

celero

BRAND
GUIDELINES

WELCOME
TO THE
FUTURE OF
OPEN FINANCE

WE ARE CELERO

Celero is a B2B data infrastructure company that turns financial data into actionable intelligence, helping financial institutions connect more **strategically, personally** and **efficiently** with businesses across Brazil.

Our purpose is clear: to **simplify the financial management** of the business market and drive a financial system that is more connected, modern and centered on the business user. It was with this mission that we began our journey in 2016, establishing ourselves as the **first BFM** (Business Financial Management) in Latin America.

Today, we are a **benchmark** in data intelligence, automation and bank integration. Headquartered in Curitiba with a solid national presence, we continue **leading the digital transformation** of the financial market with innovation, closeness and the commitment that was born with Celero: to make a **real impact** on the financial landscape.

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CELERO DNA

Celero's DNA is the fuel that **drives** us and the code that **connects** us.

Here, our values and attitudes are the foundation of **innovation**, they are how we make things happen and how we keep the team in sync.

This is the beginning of our identity and of the **Celero way** of making things happen.

1

NONCONFORMITY & REBELLION

At Celero, we don't settle. We question the ordinary, look for new ways of doing things and aren't afraid to try, get it right and evolve. We face challenges with courage and creativity, so our rebellion is constructive: it drives innovation and takes us beyond what is expected.

2

WE ARE ONE CELERO

We work as one team, connected by purpose and trust, whether we are in the office, at home or in another city: we are together. We value growth with empathy and respect. This is how we strengthen our culture and drive Celero forward.

3

TAKING THE LEAD

We value initiative, giving room for ideas, a voice to those who do the work and autonomy to transform. Being a protagonist at Celero means knowing that you have an important role in building the present and what comes next. Change begins with every decision we make.

4

WELCOME, DEVELOP & TRANSFORM

We know that great solutions are born from prepared, motivated people. That is why we invest in continuous learning and in an environment where everyone can grow. We welcome with respect, develop with purpose and transform together. Because individual growth drives the collective.

TONE OF VOICE

At Celero, we communicate with **precision**, **objectivity** and **closeness**. We make the technical accessible, value clarity and act with trust, integrity and commitment to those who trust our work.

simple & direct

We don't beat around the bush. We explain technical topics clearly, without complicating, and get straight to the point.

How to use:

- Avoid jargon or difficult terms;
- Prefer short sentences and practical examples;
- Say what needs to be said, without detours.

✗ It is with great pleasure that we hereby announce that Celero, in its continuous pursuit of excellence in the development of technological solutions aimed at optimizing business financial management, has just made available to the market a new feature that seeks to greatly improve automated bank reconciliation processes.

✓ We just launched a new automated bank reconciliation feature in the BFM solution.

authority

We know what we do and speak with confidence. We show results, give opinions and are sure of what we deliver.

How to use:

- Use real data, cases and learnings;
- Don't use expressions like “we think that, maybe”;
- Avoid exaggeration or vague promises and speak based on what we truly deliver.

✗ Let's see how the market reacts in the coming months, and then we'll bring more information on how it is going.

✓ The future of financial intelligence starts with well-treated data, and Celero is ready to lead this change.

light & respectful

We communicate in a light way, with humor in the right measure. We are professional, but we speak like real people.

How to use:

- You can joke, as long as it makes sense and doesn't disrespect anyone;
- Avoid irony, sarcasm or forced jokes;
- Write as you would talk to a partner client, as equals.

✗ Our focus is to provide the technological tools requested by institutions, according to demand.

✓ At Celero, our role is to make the transition from the usual to the technological easier. We provide all the support needed for both the financial institution and the user.

attitude & values

We speak with attitude because we have purpose. We help whenever we can and deliver value in every conversation.

How to use:

- Show in practice how we help institutions and companies;
- Speak with energy and clarity about what we believe in;
- Be consistent: what we say must match what we do.

✗ We understand that each financial institution has its own processes and that it is not Celero's place to understand them; we only deliver what is requested.

✓ When we talk about solutions for financial institutions, we are not talking only about technology, we are talking about real impact on the results and on the financial life of SMEs.

CONCEPT

From promising fintech to a benchmark in the B2B ecosystem, we clearly take on our role: to revolutionize with **intelligence, innovation and impact**.

Our identity reflects who we are: a company driven by data, powered by AI and guided by purpose. We turn complexity into clarity, data into decisions and technology into real value for financial institutions and companies across Brazil.

If we once dreamed of the future of Open Finance, now we are an active part of it. The future has arrived and Celero is ready to be part of what comes next.



LOGO

Variations

The Celero logo must, as a rule, be used in its **monochrome version**, as shown. Exceptions are allowed only in very specific, pre-approved cases where the green version is more suitable for the context.

Always use the **official digital files** provided by the Branding team. Never use versions found on search engines or from unauthorized sources, to avoid distortions in color, proportion or quality.

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*Restricted use. Approval from the Branding team required.

LOGO

Clear space
and minimum size

To ensure the **legibility** and **integrity** of the logo, it is essential to respect its clear space — the minimum free area around it. This space is defined by the height of the letter “c” in the logo itself, as illustrated alongside.

In addition, the logo has a minimum size, which **must always be respected** to ensure it reads well in any application.

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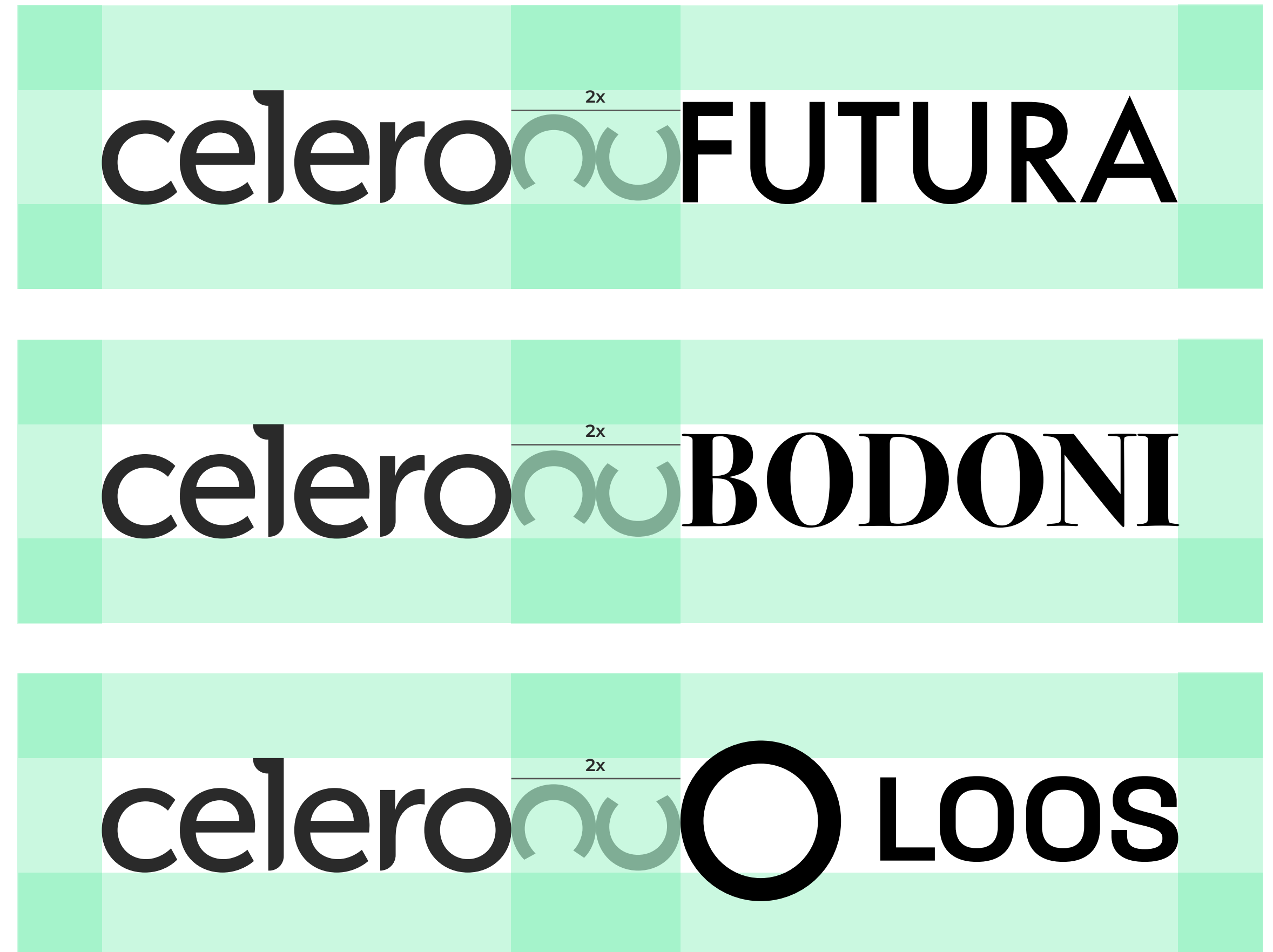
80 px
Minimum Size (web)10 mm
Minimum Size (print)

LOGO

Co-Branding

When the Celero logo is used alongside partner brands or other companies, it is recommended to **respect a space equal to twice the clear space**.

This distance ensures the legibility of all logos involved and secures a **balanced, organized and harmonious** visual composition.



LOGO

What not to do

The Celero logo must not, under any circumstances, have its elements, proportions or colors altered.

Effects such as shadows, gradients, outlines, textures, transparencies, distortions, tilting or rotation are prohibited.

To ensure the integrity, consistency and brand recognition, it is essential to always use the official files, preserving their original characteristics without any modification.



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LOGO

Color contrast

The contrast between the logo and the background is essential to ensure its legibility and proper application. On light backgrounds, use the *NightSky Grey** version of the logo, so that it **stands out visibly**. For dark backgrounds, the white version is recommended, providing **greater contrast and readability**.

When the logo is placed over photographs, it is important to position it in areas with as few visual elements or interferences as possible, prioritizing more neutral zones of the image to **ensure its clarity** and **preservation of the visual identity**.



*See the "Colors" section, page 13.

COLORS

Primary and secondary colors

Celero's identity is based on **shades of green**. From a color psychology perspective, green is the color of **prosperity, abundance, finance** and **balance**.

The primary is the **recognition color**, which helps create a stronger distinction from other brands in the segment.

The secondary colors are **supporting colors**, yet important to create harmony with the primary ones.

The specifications alongside should serve as a reference for composing the colors in other media and less conventional scales.

[primary colors]

Cyber Green #50EA9A R: 80 G: 235 B: 155 C: 64 M: 0 Y: 91 K: 0	NightSky Grey #2A2A2A R: 42 G: 42 B: 42 C: 71 M: 62 Y: 58 K: 72	DayLight Grey #E8E8E8 R: 232 G: 232 B: 232 C: 11 M: 7 Y: 8 K: 0	Clean White #FFFFFF R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0

[secondary colors]

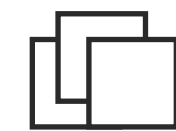
Shadow Green #00b385 R: 0 G: 180 B: 135 C: 80 M: 0 Y: 65 K: 0	Dark Green #00916f R: 85 G: 145 B: 110 C: 85 M: 20 Y: 70 K: 5	Cyber Grey #2c3a42 R: 44 G: 58 B: 66 C: 80 M: 60 Y: 50 K: 55	Rebel Red #f9465c R: 249 G: 70 B: 92 C: 0 M: 83 Y: 49 K: 0

COLORS

Suggested combinations

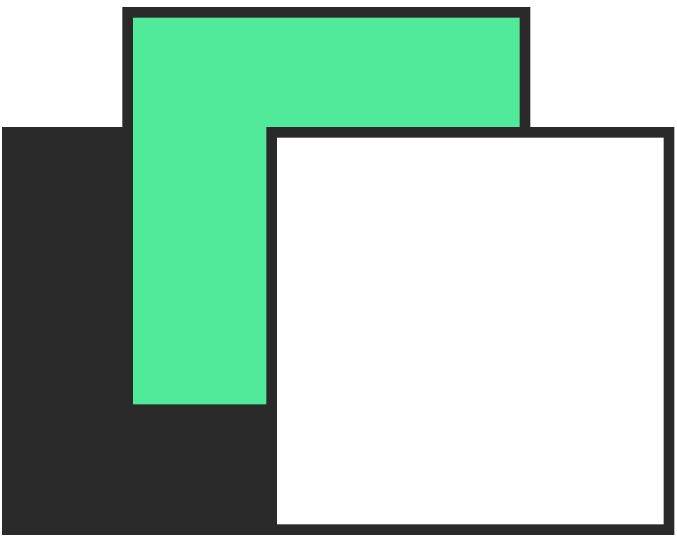


Background + Text

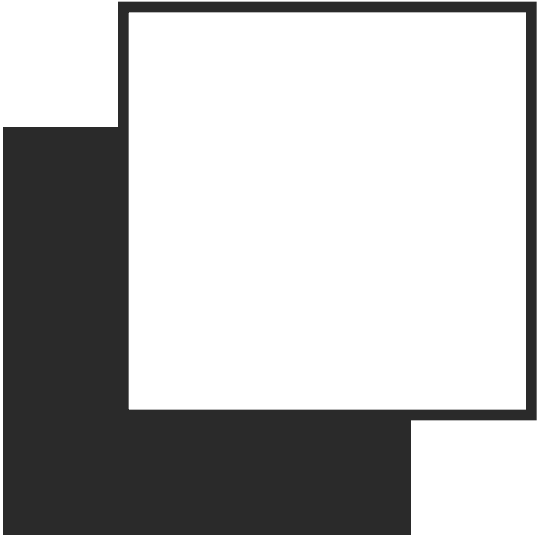


Background + Elements + Text

These are some suggested color combinations for Celero's visual identity, following the logic of 'background + element + text'. This structure was designed to **ensure high contrast and make reading easier**.



Nightsky grey + Cyber Green + Clean White



Nightsky grey + Clean White



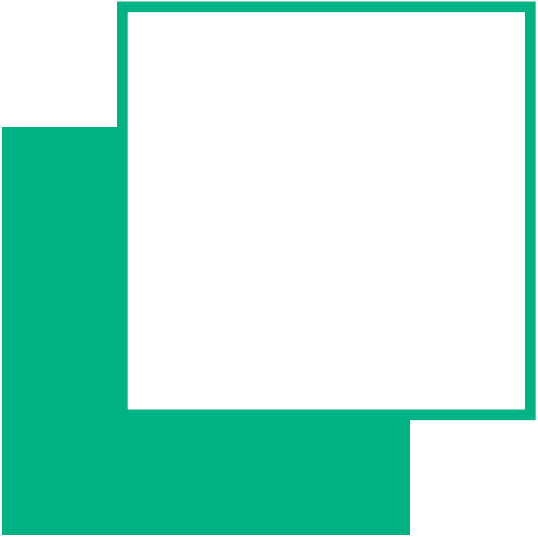
Cyber Green + Nightsky grey



Cyber grey + Cyber Green + Clean White



Cyber grey + Clean White



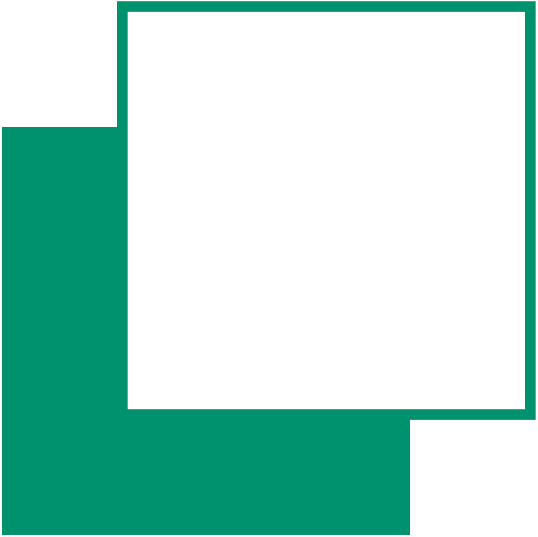
Shadow green + Clean White



Cyber grey + Rebel Red + Clean White



Rebel Red + Clean White



Dark green + Clean White

TYPOGRAPHY

Primary and secondary typefaces

The Montserrat font was chosen as the institutional typeface because it complements the traits of Celero's identity, bringing a balance between **modernity, legibility and personality**. It should be used in headlines, body text and official communications, reinforcing the presence and consistency of the brand.

The secondary typeface is restricted to supporting graphic elements — such as visual compositions, highlights or specific materials — and **must not be used as the main font** in institutional, corporate or informational texts.

Proper use of the typefaces maintains visual harmony and strengthens brand perception.

[primary typeface]

Montserrat Family

AaBbCc

ExtraBold

Bold

Medium

Regular

[secondary typeface]

Tachyon Family

AaBbCc

Regular

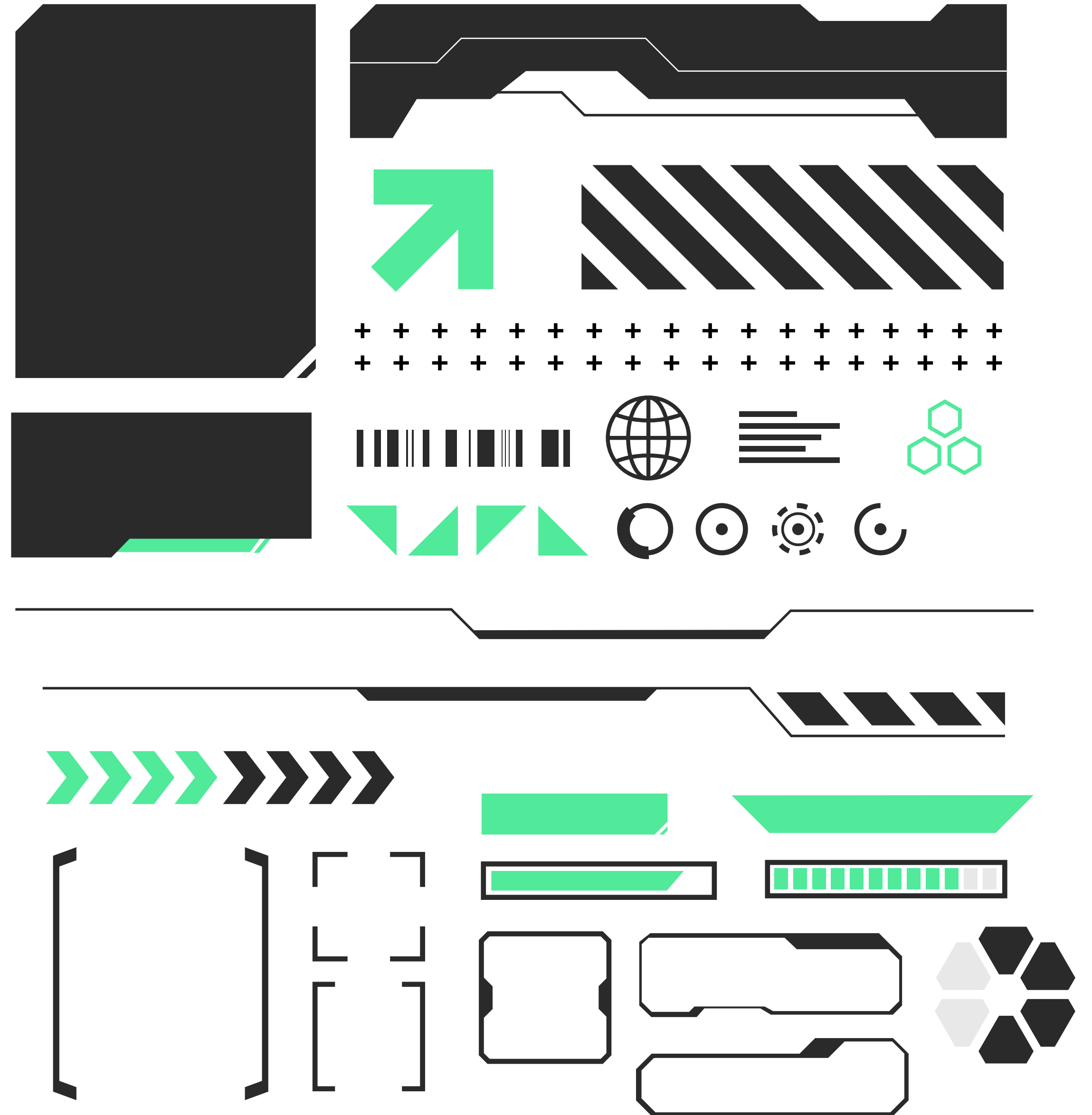
Light

Hairline

GRAPHIC ELEMENTS

The graphic elements were developed to provide visual support and **reinforce the brand identity**. Inspired by Cyberpunk and retrofuturist references, these elements clearly convey the company's positioning as essentially **technological**.

They can be applied functionally and aesthetically, such as text boxes, buttons or visual elements in the layout, as long as they remain consistent with the brand's visual language and contribute to an **integrated and consistent communication**.



APPLICATIONS



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APPLICATIONS

DNA

TONE OF VOICE

CONCEPT

LOGO

COLORS

TYPOGRAPHY

GRAPHIC
ELEMENTS

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APPLICATIONS



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