

A couple is driving a yellow convertible car on a winding road through a lush, green forest. The driver is a man with long, wavy brown hair, wearing a light blue shirt. The passenger is a woman with long brown hair tied back, wearing a dark top. The car is a classic convertible with a tan interior. The road is paved and curves through the trees. The overall atmosphere is bright and sunny, suggesting a summer day.

 sumday<sup>SM</sup>

Brand Book



# Sumday Brand Book

A.K.A. Sumday Memoirs. This is a guide to the basic elements of Sumday, all that makes us who we are.

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The beginning

# What is Sundry

It sounds familiar because we've all heard it before: "Someday I'll do this..."  
"Someday I'll go there..."

Sundry takes the ambition of "one day" and helps you take action today by saving and investing in small, but meaningful ways to get you closer to your dreams.

Sundry was born in New York in 2013 from a group of experts and backed by the smart, beautiful people of BNY Mellon.

Most Americans think they don't have enough money to save for the future and invest, or simply don't know how. Sundry changes that.

Sundry lets you save and invest by adding money to an account starting with as little as a dollar, without the hassle, high minimums or financial jargon you might find with other accounts of this kind. When you are ready, you can use it for anything you want: a dream vacation or a child's tuition.

Sundry can be for anyone — adults with a dream and parents who have one for their kids. Our mission is to build a generation of smart savers with big dreams for the future.

Sundry is investing how you least expect it.



Character traits



## Who would love Sundry?

Everybody of course, but mostly people who want to save for something in the future, either for a dream or their kids, but feel like they don't have enough money or don't know how.

## Why is Sundry one-of-a-kind?

It's the first and only program that lets everybody save and invest for the future. Regular investing accounts require large sums of money to start. With Sundry, you can start with just a dollar and you can add money over time, any time and with a hashtag (#Sundry) on Facebook, Twitter and Instagram.

## Proof Sundry is amazing

You better believe it, because it's the only saving and investing program that leverages social media to add money to your account and doesn't require huge chunks of money to start. You don't need to be an investing-guru to use Sundry. It was created by one of the largest global investments companies, BNY Mellon, trusted by people and investors since 1784.

## Who are we competing with?

Sundry is one of its kind, but we do have some competition, mostly other high-barrier investment options that are not accessible to everyone, future dreams that seem too big or unachievable and popular government savings programs such as: CDs, Upromise, 401k.... We strive to convert people who have baked-in negative associations with finances or have difficulty investing.

## What is Sundry like?

If Sundry were a person, it would be described as:

Honest

Optimistic

Social

Smart

## It's best qualities are:

Purpose

Delight

Simplicity



## What's our advantage?

At Sumday, we believe everybody has the opportunity to save and invest for the future. So, when other financial companies require at least \$3,000 to even pick up the phone and talk about investments accounts, we let you start with just a dollar.

## What's Sumday's business goal?

To become the first and only program that lets everyone save and invest (even with a dollar) in the easiest way possible (over time, any time and with a hashtag #Sumday).

But enough business talk, we also have a bigger goal: to change the way people think of investments and change the culture of money in America.

## What's our tag?

Investing how you least expect it.



Words to live by

# Our manifesto

Someday I'll go to Japan and slurp real ramen...

Someday I'll help my kid get his first set of wheels...

We all have a dream for someday.

Usually it's just that—a daydream that leaves you hanging...

Sunday is your wake-up call to make that "one day" a reality.

We find opportunities where you least expect them: somewhere between your piggy bank and your spending. We turn little somethings you have at your disposal, like: extra cash, reward points, miles and discounts, into tangible investments that add up for the future. You can make your Sunday grow every time you share pictures (even of your cat), tweet or post status updates—whether your friends LIKE them or not.

As your Sunday grows bigger and closer, you can watch your dream come true.

## **Sunday**

Investing how you least expect it.



How we sound

# How do we sound to others?

Sumday is unlike other any other financial program. Its tone and language helps us stand out from other boring financial brands. We use everyday language that people understand. No bank jargon allowed. Sumday has a personality and we like to show it off when we can. We talk like a human being. Not. Like. A robot. We talk with users, not at them, so we can have open and honest conversations.

## What's our tone?

To keep ourselves and others talking about Sumday accountable, we make sure we deliver on these expectations and answer these questions.

## The logo

When written out, the first instance should include the service mark and every instance following should be in italics.

Sumday is friendly, approachable and with a sense of humor

Is the copy welcoming and helpful?

Does it make the user smile, but not "lol?"

Does the copy/content keep the user interested and engaged the whole time?

Is it friendly without being distracting?

Is it as concise and as direct as possible without losing its tone?

Grown-up, smart and qualified

Does the copy come across as trustworthy?

Does it feel reassuring?

Is our humor smart-witted and educated?

Direct and sincere

Is the copy clear and easy to understand?

Could terms or language be simplified?

Does the information always feel useful?

Unique and refreshing

Does copy feel on brand for Sumday?

Will the user remember it?

Does it feel different from other financial programs?

Could it be more personalized to the user?

Optimistic, but realistic

Does the copy make the user look forward to the future?

Is it hopeful?

Does it help build anticipation for their Sumday?

Does it make the user feel satisfied & good about their actions?



Our logo

# Our logo

If Sundry were a person, it would be described as honest, optimistic, smart and social. Its logo exhibits these qualities with rounded corners, a tall x-height, and the upward motion of the fill within the mark. The fill is both optimistic and positive, held in a structure that reflects the safety and security of the product.





## Anatomy

Our logo was made with careful consideration, and at no point should it be altered. When talking about the logo, we reference the Wordmark, Frame and Graph Fill as indicated. The logo is a single entity and at no point should the wordmark be used without the frame and graph fill. Exceptions exist for frame usage, which can be found on page 17.



## Let it breathe

A margin of clear space should be present around the logo at all times. This is indicated by "x", wherein "x" equals 1/4 the height of the logomark. No imagery or text should violate this clear space.



# Rules

## Color

When the logo is presented in color the wordmark and frame are Plum and the graph fill is Pink, or the wordmark and frame are white and the graph fill is Pink.



## B+W

The logo should be presented in full color at all times. Only when necessary, a black and white version may be used, but never inverted.



## Fill

The graph fill should maintain placement and color.



## Distortion

Don't distort the logo! It looks lovely just the way it is.



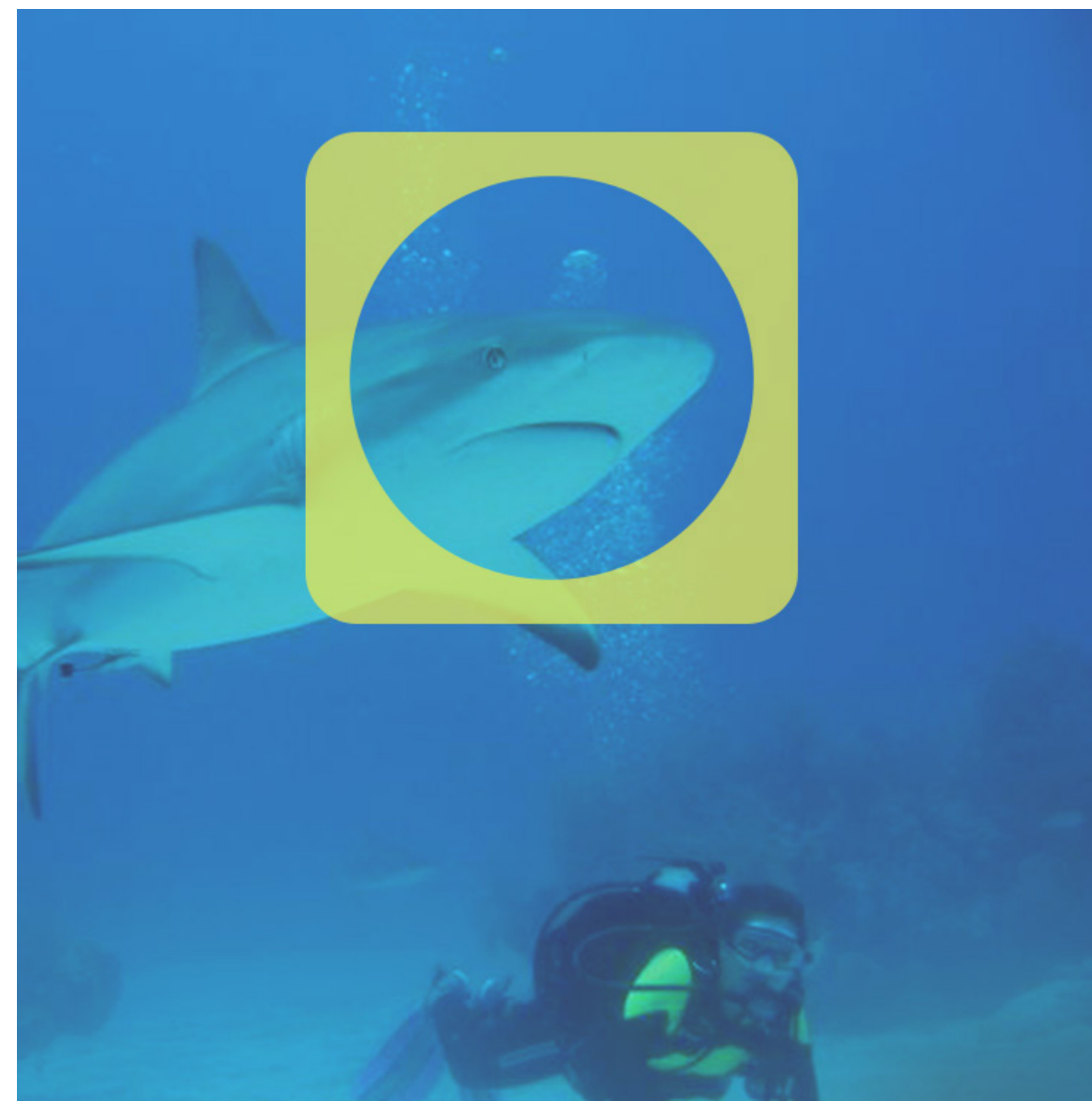


# Our mark

It's Sunday's birthmark. The mark serves as a window into your Sunday. It frames aspirational moments and also provides a safe structure for your money. It's a safe box that represents BNY Mellon's financial expertise that you can trust your future with.

## The rules

The frame's shape should never be altered, but can be used alone over imagery to highlight an aspirational moment. When this is done it can be Plum, Pink, Blue, Orange, Lime, or white, and should be set at 75% opacity.

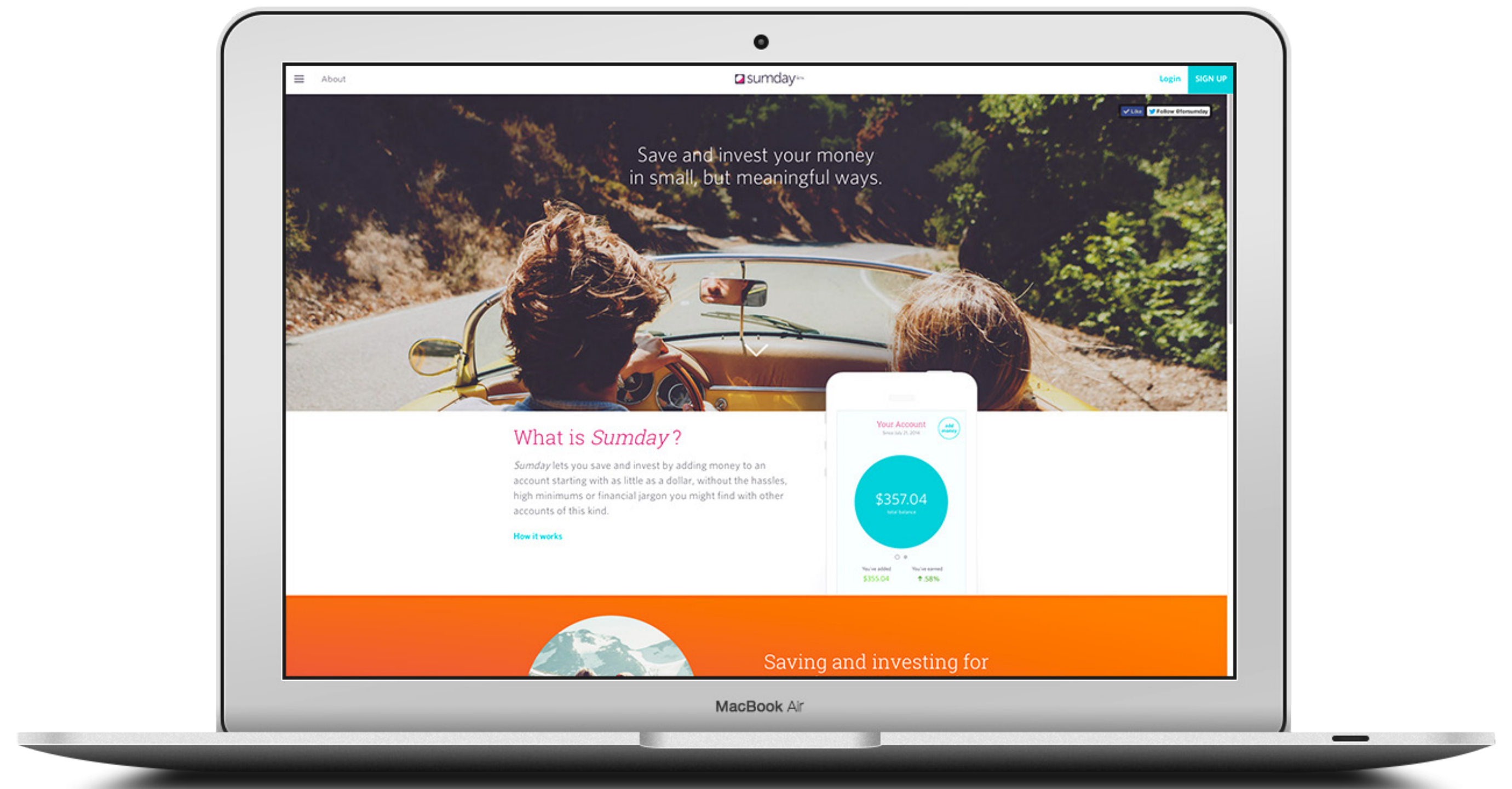




Pretty on the eyes

# Our design essence

Sunday should feel like a friendly, familiar face you recognize on the street. We use clean and modern typefaces and bright friendly colors that other financial institutions would never think of using in their design. Our design essence boils down to achieve clarity and simplicity in everything we show. All the design elements come together to create a financial product that is useful and comprehensible without looking like a financial product. It's disruptive and unexpected, but feels credible and caring.





# Photography

Like a photo album, our photography helps drive the emotional aspect of funding your future and aspirations with Sunday. It helps create a good balance between graphs and numbers, which are purely informational. We bring forward memorable life moments that anybody would want to take with a camera and aspire to capture. Visuals are used with purpose on the site and shouldn't be a distraction (from things like the registration process).

## What does photography look like?

- Documentary style
- Individuals should not be looking directly at the camera
- Body language should feel natural
- People should look normal, approachable and not like models
- Moments shown should be real-life and achievable aspirations
- Shows diverse range of people

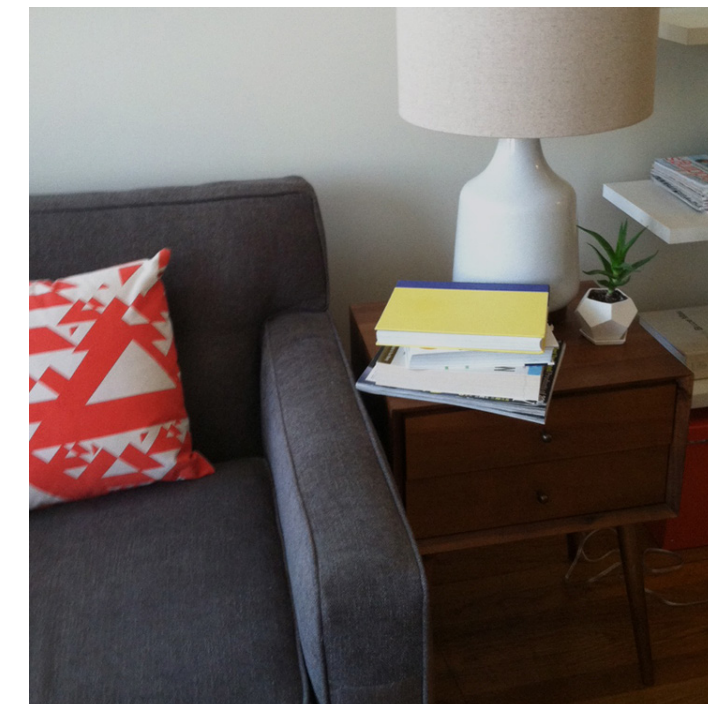




## Photography effect

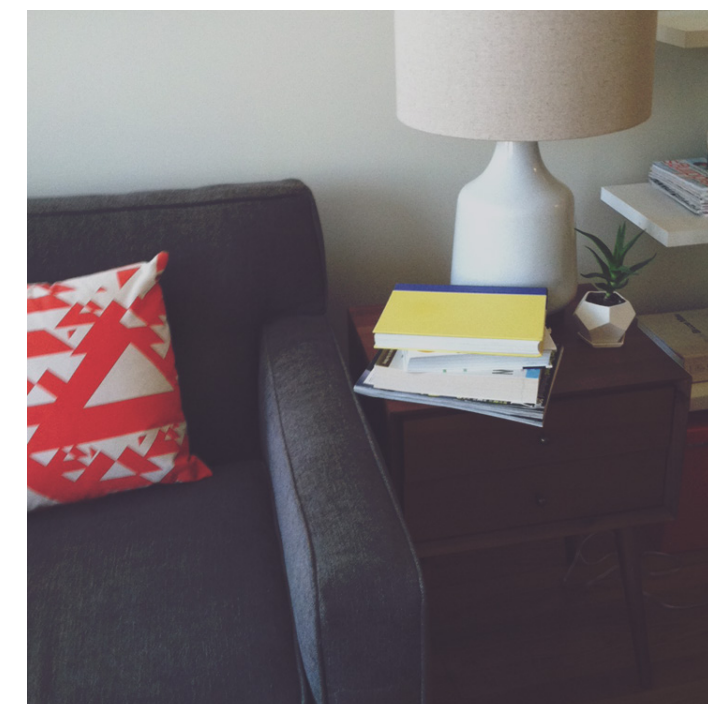
Because Sundry is unique, its photography style reflects that. No matter where our images are sourced from or placed, they are treated with a distinct filter to identify them with the brand.

ORIGINAL PHOTOGRAPH



Color: 64, 57, 71  
Opacity: 10%–20%  
Layer Style: Multiply

FINISHED PHOTOGRAPH



Color: 64, 57, 71  
Opacity: 60%–80%  
Layer Style: Lighten



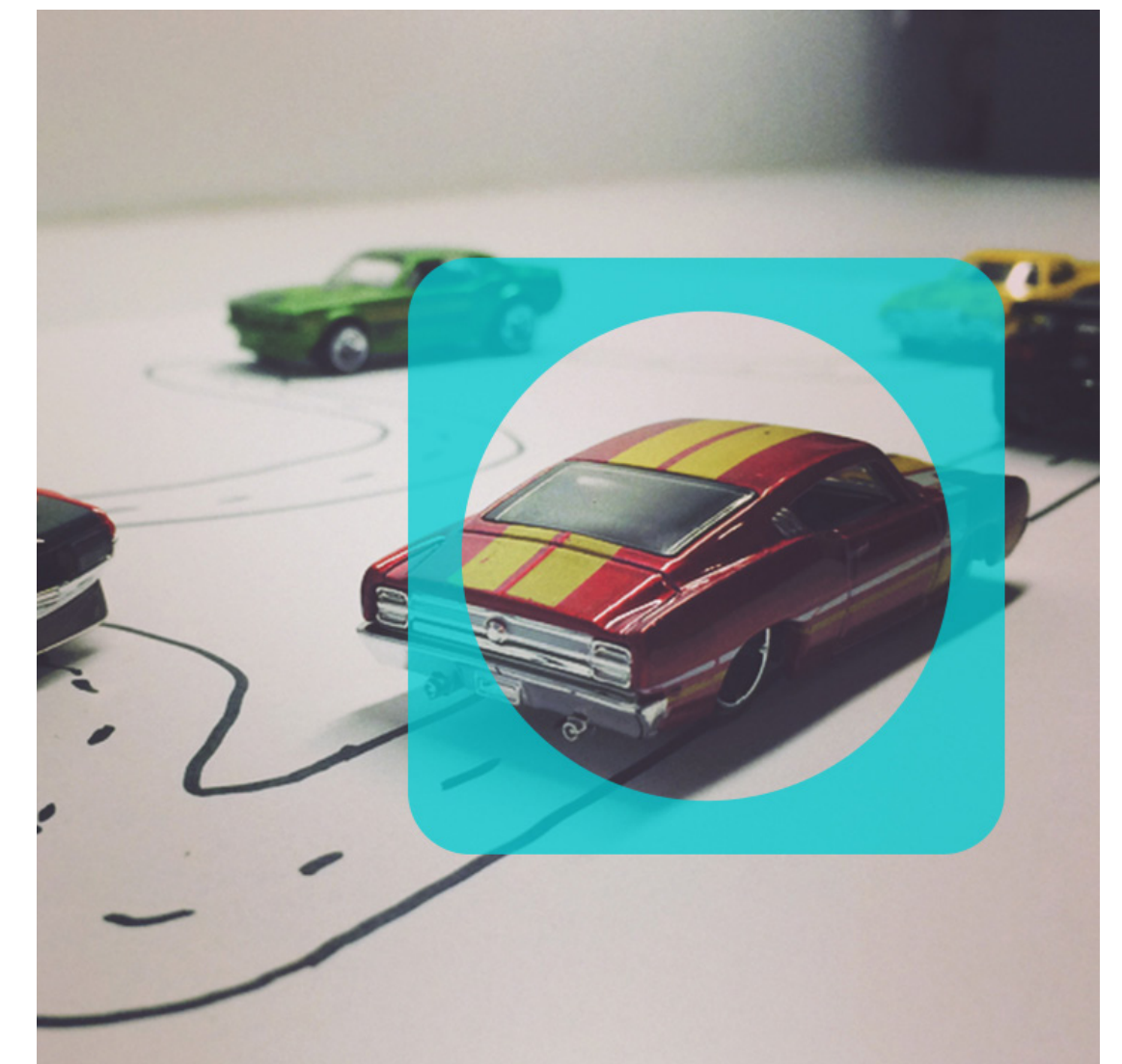
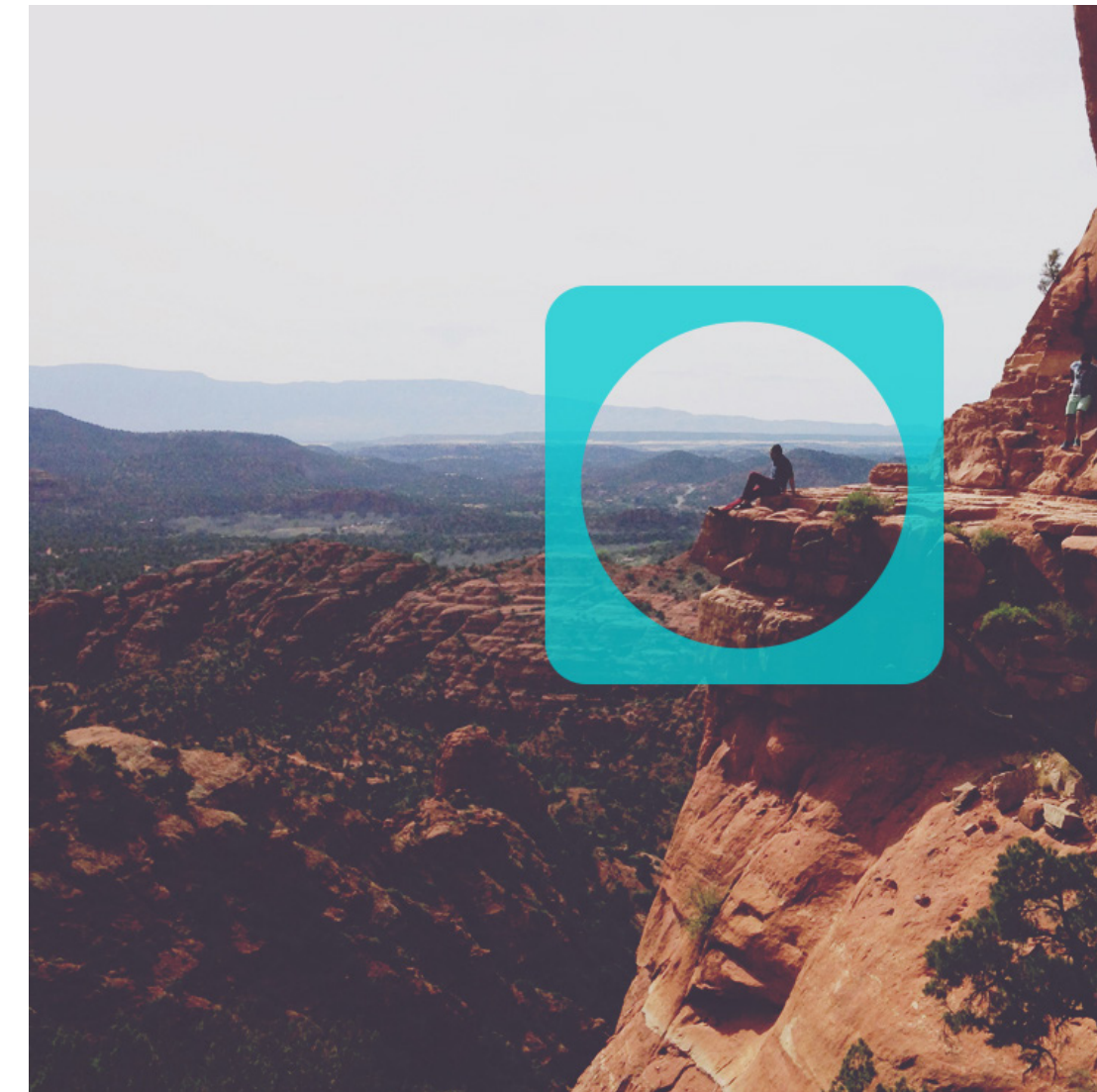




# Photography + logo

Our logo mark is used with purpose when paired with photography. It helps frame special moments or zoom-in on dreams of the future. It helps you, the viewer, imagine yourself in that moment and feel closer to realizing your dreams.

Don't force it.





# Typography

Sunday uses two typefaces: Roboto Slab and Whitney.

Whitney was chosen for its readability and clarity, specifically around how numbers are rendered.

Roboto Slab was chosen for its ability to be playful, yet credible.

The contrast between these typefaces provides a clear hierarchy while their similar x-heights make them feel complementary.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

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Roboto Slab Light is used for headlines.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

---

Whitney Light is used for larger call outs or featured copy.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(.,:;!\$&@\*) 0123456789**

---

Whitney Semibold is used for sub-headlines and emphasis.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

---

Whitney Book is used for body copy.



# Color

We love color and always want Sunday to feel alive, vibrant and bright. So, we chose a range of colors that are bold and assertive while maintaining an element of surprise and delight. They are unexpected, especially for a new financial brand — helping us stand out from the crowd. We want our colors reflect our accessibility and empowering approach to investing. This palette provides colors that can help highlighting key points of information, numbers and calls to action.

## Primary

**PLUM**  
64.57.71  
#403947

Plum is used for most copy as well as route changes

**PINK**  
209.54.124  
#D1367C

Pink is for headlines, and is used primarily as an indicator

**BLUE**  
0.204.211  
#00CCD3

Blue is for action items

## Secondary

**MEDIUM GRAY**  
128.124.132  
#807C84

Medium gray indicates a loss of money

**WHITE**  
255.255.255  
#FFFFFF

White is used primarily as a background color

**ICE BLUE**  
222.242.243  
#DEF2F3

Ice blue is used primarily as a background color

## Tertiary

**ORANGE**  
250.131.10  
#FA830A

Orange indicates confirmation

**GREEN**  
96.197.36  
#60C524

Green is used for money, and positive balances

**LIME**  
232.233.86  
#E8E956

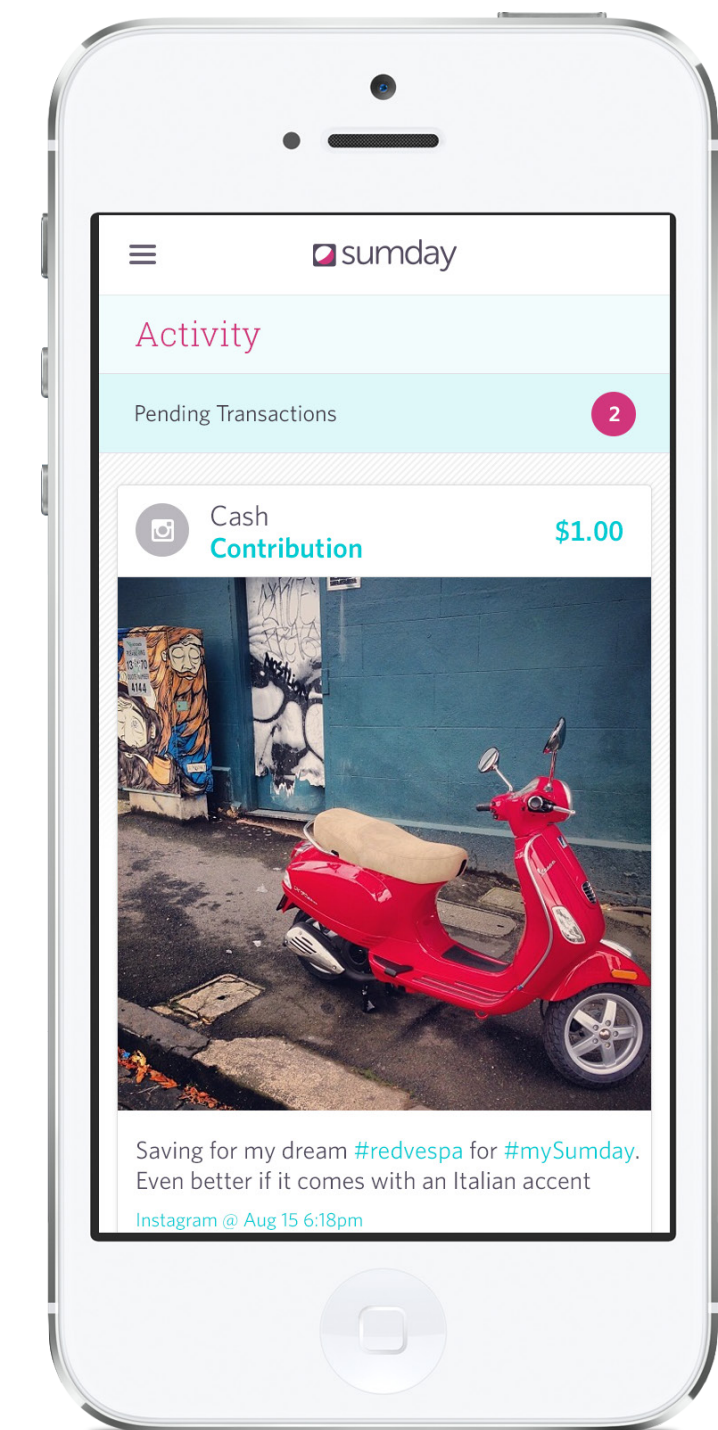
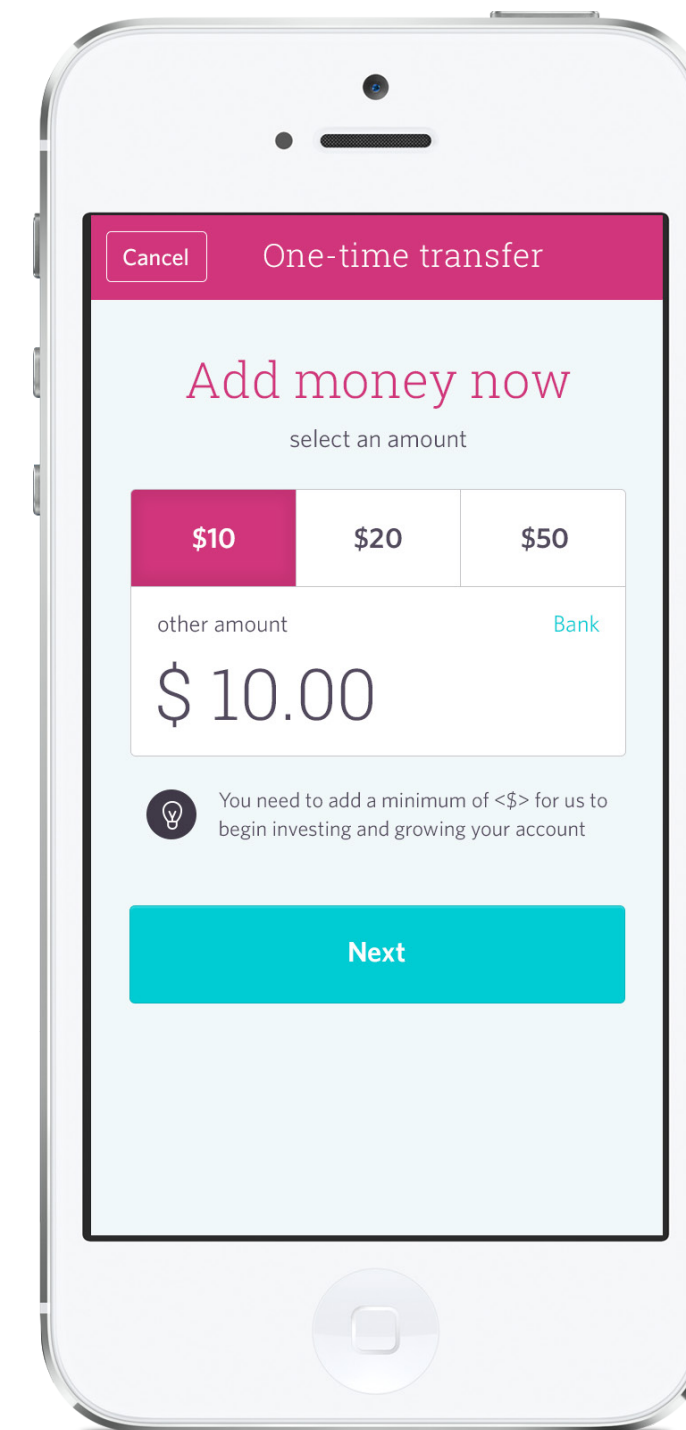
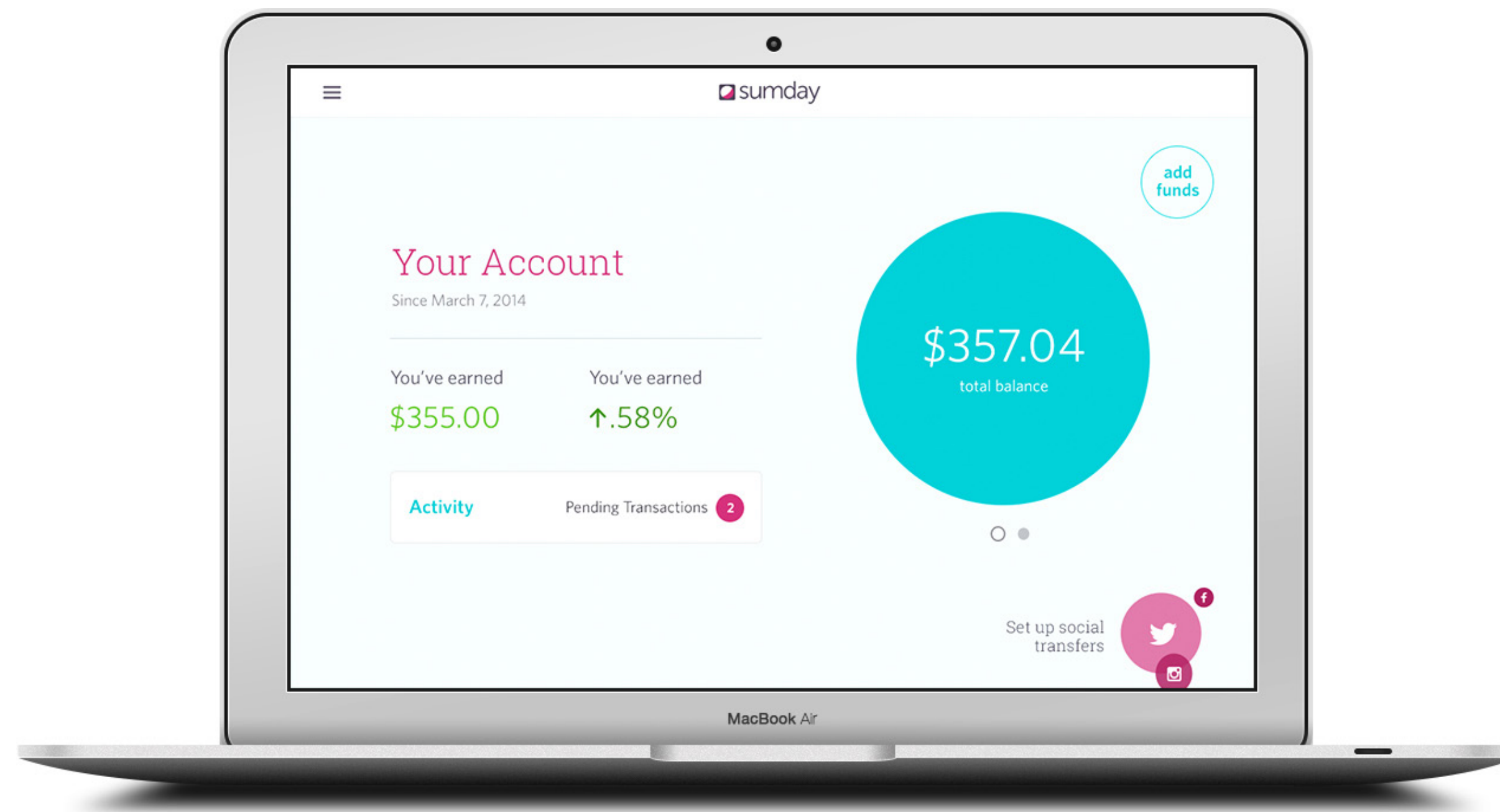
Lime is an alternate brand color

**REDDISH PINK**  
217.10.54  
#D90A36

Reddish pink is used for error states

# Screens + product design

People should never be confused when using Sundry. That's why we designed the interface to be clear, informational and simple. Design and messaging will be single-focused and direct, so it never feels busy or overwhelming with too much going on. Even at a glance, the user will be able to know how far along they are in their Sundry journey. Both visuals and copy will help keep users engaged and excited with pops of color and elements of surprise & delight throughout the site.





Thank you.

