this to images unless this is needed.

Finally, if you don't feel the image balance is working for a particular image, you can switch on either of the Zenus primary colour overlays.

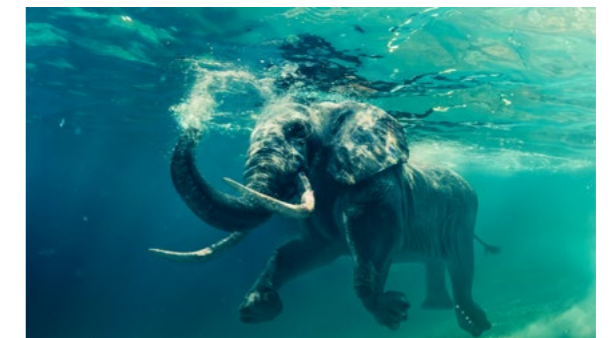
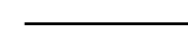
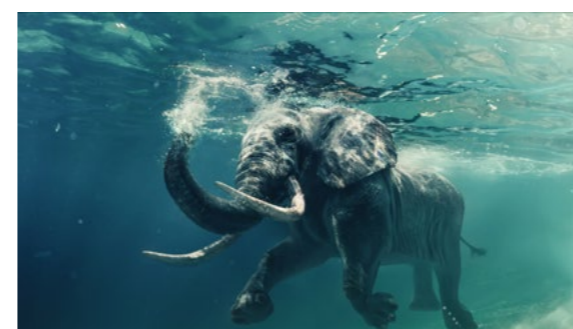
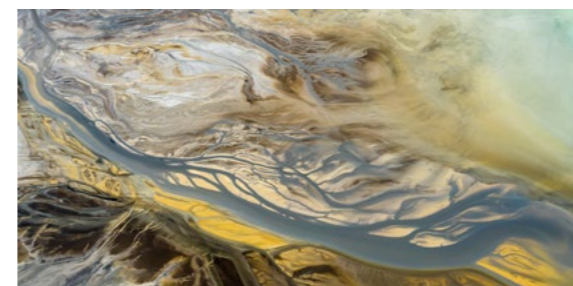
Every photograph is different, so you will need to decide which treatment is needed individually for each one. You can request this asset from the marketing team.



BEFORE



AFTER





Brand Voice



Our
Brand
Defined

ELEVATOR PITCH

The elevator pitch is designed to concisely explain what we do and why we do it. It can be used in part or in complete form to shape your communications and messaging activity.



We're striving to reshape the way that everyone banks internationally, seamlessly blending traditional banking wisdom with highly innovative thinking.

Our mix of leading-edge technology and deep industry expertise uniquely positions us to provide our partners, businesses, and retail customers with the very best banking services.

We're a new breed of bank, one that enables non-US citizens to open a US bank account online, from anywhere in the world.

Our unique market access, and open approach to business, means we unlock new opportunities for our customers and partners. Core to this is our passion for progress and 'make it happen' attitude.

We overcome global banking challenges, break down barriers and set a new standard for banking. We call this **Banking Beyond Borders.**



Our
Brand
Defined

WRITING IN OUR BRAND VOICE

Our written style is more than just the correct use of grammar and punctuation, it's a unique tone of voice that gives our audience an overall impression of our brand personality.

All our messages, whether we are talking to tech partners, developers, retail customers, or our internal team, should reflect the Zenus Bank tone of voice.

So, how do we write in a 'human', 'unifying', 'positive', and 'progressive' way?

Human / Unifying / Positive / Progressive



OUR BRAND PERSONALITY

These qualities should permeate through all communications and brand activity. Individual personality traits should be dialled up and down according to message, mood, channel and audience, but they should always be present.

Human

Our services are provided through our online technology platform, so it is important to remember not to sound robotic in our communications. Never forget that our partners, customers, and stakeholders are living, breathing human beings and need to be communicated with a level of emotion and warmth.

Being 'human' can seem like an obvious statement, but many businesses fail to do so and default to communicating in a corporate and stuffy way.

Our relationship with our customers is friendly but professional.

We aim to develop a connection beyond the transaction, acting as a true partner for our customers. We seek to understand their unique position and background and adapt our communications to find the best way to support their requirements.

How this is communicated:

- Treat partners and customers with respect and fairness in mind.
- Hold natural conversations, with compassion and helpfulness.
- Be authentic and welcoming but remain professional.
- Strive to reassure our customers with our expertise and support.
- Always provide an appropriate solution by seeking to understand the challenges our customers are facing.

Some writing examples;

We're keen to be a part of your financial success. Partner with us and we'll be with you every step of the way.

We're here to make international banking as simple and stress-free as buying your morning coffee.

We're more than just a financial institution, we're your trusted partner.

We provide expertise and inclusivity to all our partners, customers, and stakeholders.

Your location needn't be a barrier to financial success.

We take the worry out of banking, giving you time to focus on the things that matter most.



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Unifying

Whether it's a developer looking to bring a FinTech solution to market and seeking a stable global banking partner, or an individual looking to avoid localized financial volatility, we offer a service that is truly unifying. A seamless banking platform, we are a worldwide partner built to provide modern solutions for global financial challenges.

Our services enable our FinTech partners to provide their customers with a unified financial infrastructure to power elegant technology solutions. For retail customers, we provide access to the most recognized and stable financial market around the globe.

How this is communicated:

- Use our communications to express the ease of integration with our customers' software.
- Never make choosing Zenus sound like a complicated process.
- Express the flexibility of what we do and how we can benefit our customers and their businesses.

Some writing examples;

Let's break down the barriers to banking internationally.

We provide a means for any business or individual to access stable banking anywhere in the world.

We combine the creativity and innovation of a technology company, with the stability and trust of an established bank.

Enjoy hassle-free transactions with our fully customizable digital wallet platform.

Think of us as a premium addition to your local banking provider, connecting daily banking with the stability of a US dollar bank.

We believe that banking should be borderless and the opportunity to access stable and secure financial services should be available to anyone, anywhere in the world.

Our technology partners trust us to seamlessly integrate with their FinTech solutions and provide a quality experience for their end-users.



OUR BRAND PERSONALITY

These qualities should permeate through all communications and brand activity. Individual personality traits should be dialled up and down according to message, mood, channel and audience, but they should always be present.

Positive

We want our customers to feel a genuine warmth towards what we do and be optimistic about how we can improve their financial wellbeing. We're passionate about our brand and we show it. Our enthusiasm is genuine, and our communications are authentic and engaging using energy and enthusiasm. In a crowded marketplace, we're different.

How this is communicated:

- With energy and optimism.
- With a focus on our services and the value they provide.
- We express no barriers to global banking, but also no barriers to integrating with our services.
- We want to be a trusted advisor in our customer's financial journey.

Some writing examples;

We save you time and money by efficiently processing your transactions without added costs or hidden fees.

Get started with a Zenus account in under 10 minutes, from anywhere in the world.

Take your business global in minutes and open up a world of possibilities.

Invest in your financial wellbeing with a Zenus account.

When banking with us, you receive premium banking solutions with expert support.



OUR BRAND PERSONALITY

These qualities should permeate through all communications and brand activity. Individual personality traits should be dialled up and down according to message, mood, channel and audience, but they should always be present.

Progressive:

We want to be seen as the progressive bank, pushing to be at forefront of new ideas and new technology, so that we can innovate and disrupt in ways that benefit both our customers and industry. We represent the interests of our banking partners through positive change, and the support, advice and solutions we provide.

How this is communicated:

- With passion and enthusiasm.
- With clear, strong and thorough understanding.
- Through thought leadership articles and opinion pieces from our subject matter experts.
- We continually strive to find new and innovative ways to remove borders to banking.
- We encourage staff and customers to help us become more progressive by sharing with us their knowledge and experiences.
- We are open and willing to listening and collaborating with those who want to achieve the same goals.

Some writing examples;

Banking is continually evolving; so are we.

Transfer money the usual way, or try out our new X service which is faster, easier and more secure.

We're innovating the way you do X to benefit businesses like yours.

You can bank on us to continually strive for better.

We're investing X amount in FinTech over the next X years to help improve the way our customers bank with us.

Read our latest insights into X to see what it could mean for you and your business next year.

Share with us your thoughts and ideas for how we can support you in bringing your innovation to market.



THINGS TO REMEMBER:

When writing on behalf of Zenus Bank, you should always adopt our tone of voice and convey our brand personality.



For much of our audience, English will not be their first language. When writing, use common words that are easy to understand and easily translatable.



Avoid any colloquial terms or culturally-specific grammar.



We are a US bank, so use American English when writing.



Avoid the use of jargon unless it's an industry term that is internationally recognized.



Use a warm and approachable tone in our communications, but always keep it professional.



Less is best. Avoid using two words when one is enough.



Inspiration



Can't see any images?
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Banking
beyond
borders

Elevate financial freedom with
the new US dollar bank account
that's open to **anyone, anywhere**
in the world

We know that banking in some parts of the world can be volatile. We understand this is can be a big issue. By opening a bank account with us, your money will be handled safely and securely.

[FIND OUT MORE](#)



Can't see any images?
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Hi Karen, Welcome to

ZENUS BANK

Here's some information to tell you
everything you need to know about
your new bank account. Grab a coffee,
take a seat and spend a few minutes
getting to know us a bit better...

[TELL ME MORE](#)





Our
Brand
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Banking
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Elevate financial freedom
with the new US dollar bank
account that's open to
anyone, anywhere in
the world.

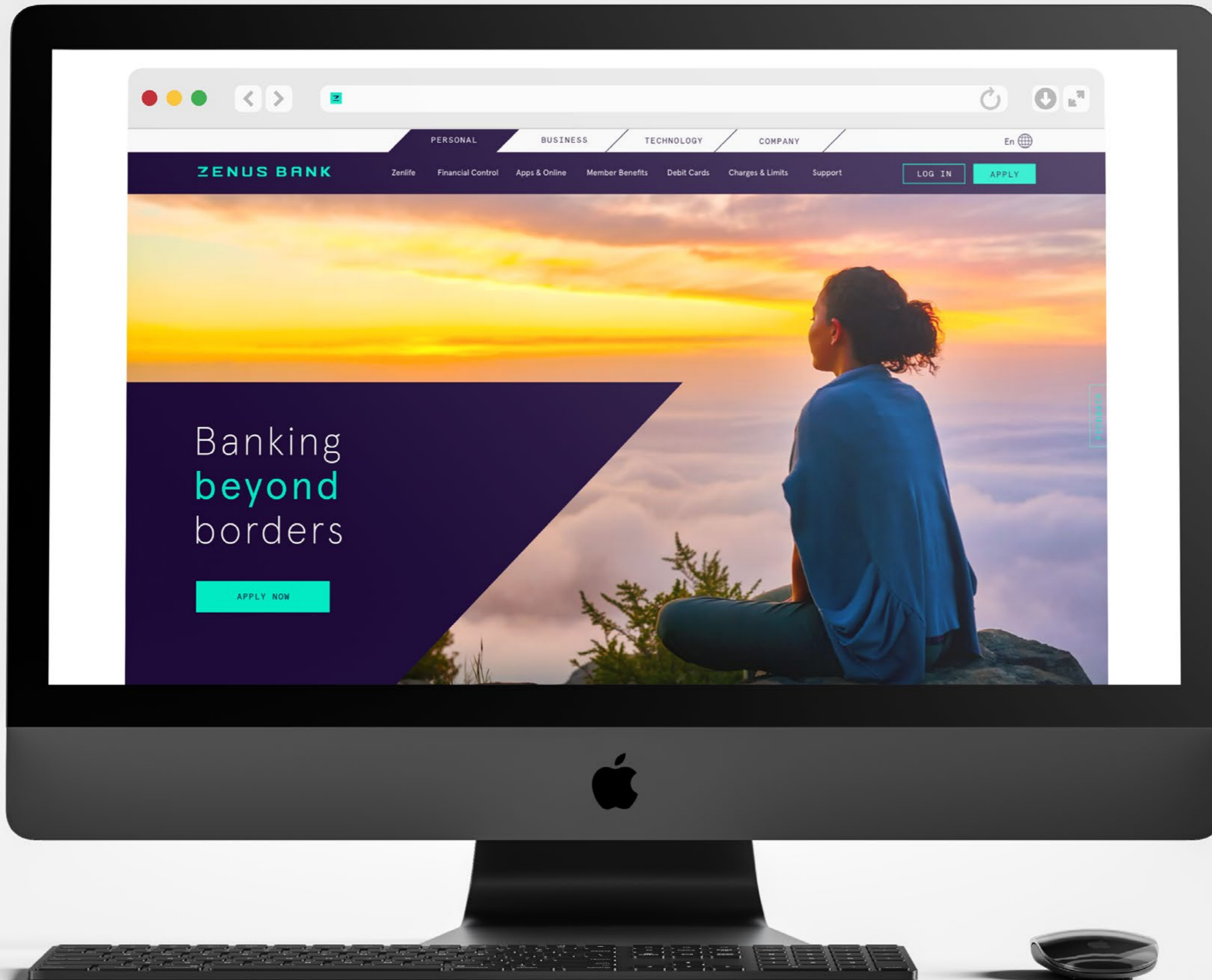
ZENUS BANK

Banking
beyond
borders

Embrace a feeling of
calm that only a US dollar
bank account can offer.

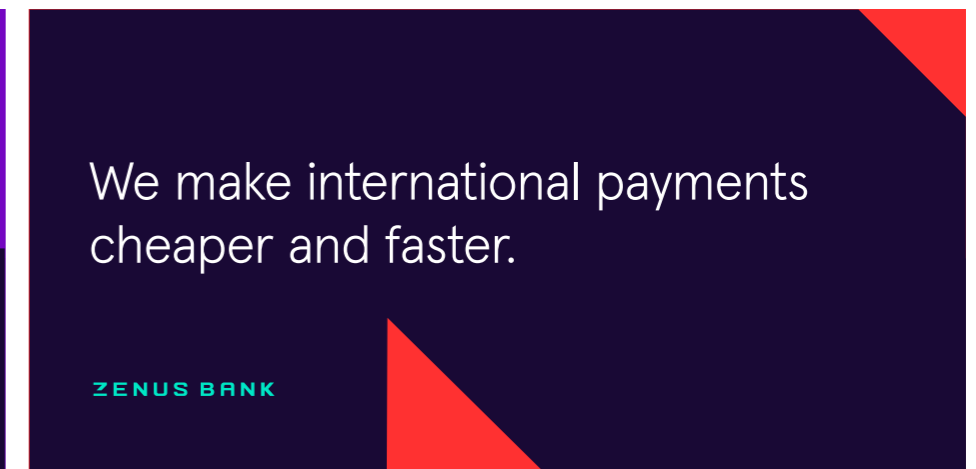
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We hope this guide has helped you get to know us better. If you're ever in doubt, just refer back to this document at any time.

