

SYNQA

Brand Guidelines

In SYNQA, the sounds of synergy, synchronicity and quest resonate. What's more, in Japanese, SYNQA reverberates with the sounds of words that mean true value and advancement.

Our quest is to create a bright future of financial inclusion by synchronizing the legacy financial systems of yesterday with the cutting-edge technologies of today that are making the fintech revolution possible.

Our work brings new synergies to life by improving ways people and businesses can interact with one another with the best financial infrastructure. We expand access to financial markets and transform the possibilities of using digital assets.

Omise Holdings was formed in 2015 as the parent corporation of an e-commerce platform business and new fintech businesses. Ever since, our innovations have expanded access to payment, fostered financial opportunity for more people around the world, and served as a growth engine for businesses in their digital transformation.

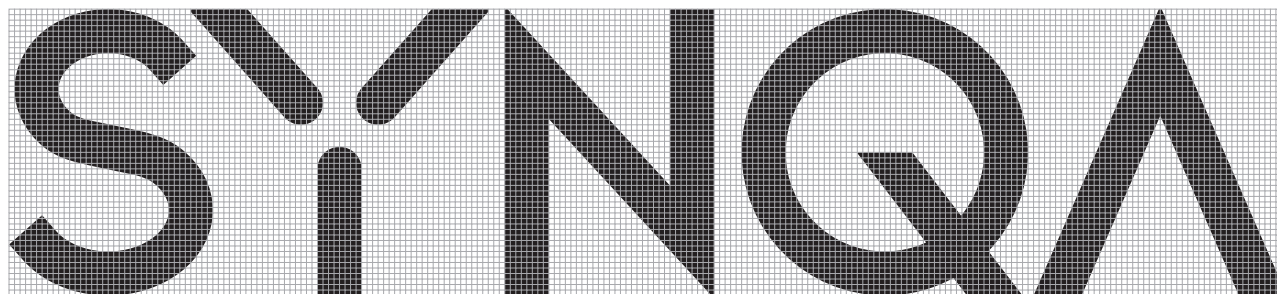
In 2020, looking to the future of the digital economy, we embarked on corporate restructuring, changing our name from Omise Holdings to SYNQA. We reaffirmed our mission to pursue innovations that promote financial opportunity and give equal access to the economy.

SYNQA is first and foremost people. And our personality is a reflection of our people. We strive for excellence to make the best positive impact possible.

We can only make great impact because our people are pro-active, achievers and do-ers. We dare to be smart by staying humble, professional while being friendly, and positive but realistic. We dare to be authentic.

SYNQA connects people, business and society through its companies and investments. But connection also comes from communication. While our tone might change depending on the audience, our voice will always be professional, but reachable. We intent to be informative and authentic not only within our company, but to our whole ecosystem.

SYNQA



The logo design conveys the dual concepts of innovation/futuristic vision and harmony/cooperation. While these two directions might seem opposing at a glance, this is exactly what the future of the digital economy promises: greater cooperation and openness leading to innovation, new technologies and more opportunity.

In the logo, you sense uniqueness, an innovative edge, smart technology, and a compelling future vision. At the same time, the roundness and flowing quality of the type suggests humanity, harmony and cooperation.

The three sides of the signature letter “Y” expresses the meaning of the minimum unit of diversity, and expresses SYNQA’s aspiration to create a new harmony and symbiosis by a variety of people working together.

White & Black



White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
HEX #FFFFFF

Black

CMYK C0 M0 Y0 K100
RGB R0 G0 B0
HEX #000000

Gradation



branch point of color 30%

CMYK C90 M70 Y0 K0
RGB R29 G80 B162
HEX #1C4FA1

CMYK C100 M95 Y0 K0
RGB R23 G40 B139
HEX #16288B

CMYK C100 M100 Y0 K90
RGB R0 G0 B28
HEX #00001C

Synchronizing Economic Possibility

SYNQA







Corporate gradation for background use only



Do not change the spacing of the gradation



Do not use corporate gradation for logo color



Do not change color partially



Do not use color other than specified



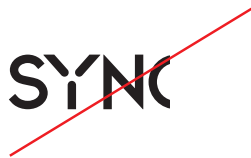
Do not rotate



Do not change shape



Do not use outline



Do not use logo partially



Do not add shadow



Do not add other designs

Neue Hans Kendrick

AaBbCc123

Neue Hans Kendrick Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,!?@()\/*&%

Neue Hans Kendrick Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,!?@()\/*&%

Neue Hans Kendrick Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,!?@()\/*&%

SYNQA × ○○○○○○

SYNQA × ○○○○○○
SYNQA

90mm / 54mm

