

Sumsub Core* Guidelines



*
Consistent
Outline
Reflecting
Everything

Welcome to Sumsub's Core Guidelines—a resource created to help you represent our brand consistently and effectively. Inside, you'll find an introduction to our brand strategy, along with our verbal and visual identity guidelines. Use this guide to ensure our visual identity is thoughtfully applied across everything we share with the world.



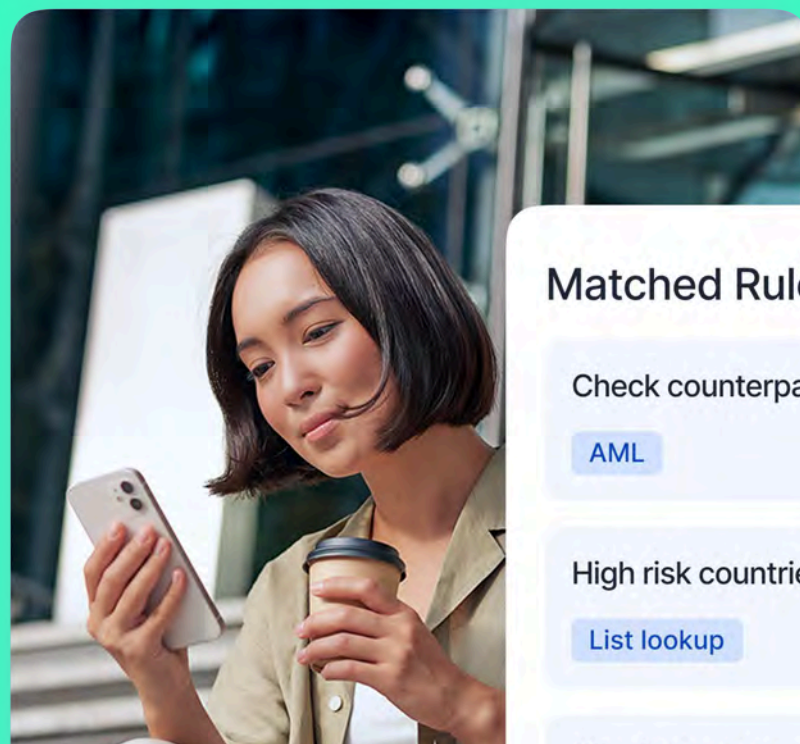
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Powering a People-friendly Digital Future

Jane Doe 250.00 USD → John Doe



Matched Rules 3/60

Check counterparty for AML

AML

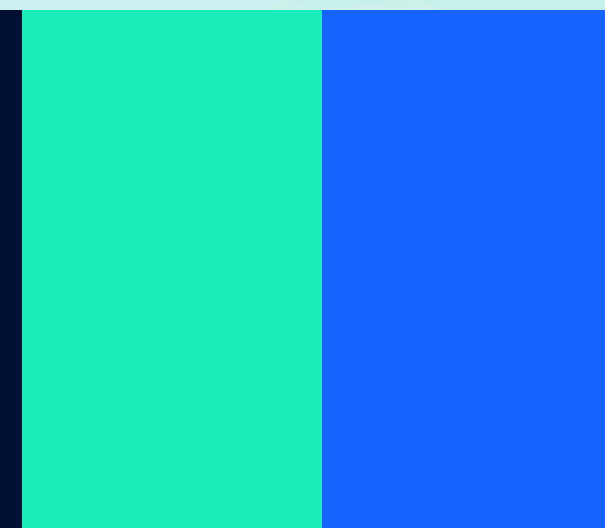
High risk countries

List lookup

Score 15

Score: 2

Score: 8



Our Mission

We're building a digital world that's safe, inclusive, and accessible — where any user, anywhere can feel secure, and businesses can grow without barriers.

Powering a people-friendly, future-proof digital world



Personality pillars

Sumsub brand isn't a department—it's a company-wide commitment. It's not just how we look or sound, but how we show up every day.

These personality pillars are the foundation of everything we create, say, and deliver. Use them to make Sumsub bold, clear, and human.



Personality pillars

Reliable

Empowering

Human-friendly

Future-proof

Surprisingly different

Reliable

Trust isn't just a value—it's a promise. We don't just work for our clients—we stand with them, even in fast-moving, high-stakes environments. Ready to scale.

Ready to support. Ready to fight fraud, side by side.

We help build secure, resilient services people can rely on. Need backup? We're here. Ready to grow? Let's go.

Want a partner who's rock solid? You've found us.



Empowering

From powerful products to expert guidance, Sumsb equips teams with the clarity to grow and the confidence to scale. We simplify complexity, automate blockers, and eliminate friction, wherever it hides. It's not just about product features—it's about progress that empowers people to move smarter and stay ahead.

Elina Cho ↗ +1 BTC

→ James Smith



Human-friendly

We build for the real world, with all its variety and complexity. That means putting people first—across cultures, countries, and contexts. We speak your language (literally), adapt to your needs, and build experiences that feel intuitive, inclusive, and human.

Even our dog logo 🐕 represents who we are: a trusted companion that protects, supports, and stays by your side.



Future-proof

What's next is already on our radar.

Compliance never stands still—neither do we. Sumsb is built to evolve fast, stay ahead of threats, and meet tomorrow's standards today. Whether it's new regulations, new markets, or new technologies, we're not just ready—we're already moving.



Surprisingly different

Just when you think you've figured us out, we shift—with something smarter, weirder, or more wonderful than expected. We challenge the idea that compliance and fraud prevention has to be cold or complex. Whether it's a smarter solution, a faster integration, or a moment of unexpected delight, we bring creativity where others bring caution. Because B2B shouldn't be boring-to-boring.

How We Speak

The Sumsub voice is sharp, human, and built to inspire confidence. Whether we're talking to developers or decision-makers, fintech founders or first-time users—we speak clearly, act with purpose, and always lead and empower with value.



Trust is the Tone

No matter the format, our tone should build trust.

Whether we're talking to a user or onboarding a client, every word should feel secure, smart, and smooth.

Human,
Not Robotic

Empowering,
Not Overbearing

Confident,
Not Arrogant

Global,
Not Generic

Clear,
Not Complicated

Human, not Robotic

Sumsub is a tech company, but we don't speak like an instruction manual.

We write like we talk—with empathy, energy, and clarity. Jargon stays out. Real talk stays in.

✓ Say

We help you
onboard users in
seconds

✗ Not

Our solution optimizes
KYC workflow
automation using
proprietary ML modules



Empowering, not Overbearing

We don't just sell features—we solve real problems. We guide without lecturing.

We're the expert that has your back, not the one talking over your head.

✓ Say

Ready to launch in new markets? We'll keep you secure.

✗ Not

You must deploy multiple tools to stay compliant.



Confident, not Arrogant

We know our value, and we show it. But we don't shout. We lead with facts, not fluff.

Expert, not preachy. Smart, not smug.

✓ Say

Built in-house.
Powered by AI.
Trusted worldwide.

✗ Not

The most revolutionary
system in the galaxy

Global, not Generic

We speak to people from 220+ countries and 38 languages—so our words should feel natural, universal, and context-aware.

Inclusive by instinct, respectful by default.

✓ Say

Wherever you grow,
we've got you covered.

✗ Not

Available in select
first-tier territories

Clear, not Complicated

Clarity builds trust. Whether it's a tagline or technical doc, we strip away noise and make it make sense.

No filler. No fluff. Just focus.

✓ Say

One platform.
Total compliance.

✗ Not

A comprehensive,
multi-layered,
cross-functional identity
orchestration infrastructure

Logotype

Our logo is a key element of our brand identity. Using it correctly is essential to maintaining the integrity of the Sumsub brand.

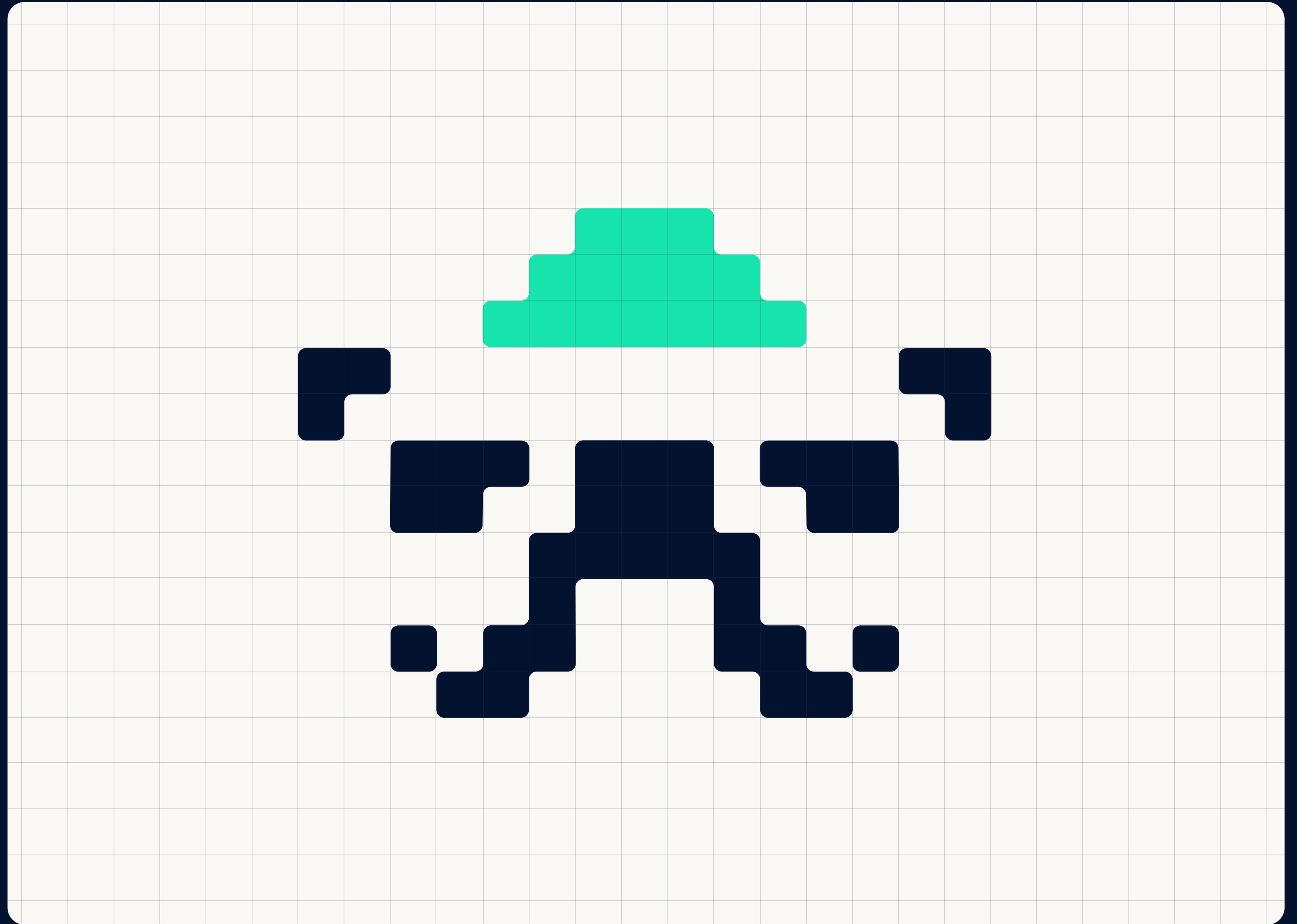
Logotype

- Our logo
 - main version
- Variants
- Clear space
- Placement
- Misuse
- Co-branding



Logotype

- Our logo
 - symbol
- Variants
- Clear space
- Placement
- Misuse
- Co-branding



Logotype

- Our logo
- Variants
 - reversed version
- Clear space
- Placement
- Misuse
- Co-branding

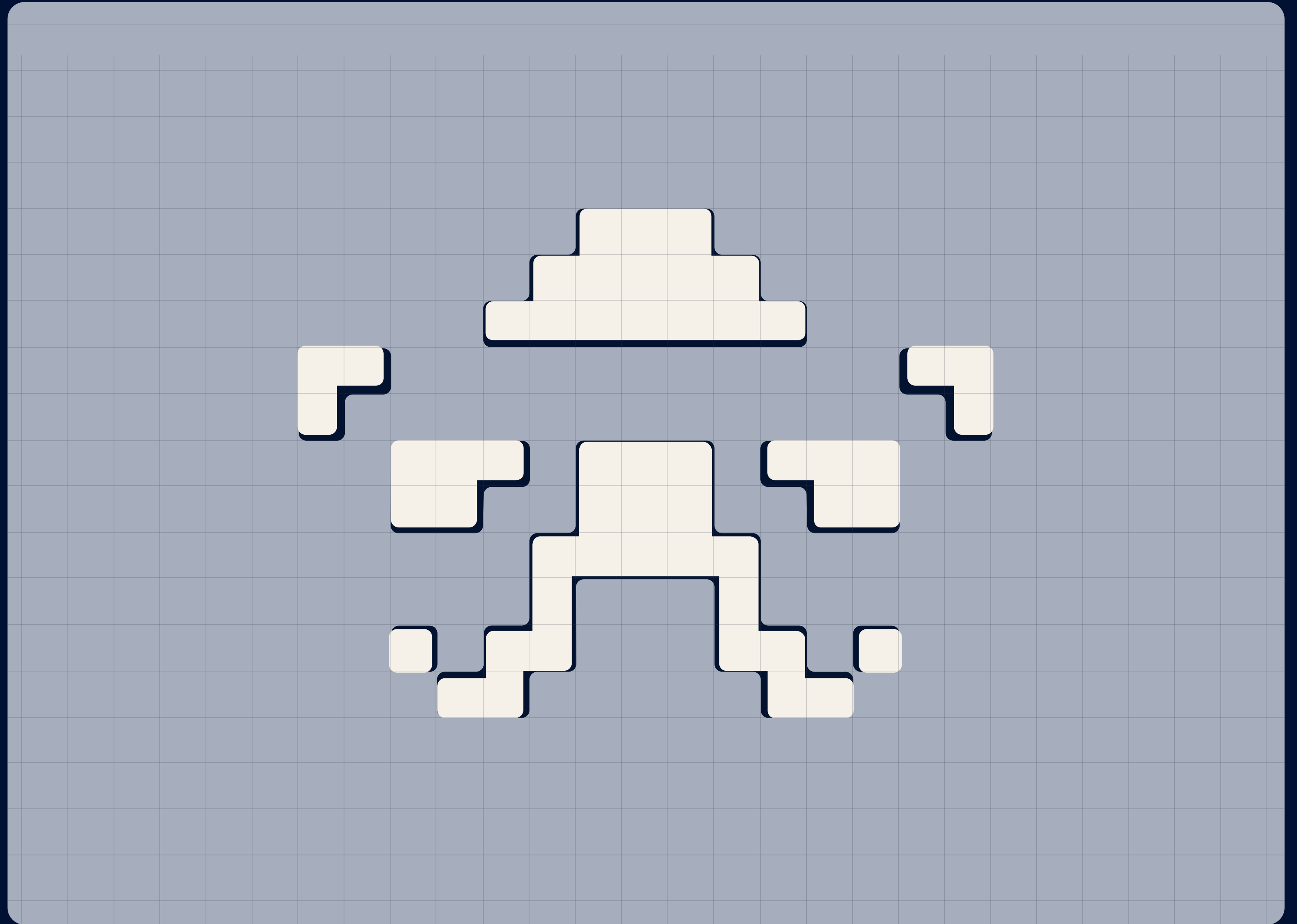
Don't change the logo's colors. We've made a special inverted version that keeps it looking balanced, so the white doesn't appear too big.



Logotype

- Our logo
 - symbol reversed
- Variants
- Clear space
- Placement
- Misuse
- Co-branding

The inverted symbol has been optically adjusted, which means it no longer follows the original base grid.



Logotype

- Our logo
- Variants
 - main version
- Clear space
- Placement
- Misuse
- Co-branding



Logotype

- Our logo
 - Important note on colour
- Variants
- Clear space
- Placement
- Misuse
- Co-branding

As you might have noticed, the positive version of our logo uses a slightly different mint shade in the symbol. This variation—called “Mint Alternate”—is designed to improve contrast on light backgrounds. Please note that this color should not be used anywhere else.

In the negative version of the logo, you can continue using our primary Mint color.

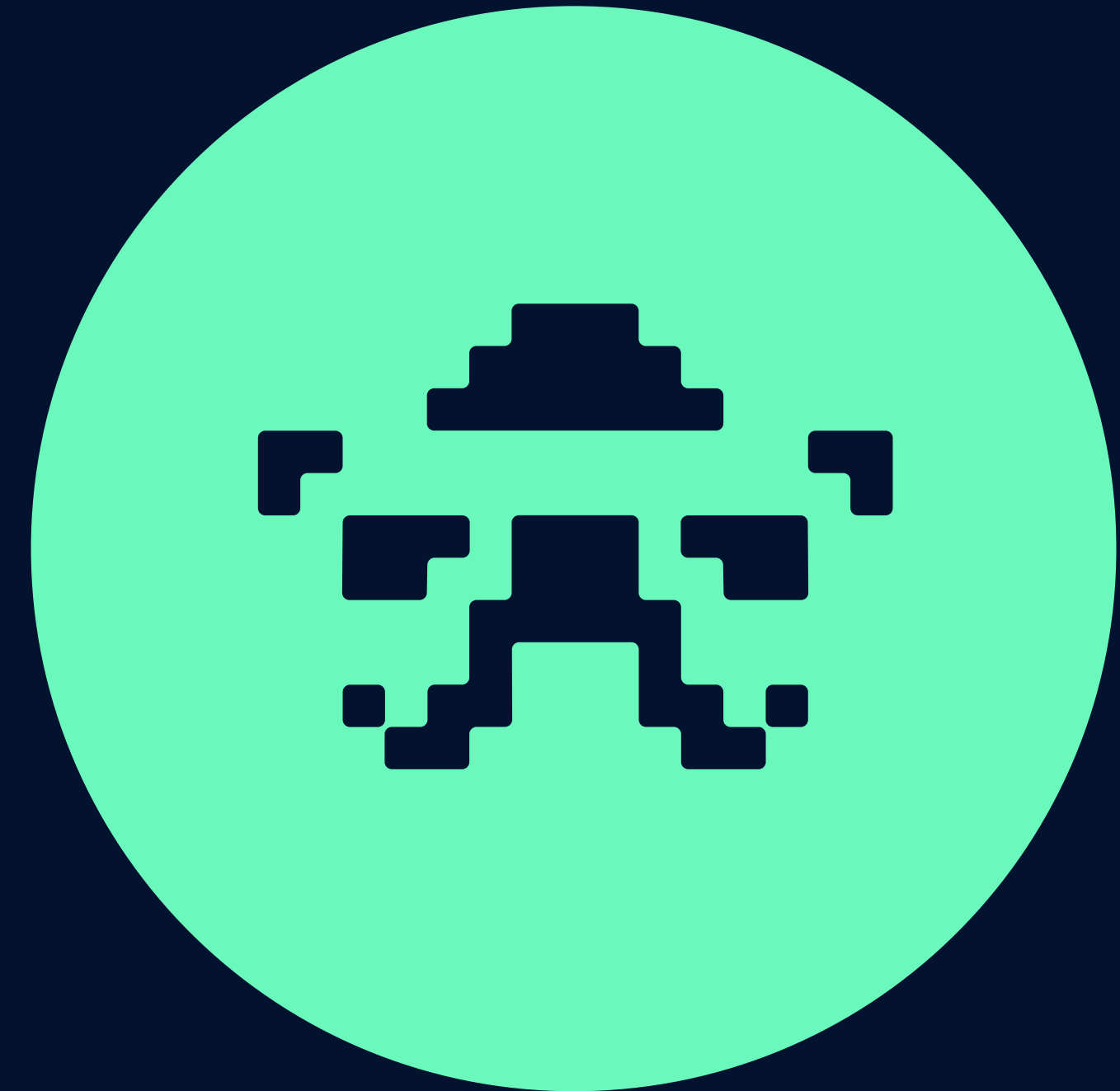
Mint
#6BF8BD

Mint Alternate
#18E4AE



Logotype

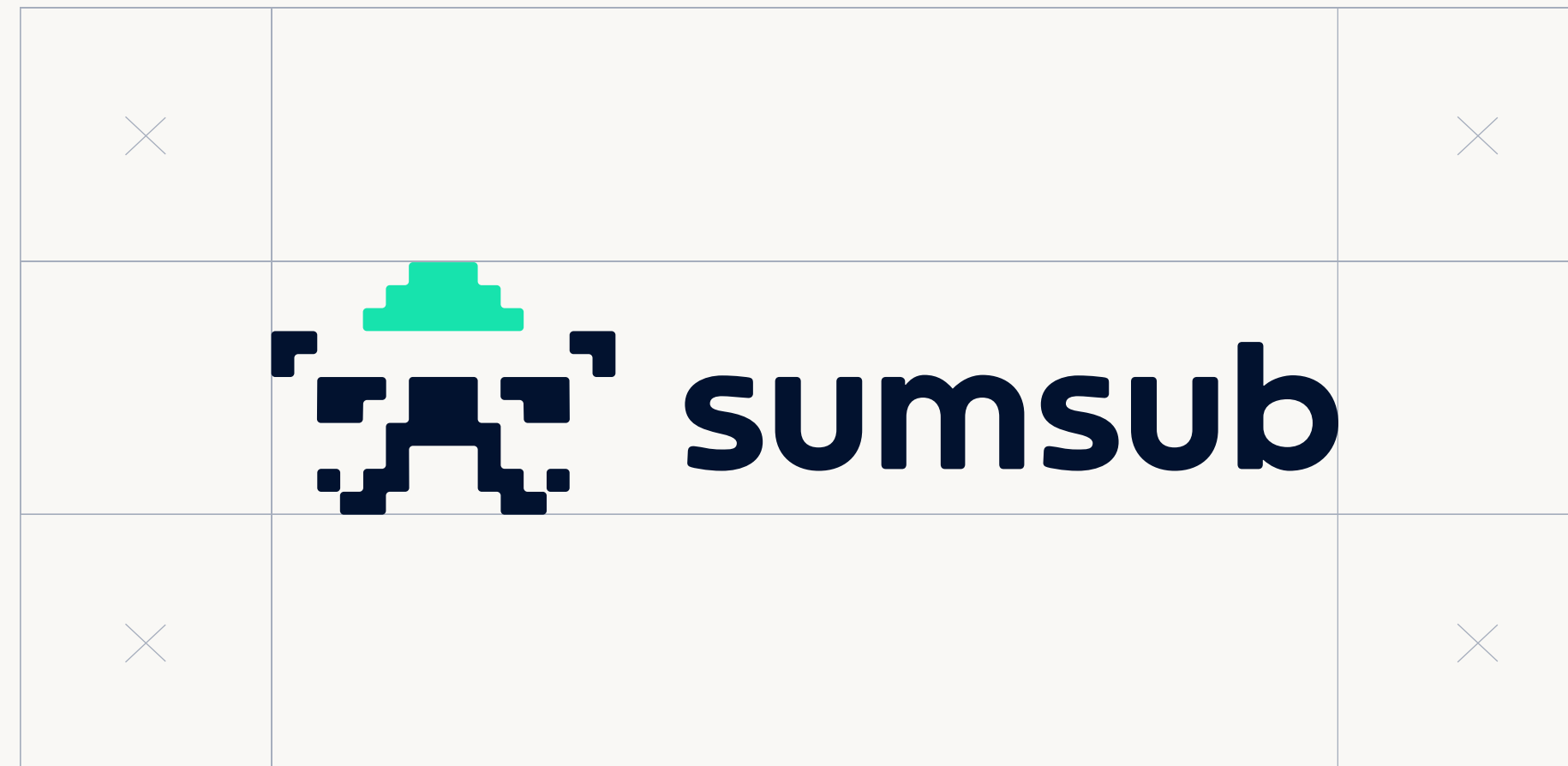
- Our logo
- Variants
 - avatar
- Clear space
- Placement
- Misuse
- Co-branding



Logotype

- Our logo
- Variants
- Clear space
 - main logo
- Placement
- Misuse
- Co-branding

Clear space is the area surrounding the entire logotype that must remain free of any visual elements—such as text, graphics, borders, patterns, or other logos. The minimum clear space is defined as “X,” where X equals the height of the symbol.



x = Height of the symbol

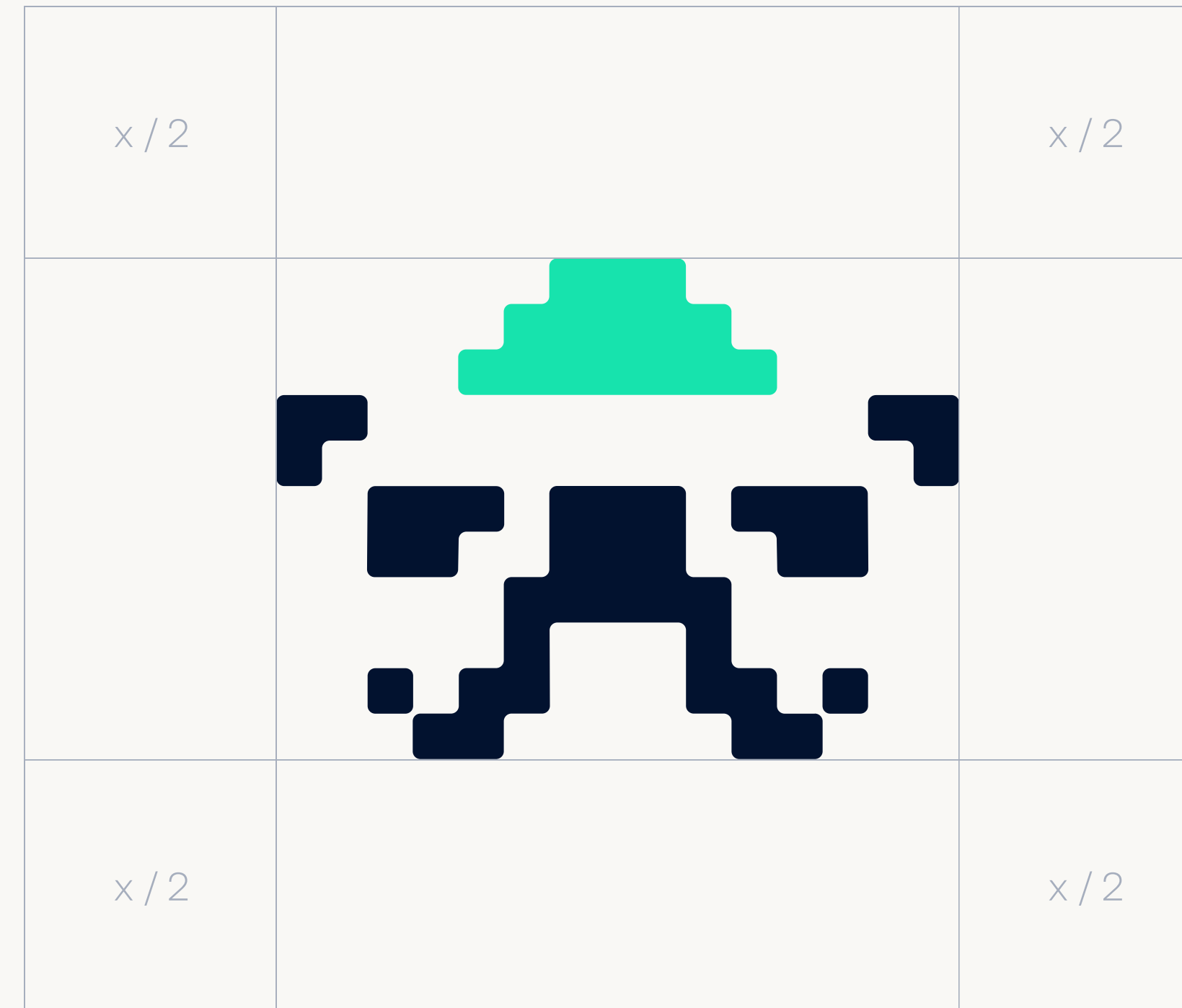
Minimum size: 24px height



Logotype

- Our logo
- Variants
- Clear space
- symbol
- Placement
- Misuse
- Co-branding

When our symbol is used alone, proper spacing helps maintain a strong presence and reflects confidence and respect for our brand.



x = Height of the symbol

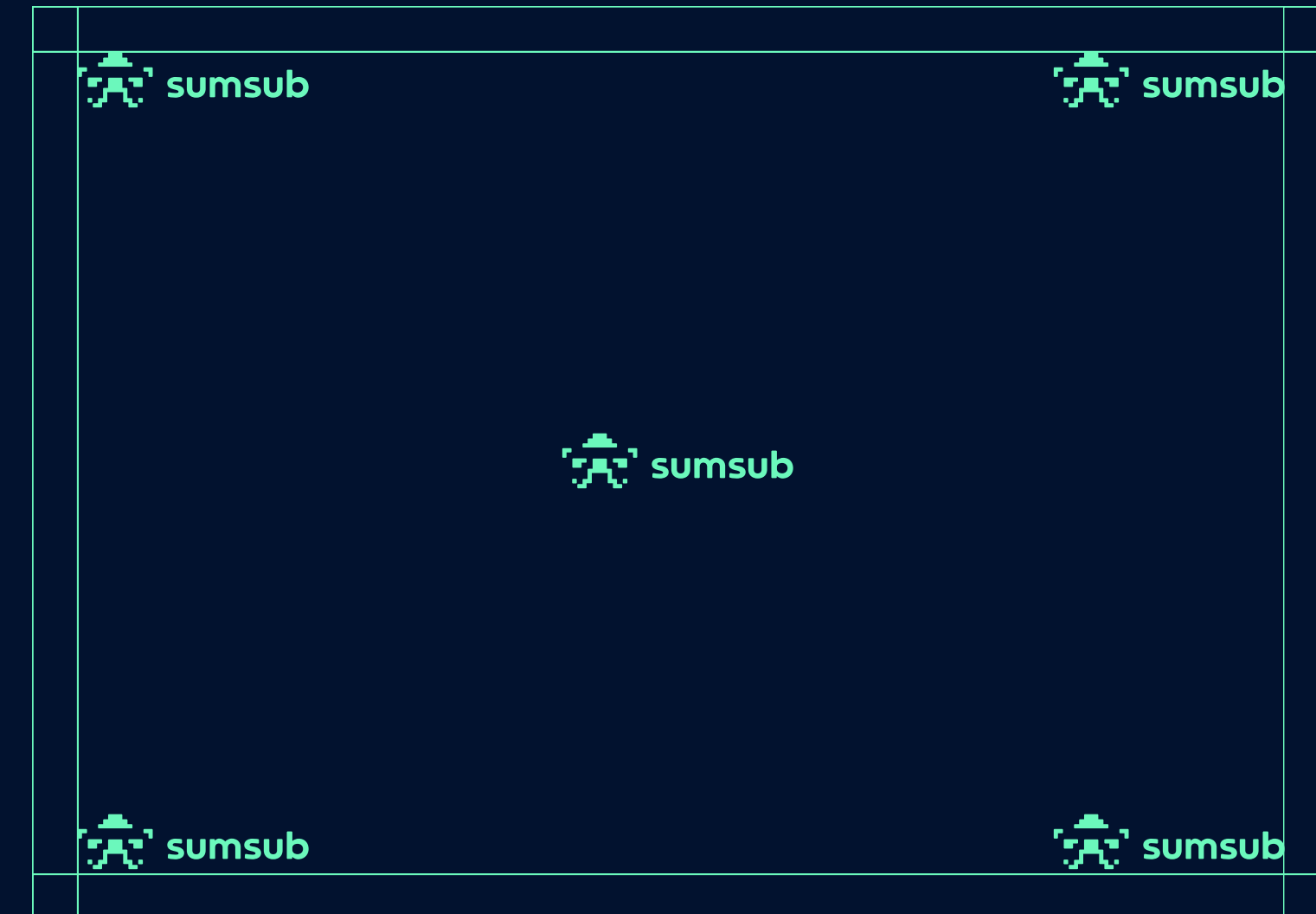
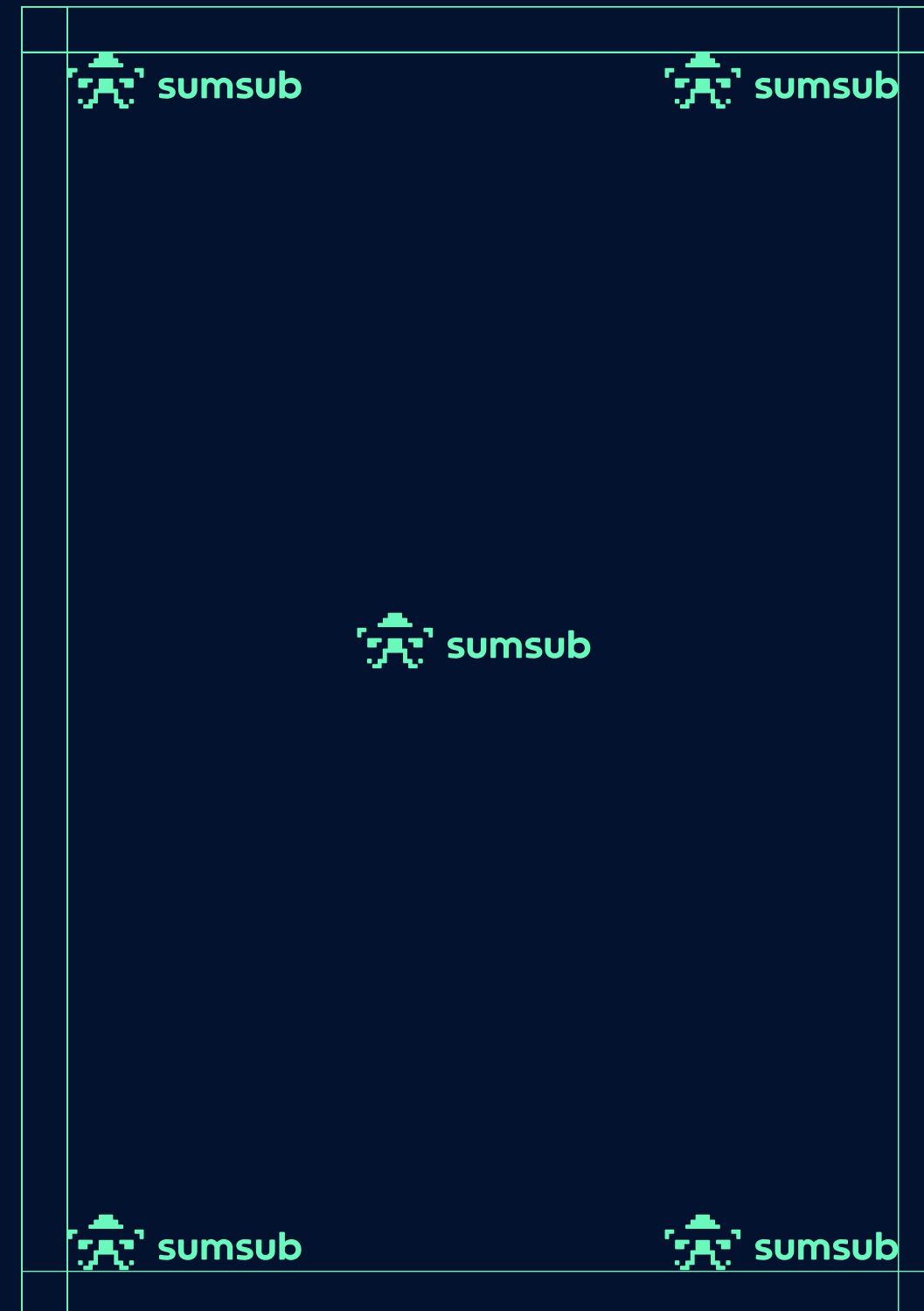
Minimum size: 24px height 



Logotype

- › Our logo
- › Variants
- › Clear space
- › Placement
- › Misuse
- › Co-branding

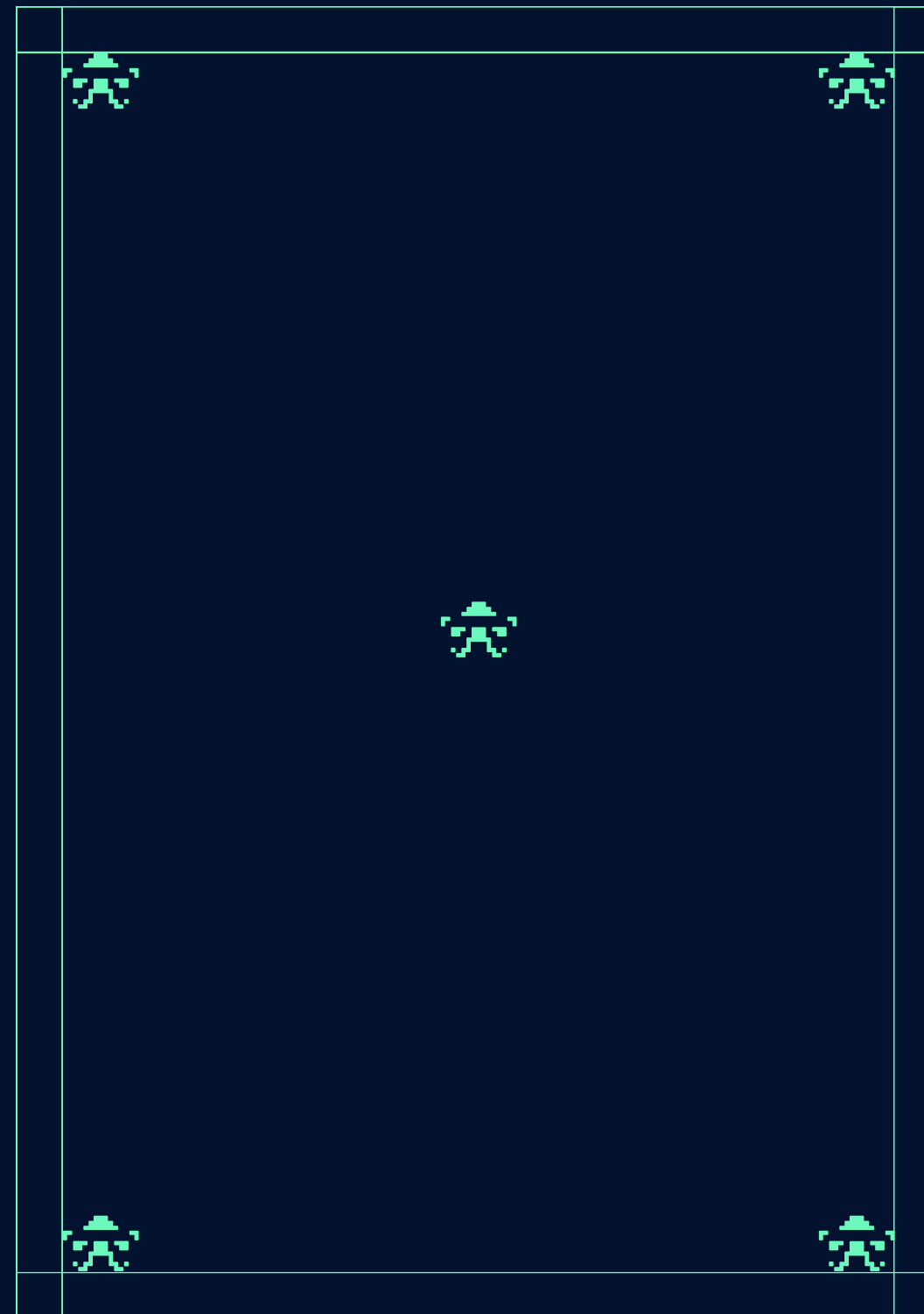
These examples show the general logo placements to follow. In special cases or exceptions, just apply the same core principles and reasoning shown here.



Logotype

- › Our logo
- › Variants
- › Clear space
- › Placement
- › Misuse
- › Co-branding

These examples show the general logo placements to follow. In special cases or exceptions, just apply the same core principles and reasoning shown here.



Logotype

- › Our logo
- › Variants
- › Clear space
- › Placement
- › Misuse
- › Co-branding



✗ **DO NOT** outline the logotype.



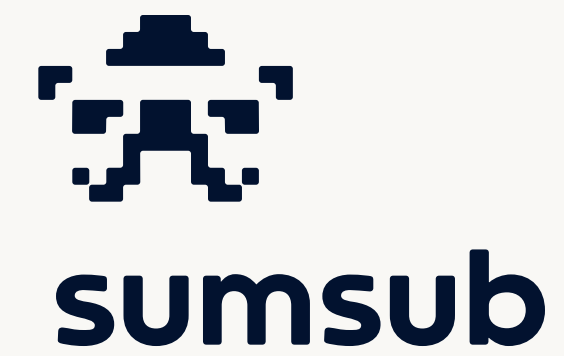
✗ **DO NOT** change its colors.

sumsub

✗ **DO NOT** use the wordmark alone.



✗ **DO NOT** use shadows or other effects.



✗ **DO NOT** alter its composition.



✗ **DO NOT** rotate, distort or warp.



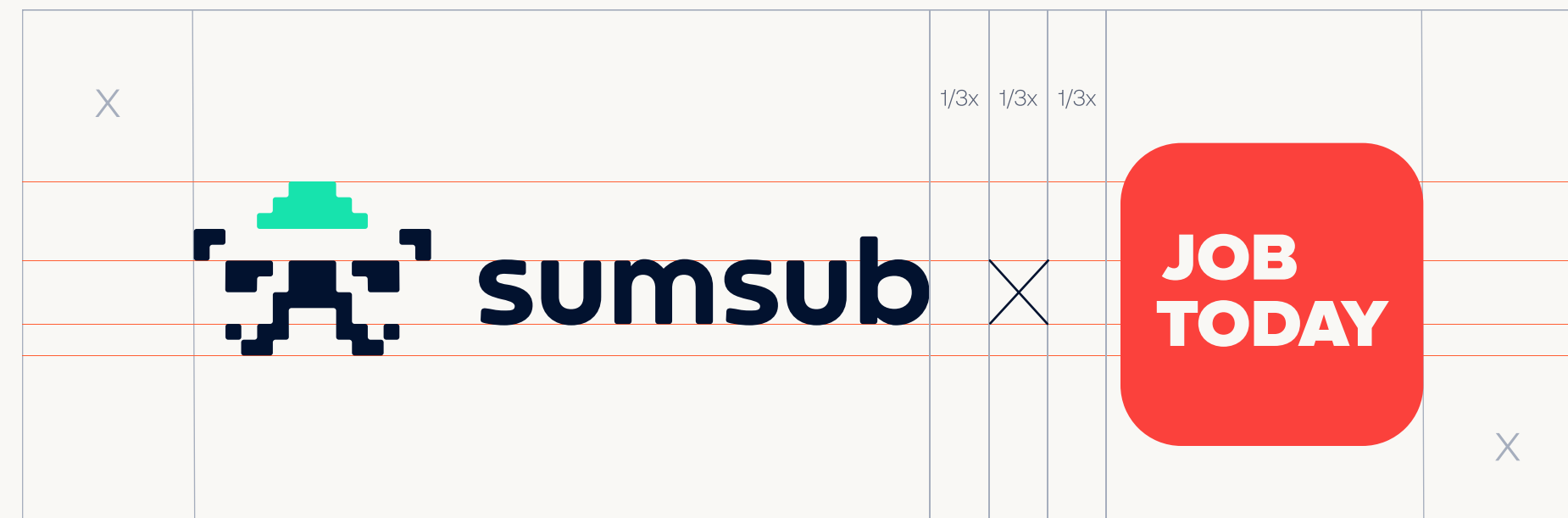
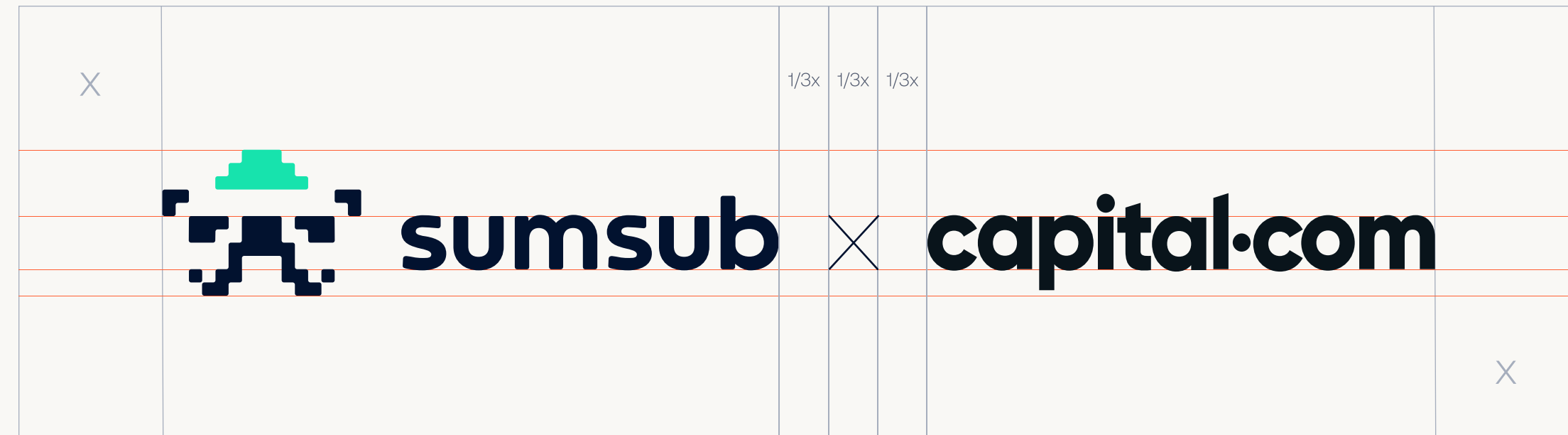
Logotype

- Our logo
- Variants
- Clear space
- Placement
- Misuse
- Co-branding

When logos have similar structure and proportions, you can align them using key elements—like the baseline and the height of the lettering in our logo—and keep equal spacing between both logos and the center “x”.

If the logos differ in size or shape, use visual judgment to create a balanced composition. In the example here, we shifted the logo slightly beyond the 1/3x line to account for optical weight—a larger, solid shape can appear closer to the “x” without this adjustment.

The goal is for both logos to feel equally balanced. Make any necessary visual tweaks to the second logo’s position and size to achieve that.



Aeonik Pro is the backbone of our typographic system. We use it in a range of weights for everything—from headings and subheadings to body text.

Typography

- Overview
- Type hierarchy
- Misuse
- Secondary typefaces

Our primary typeface is Aeonik Pro—a modern, highly functional sans-serif. As part of our visual identity, we focus on three weights—Regular, Medium, and Bold—to ensure flexibility and consistency in typographic design.

Aeonik Pro performs well across all sizes and contexts, from headlines to body text, in both print and digital applications.

Aeonik Pro by CoType Foundry

AaBbCc

The Power of One
Verification Platform

Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Bold

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&***



Typography

- Overview
- Type hierarchy
- Misuse
- Secondary typefaces

Leading

For body text, always set leading to 120%. For larger font sizes, such as headings, this can be tightened to 100% for better visual balance.

Tracking

Letter-spacing should always be set to 0%. Use metrics in Adobe Illustrator and InDesign, and never adjust by eye. For large display text, slight negative tracking may be used if needed.

Headline. Aeonik Pro Medium

Onboard 2B+ users with non-doc verification

Subline. Aeonik Pro Regular

Verify with just an ID number, or through a tap on a bank or government app.

Subline. Aeonik Pro Regular

Instantly obtain up-to-date user address data from trusted sources. Sumsb uses government, credit, banking, and utility records across 38 countries, with more to come. Non-Doc Address Verification has gained global recognition, ensuring high pass rates and compliance



Typography

- » Overview
- » Type hierarchy
- » Misuse
- » Secondary typefaces

Annotation

For longer text formats—like guides or brochures—use bold or italics for emphasis, depending on context. The designer should assess whether bold highlights disrupt the editorial hierarchy. If they feel too distracting, switch to italics for a more subtle effect.

For shorter, larger, or more display-oriented text, bold is preferred. In some display cases, a color change can also be an effective way to add **emphasis**.

Annotation. Aeonik Pro Regular and Bold

Visit **sumsub.com** for more information.

Annotation. Aeonik Pro Regular and Regular Italic

Create flexible flows for different user segments using our Workflow Builder tool. Achieve the highest pass rates by offering the right checks at the right time. Detect all *suspicious activity with our convenient rule system*. Monitor risk signals throughout the whole user journey, from onboarding to transactions.

Sumsub makes it easy for compliance teams to do their job with confidence. Empower your specialists **with ongoing AML screening against global watchlists**, PEPs, sanctions and adverse media. Enable case management to streamline all things verification.

Annotation. Aeonik Pro Regular

Detect all suspicious activity with our convenient rule system. Monitor risk signals **throughout the whole user journey**, from onboarding to transactions.



Typography

- Overview
- Type hierarchy
- Misuse
- Secondary typefaces

Leading

For body text, always set leading to 140%. For larger font sizes, such as headings, this can be tightened to 100% for better visual balance.

Tracking

Letter-spacing should always be set to 0%. Use metrics in Adobe Illustrator and InDesign, and never adjust by eye. For large display text, slight negative tracking may be used if needed.

Verify with just an ID number, or through
a tap on a bank or government app.



VERIFY WITH JUST AN
ID NUMBER, OR THROUGH
A TAP ON A BANK OR
GOVERNMENT APP.



Typography

- Overview
- Type hierarchy
- Misuse
- Secondary typefaces
 - Google safe alternate

Since Google Workspace apps (like Docs and Slides) don't support third-party fonts, we use Google-friendly alternatives when needed.

Inter, our previous brand typeface, is the closest available match to Aeonik Pro. It's acceptable to use Inter in these cases—just make sure to apply the same styling and typesetting principles outlined earlier.

Inter by Rasmus Andersson

AaBbCc

The Power of One Verification Platform

Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Semi Bold

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&***



Color

Mint swatch leads our visual identity. It brings maximum brightness to backgrounds and injects bold energy into CTAs, buttons, and other key accents.



Color

- Primary palette
- Colour usage

Our goal with color is to visually express our brand and product values. We aim to be seen as empathetic, trustworthy, and vibrant—and our color palette plays a key role in shaping that perception, both in the user experience and in broader brand visibility.

Our core palette includes four colors: Mint, White, Sky Blue, and Sea Blue. Mint leads our visual identity, while the other three support and complement it.

Sky Blue works best for accents, while Sea Blue and White serve as background tones that allow Mint to stand out.

Mint

#34FFC2

CMYK 45 0 26 0
Pantone 3265 C

Sea Blue

#1764FF

CMYK 91 60 0 0
Pantone 2727 C

Night Blue

#001133

CMYK 100 54 0 72
Pantone 282 C

White

#FAF9F5

CMYK TBC
Pantone TBC



Color

- Primary Palette
- Colour usage
 - Recommended examples

These are the most reliable color pairings for legibility and contrast. However, for special projects, other combinations can be used at the designer’s discretion.

Blue 500 on Mint

White on Blue 500

Mint on Blue 500

Blue 300 on White

Blue 500 on White

White on Blue 300

Graphic System

Our graphic system defines how we organize the core elements of our brand identity. It's built on a modular approach that's intuitive to apply, clear to read, and adaptable across a wide range of applications.



Graphic system

- Base layout rules
- Examples

All containers used for our graphic components feature rounded corners.

There's no fixed formula for scaling the corner radius proportionally with the size of the container. For example, applying the same proportional increase used for word containers doesn't work well here.

As a general rule of thumb, use 4px increments when increasing or decreasing the corner radius.



Take the example shown here and applied across this document: we use 16px corner radius as it fits the surrounding proportions just right.

Graphic system

- Base layout rules
 - recommended arrangement
- Examples

Whenever possible, use simple, modular, and scalable design systems. For example, when combining typography and imagery, follow the layout system shown here—based on full bleeds, thirds, or halves of the overall space, with or without margins.

As a general rule, margins, graphic shapes, and images should either have rounded corners or go full bleed.

In some cases—like in square or portrait formats—one of the vertical margins can extend to the edge (bleed) without rounded corners, as shown in the last two rows.



Graphic system

- Base layout rules
 - recommended arrangement
- Examples

The same principles outlined on the previous pages apply to landscape formats, but with fewer recommended variations—particularly when using rounded-corner containers that extend to the bleed on one side.



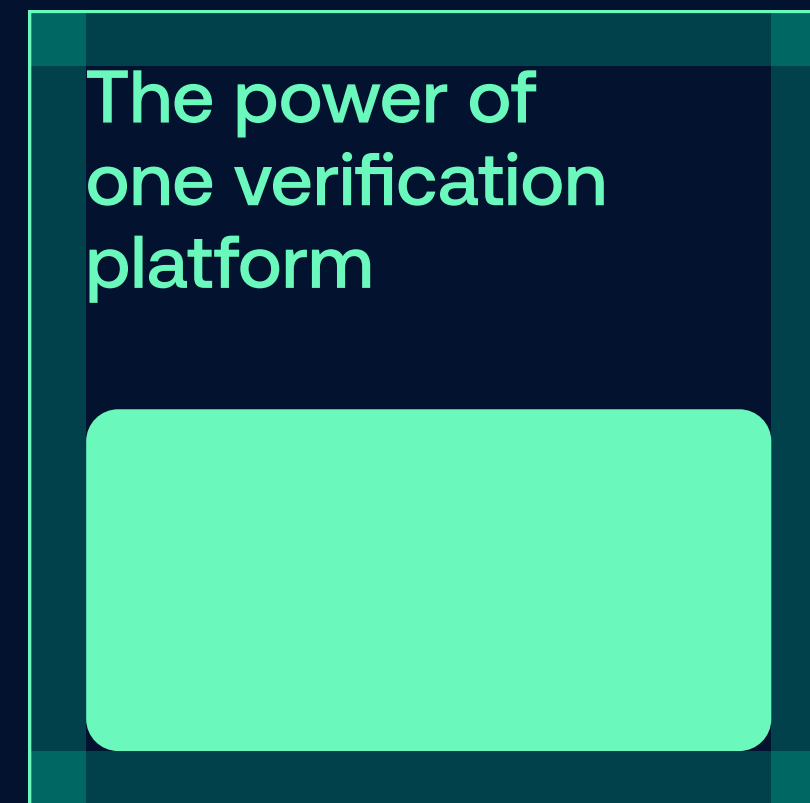
Graphic system

- Base layout rules
- Examples

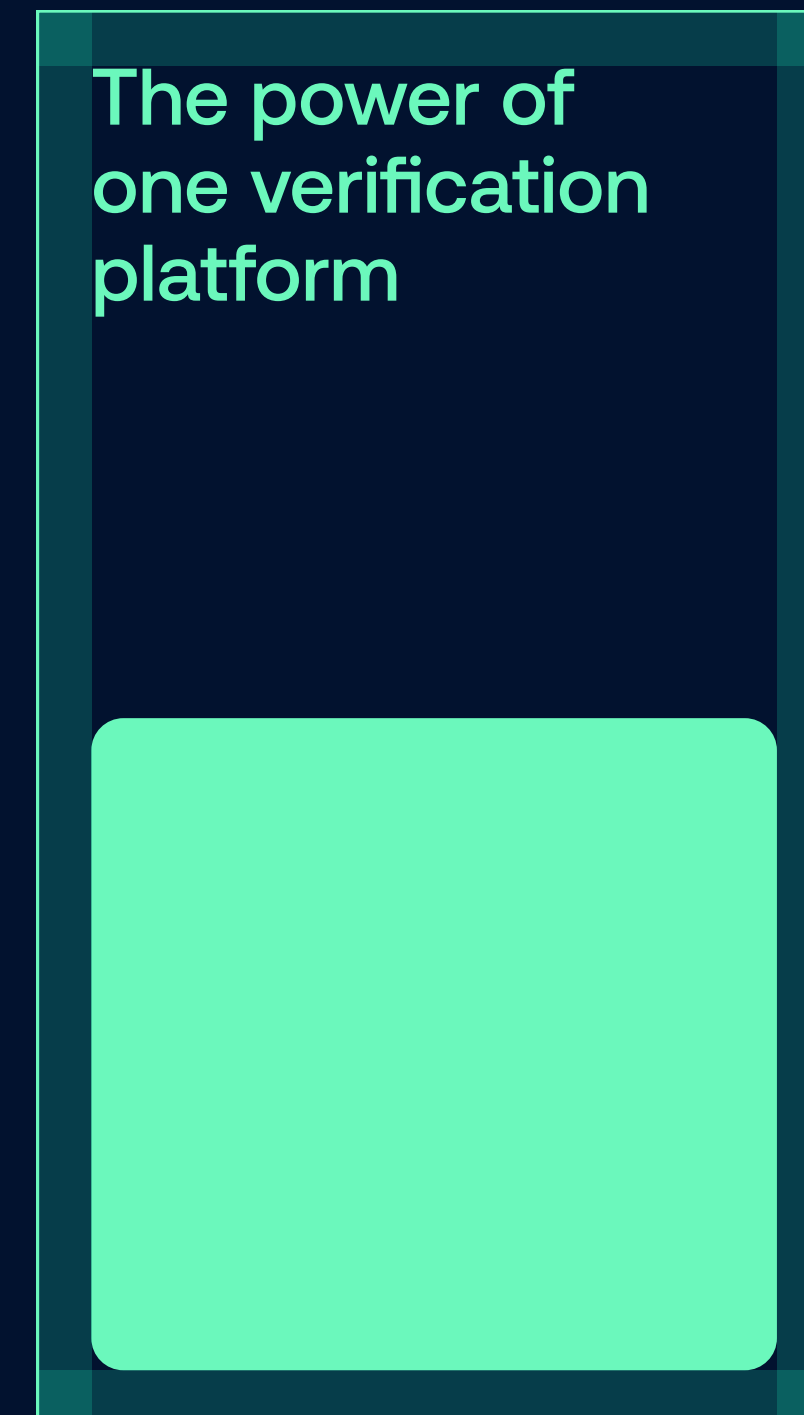
Always use margins equal to 7% of the full width or height on formats where at least one side is 400px or less, as shown here. This rule also applies to margins within shapes or containers, such as in the 16:9 format.

Round the resulting value to the nearest multiple of 4px—for example: 4, 8, 12, 16, 20px, and so on.

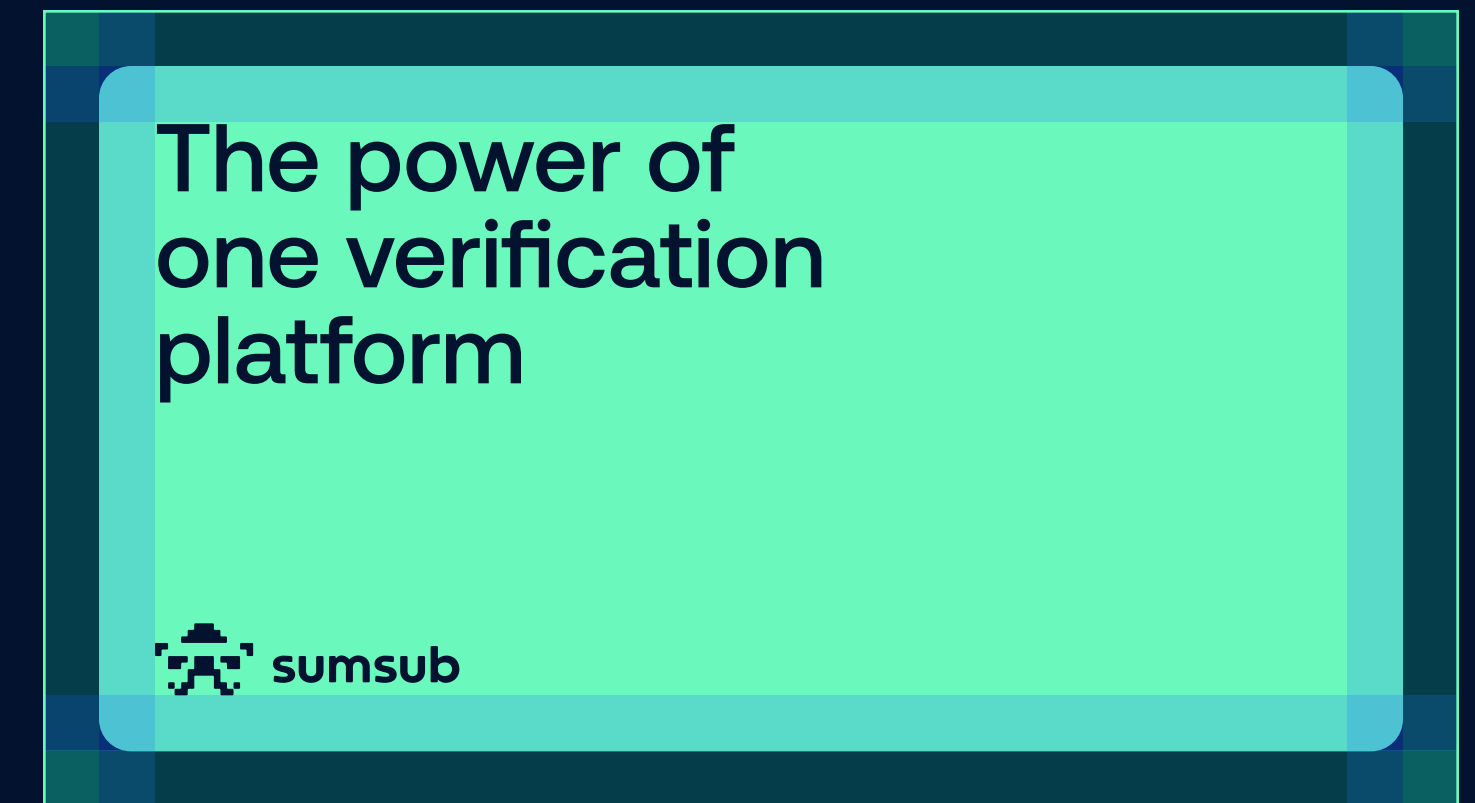
Example 1:1
Margin: 7%
Container width = 86%
Container height = 1/2



Example 9:16
Margin: 7%
Container width = 86%
Container height = 1/2



Example 16:9
Margin: 7%
Container width = 86%
Container height = 86%

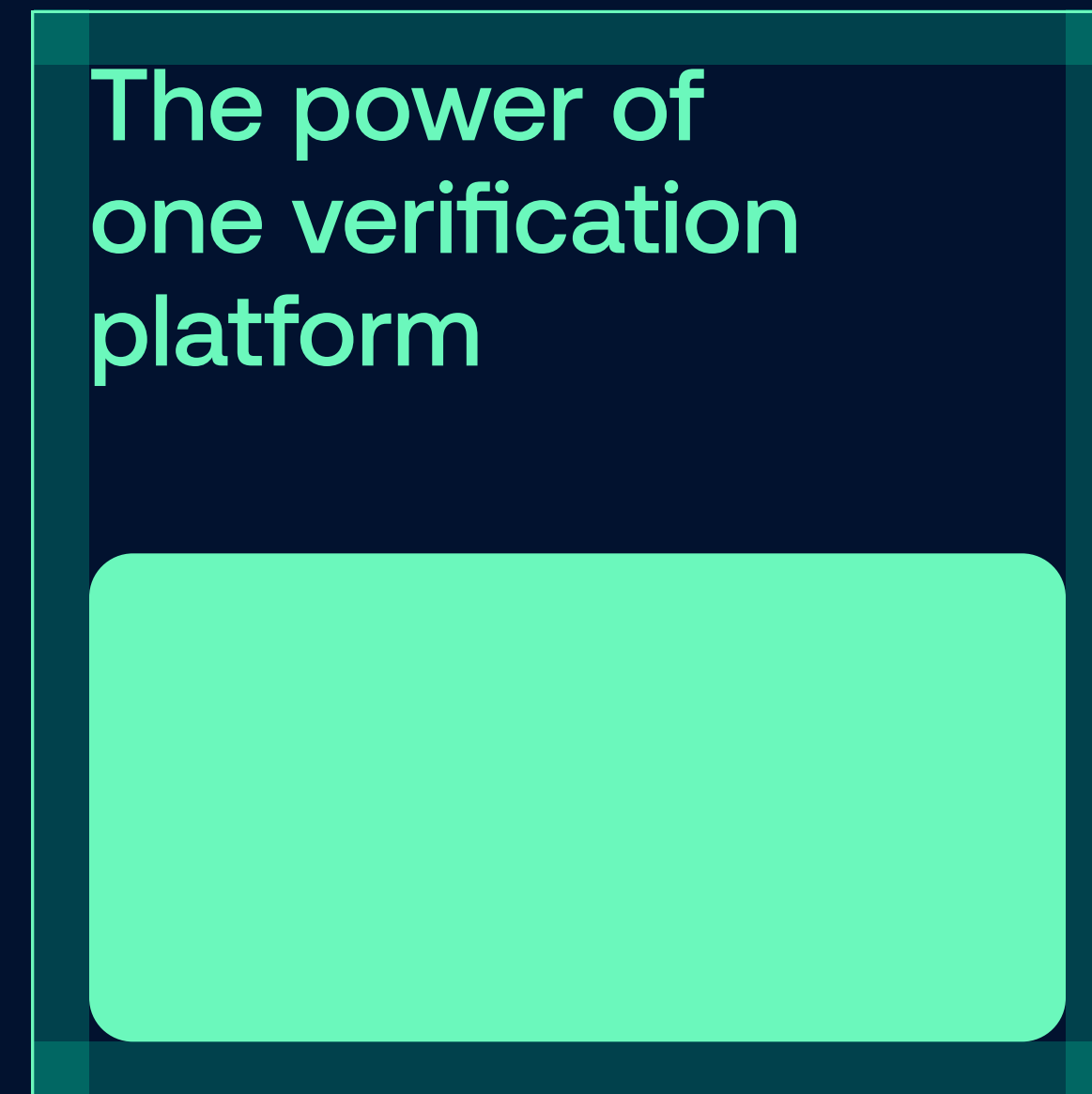


Graphic system

- Base layout rules
- Examples

Use margins equal to 5% of the full width or height on formats where at least one side exceeds 400px, as shown here. This rule also applies to margins within shapes or containers, such as in the 16:9 format.

Example 1:1
Margin: 5%
Container width = 90%
Container height = 1/2



Example 1:1
Margin: 5%
Container width = 90%
Container height = 1/2



Photography

Our photography is warm, optimistic, and grounded in reality. We aim for natural tones, authentic moments, and real people—not staged or stock-looking visuals. Every image should help build trust and create a genuine connection.

Photography

- Principles
- Purpose vectors
- Misuse
- Retouch guide

We choose photography that feels warm and optimistic—featuring natural smiles, candid poses, and authentic environments. Our images reflect a diverse range of individuals and groups that align with our values and goals.

We aim for photos that feel real—and as a result, trustworthy—which directly supports the purpose of our product.

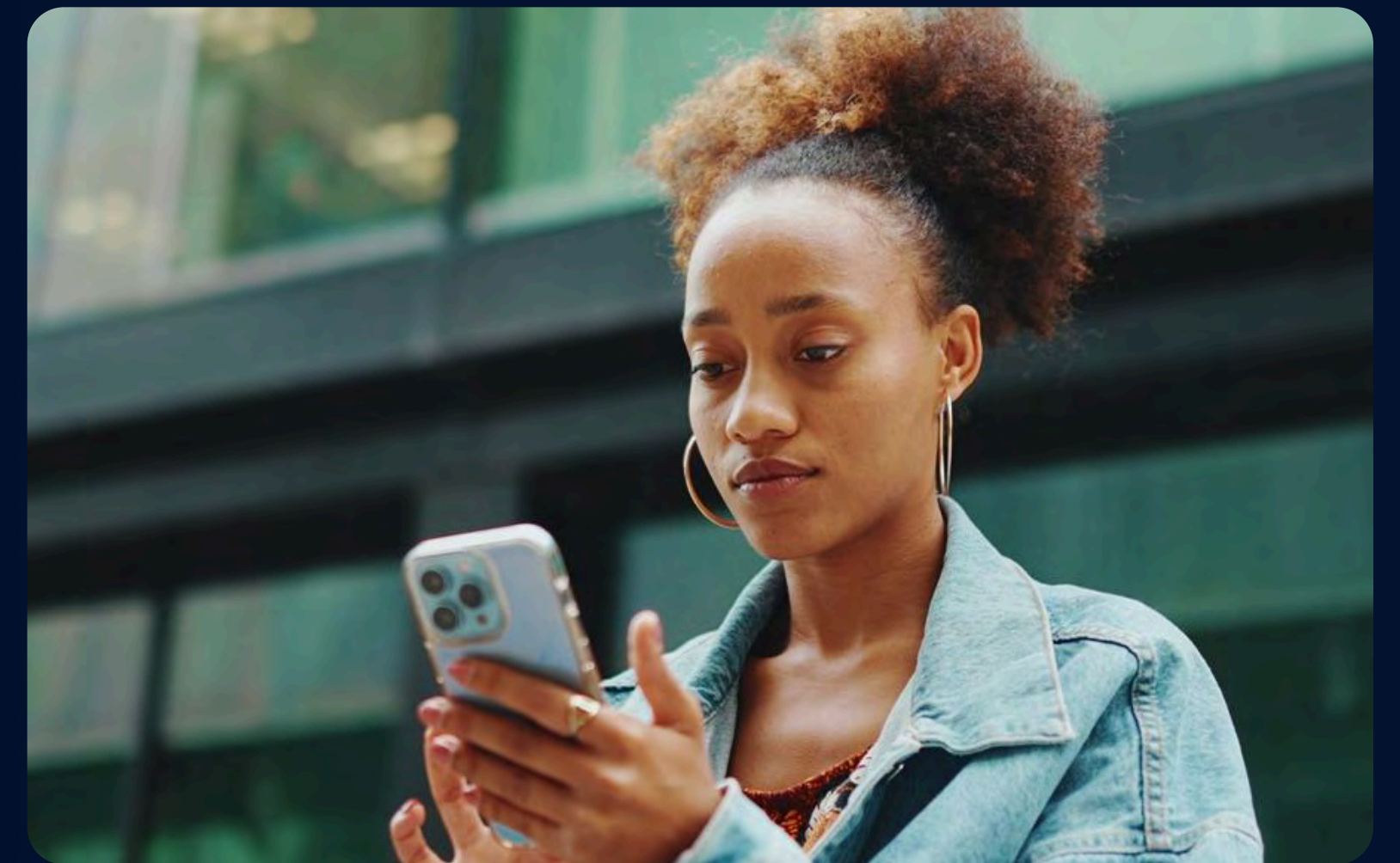


Photography

- Principles
- Purpose vectors
 - Functional
- Misuse
- Retouch guide

We use functional portraits to support formal messaging—such as illustrating a feature on the website. These may include simple headshots, individuals holding devices, or people in work environments.

In all cases, the core characteristics outlined on the previous page should still apply.

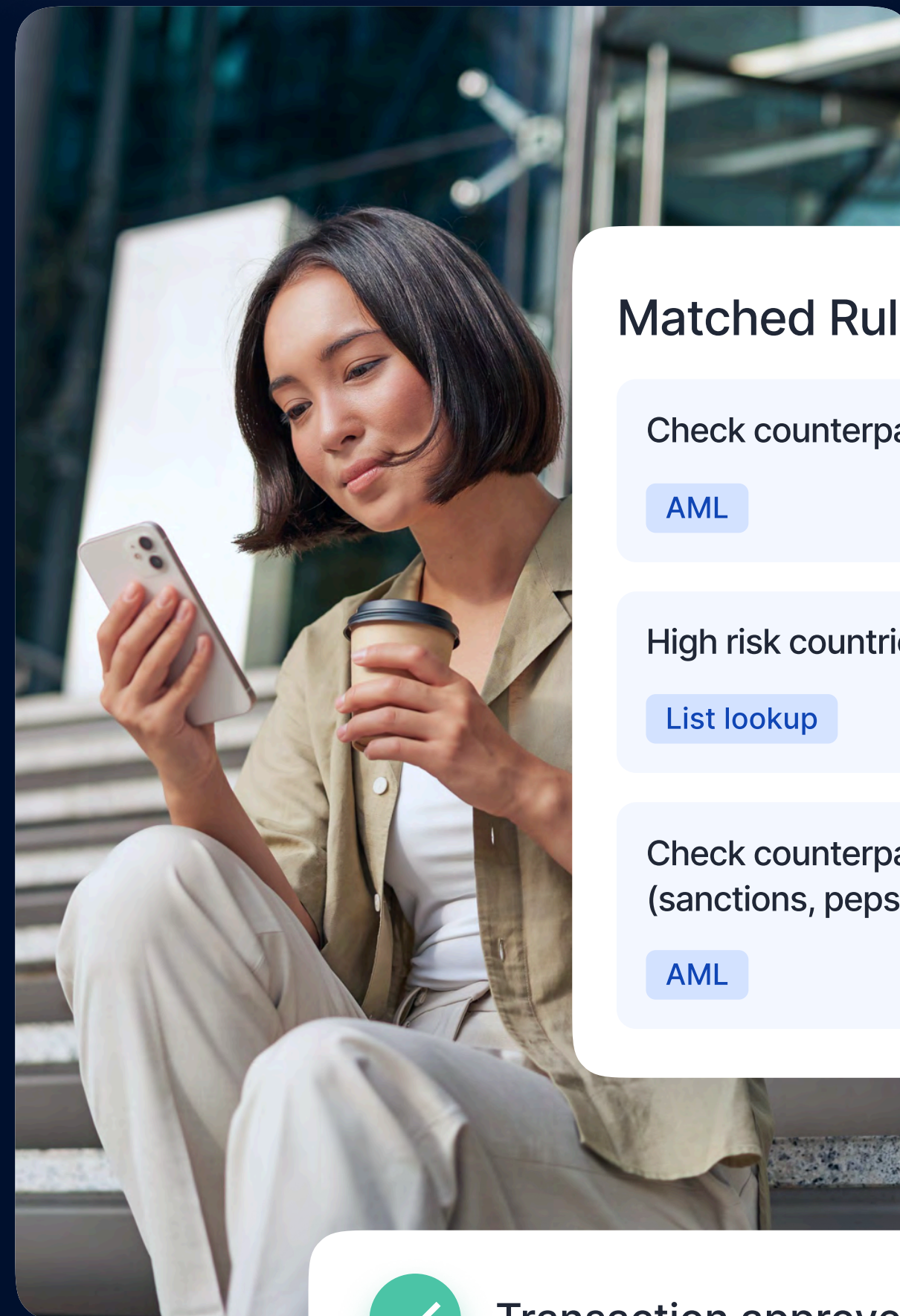


Photography

- Principles
- Purpose vectors
 - Functional
- Misuse
- Retouch guide

When choosing functional images to showcase a product or its features, pay close attention to pose, environment, and context.

Jane Doe → 250.00 USD → John Doe



Matched Rules 3/3

Check counterparty for AML

Score: 2

AML

High risk countries

Score: 8

List lookup

Check counterparty for AML
(sanctions, peps, etc.)

Score: 5

AML

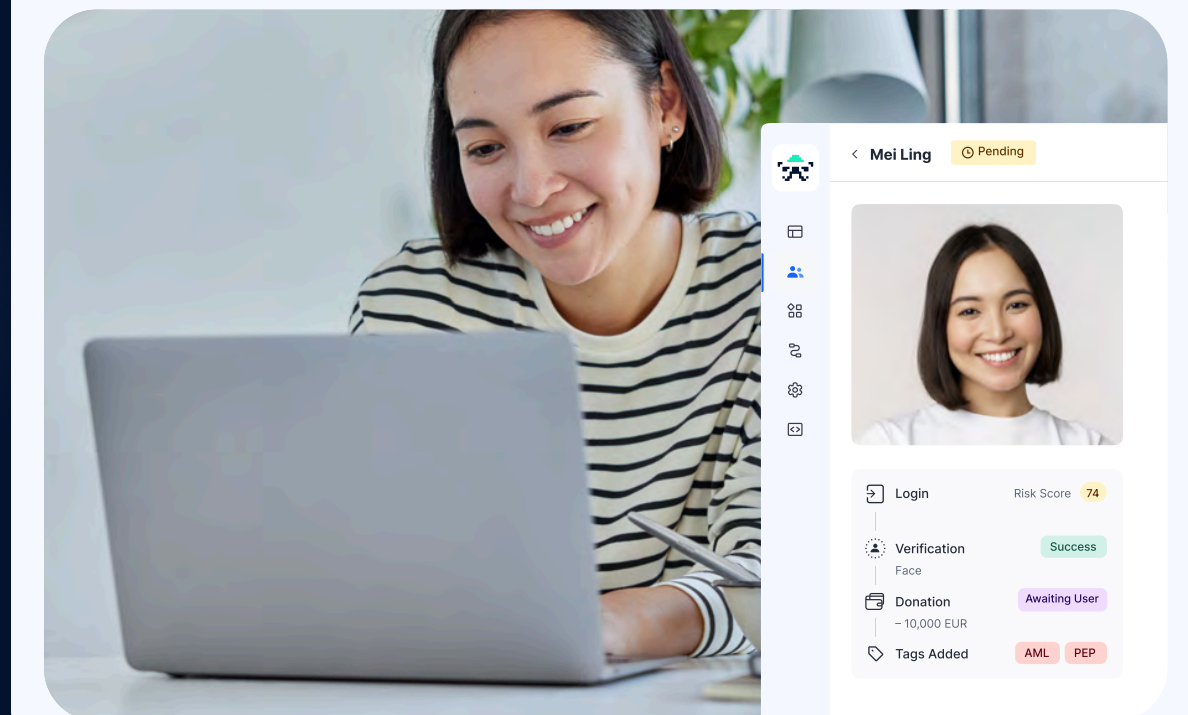
Score 15



Transaction approved

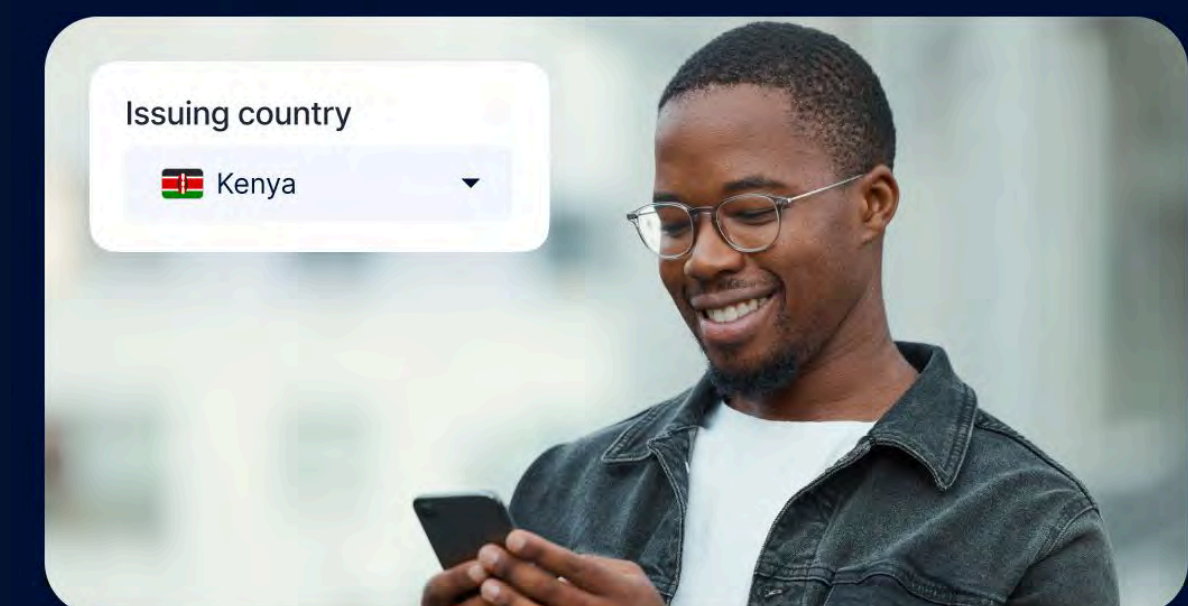


Rapid KYC, no fraud, no losses & no documents



The time is now to comply with VASP Bill

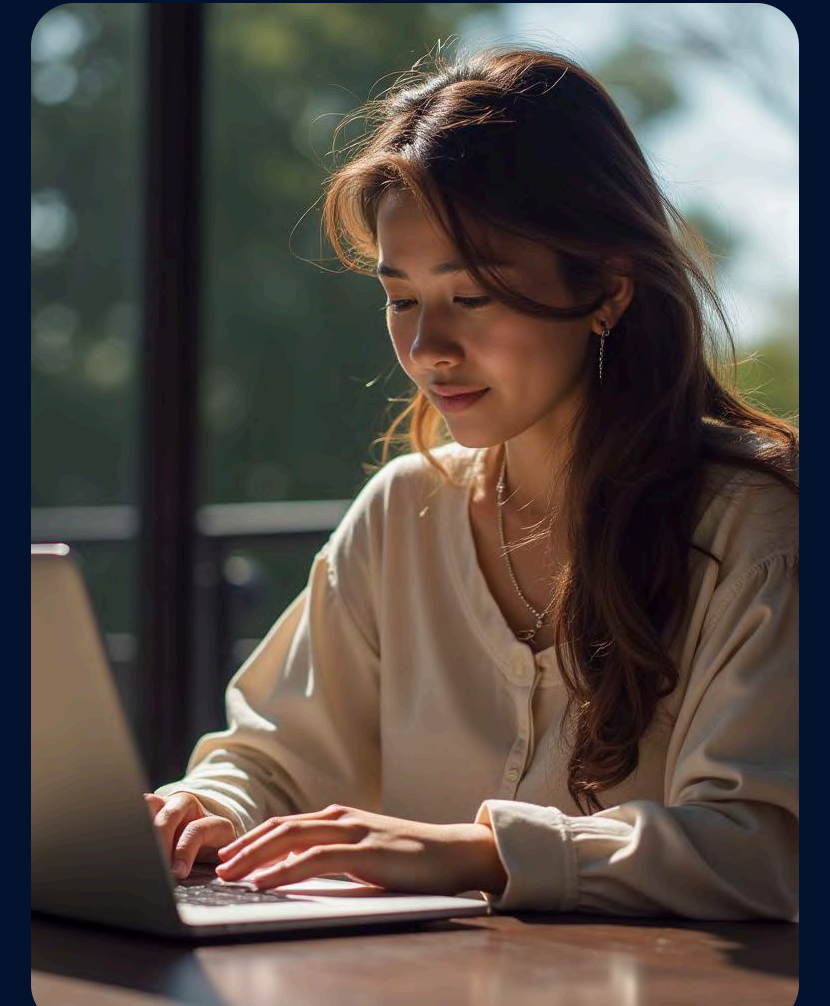
[Find out more →](#)



Photography

- Principles
- Purpose vectors
 - Aspirational
- Misuse
- Retouch guide

Aspirational portraits are used when we want to dial up expression, attitude, and spontaneity. This might come through in poses, movement, or lighting. These images bring a sense of “realness” by capturing moments that feel immediate, while also expanding the emotional range of our brand.



Photography

- Principles
- Purpose vectors
 - Aspirational
- Misuse
- Retouch guide

We use aspirational photography in social media, brand campaigns, and internal materials to create a vibrant, engaging feel. This style brings our message to life through expressive, dynamic portraits that capture the energy of the moment and connect with our audience.



We listen and we don't judge

Compliance & Risk
Manager edition



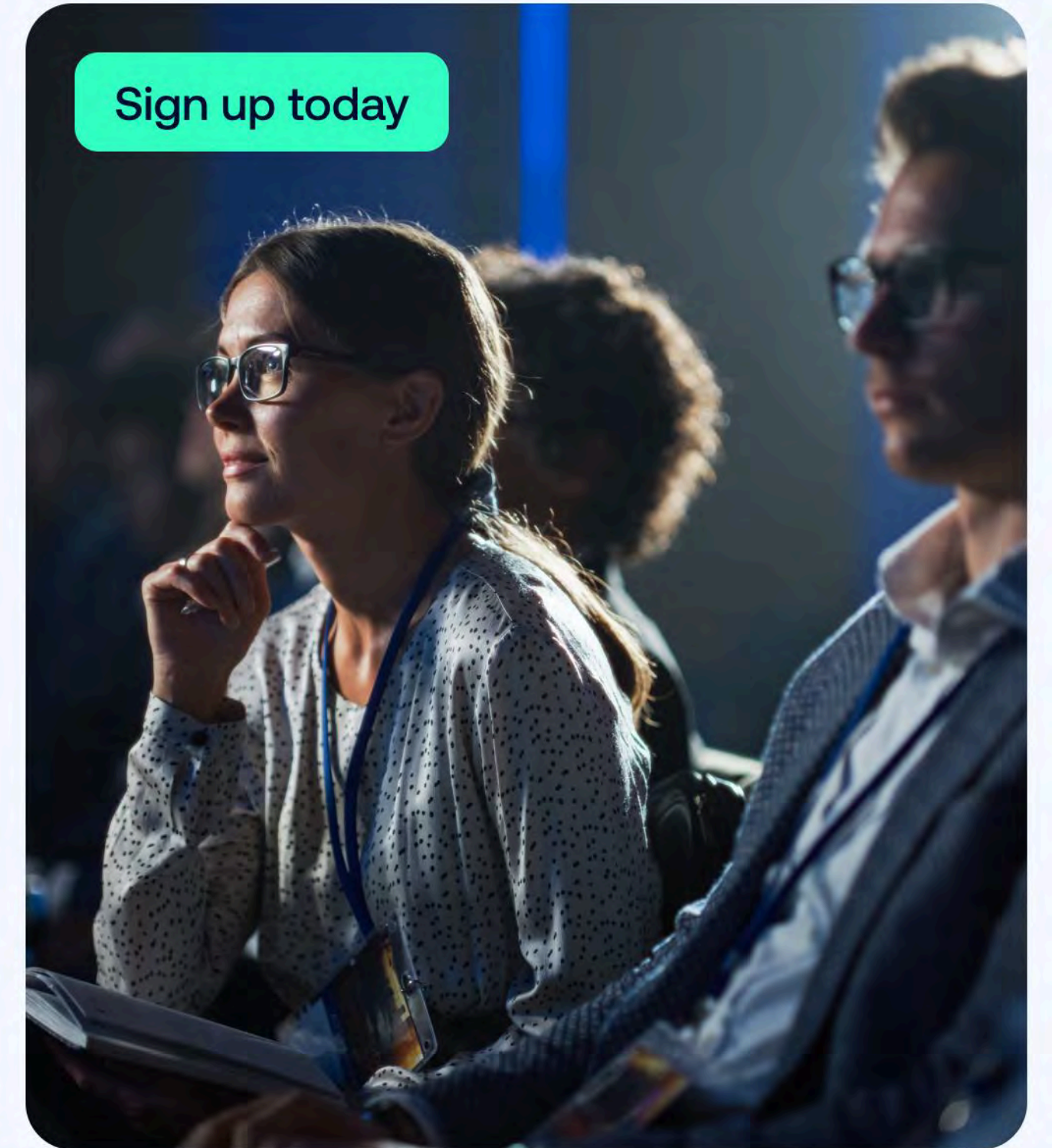
Key findings from the survey



Sums sub Email Updates

Join our community for the latest
insights, product news,
and event invites

Sign up today



Photography

- Principles
- Purpose vectors
 - Amplified
- Misuse
- Retouch guide

Amplified photography builds on our Functional or Aspirational styles but pushes them further with bolder composition—like high contrast, dramatic lighting, or extreme cropping. In many cases, these images are created or enhanced with AI.

This category also includes heavily retouched photos. Even with these edits, we aim to keep the warmth and authenticity that define our brand.



Photography

- Principles
- Purpose vectors
 - Amplified
- Misuse
- Retouch guide

We use amplified photography in special projects, campaigns and industry-focused materials—especially as key visuals for major projects. This style helps create a strong emotional impact and makes our messaging stand out in competitive spaces.

How to protect your crypto business from fraud

Swipe →

 **sumsub**

Hong Kong leads the way in seamless crypto verification

HK 

Hong Kong leads globally with a 98% pass rate

State of the Crypto Industry 2025

Read the report →

 **sumsub**

Intercept any and ALL fraud with Sumsub as an extra solution

Try Sumsub together with your provider



Deepfake Detection



Fraud Networks Detection



Photography

- Principles
- Purpose vectors
- Misuse
 - Undesired examples
- Retouch guide

Here are examples of photography we should avoid. Steer clear of anything that feels too generic, overused, clichéd, overly obvious, or low quality.



Photography

- Principles
- Purpose vectors
- Misuse
- Undesired treatments
- Retouch guide



Do not turn images to grey scale.



Do not re-colour images.



Avoid overexposing images to the point where light areas lose their natural texture and detail.



Do not over-saturate.

Photography

- Principles
- Purpose vectors
- Misuse
- Retouch guide

Sumsub’s images carry a subtle vibrancy and natural-looking grain that enhance mood and add depth. This treatment also brings visual consistency to photos, even when they come from different sources or are shot under varying conditions and with different equipment.



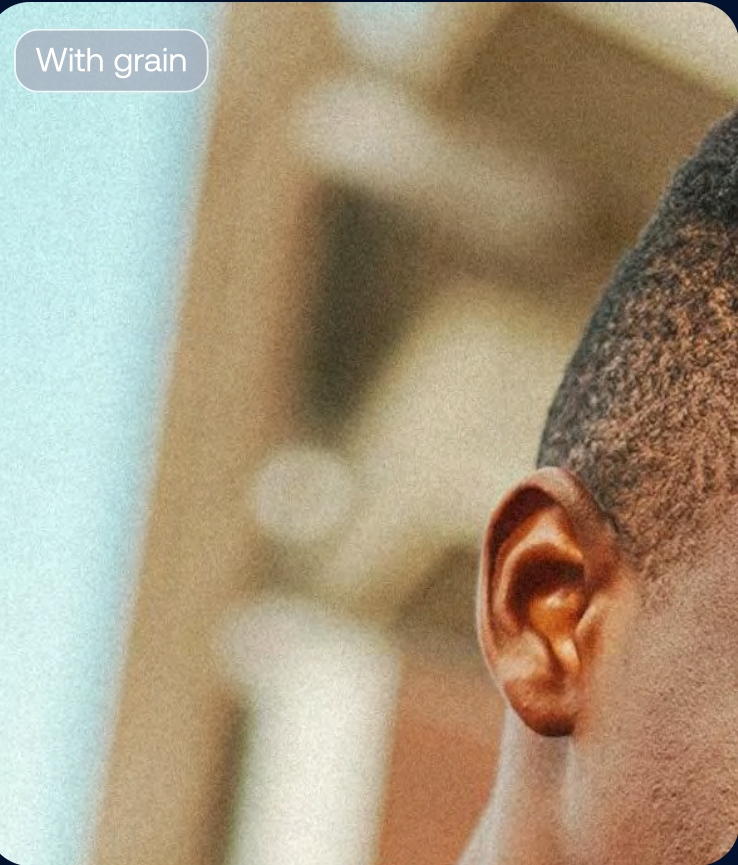
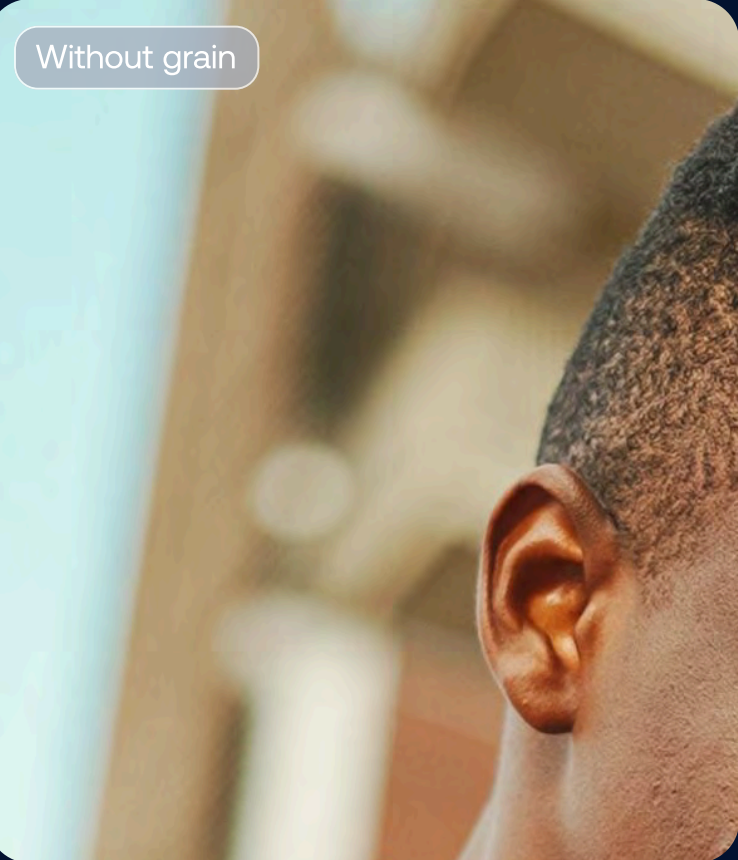
Original shot. Pay attention to the picture’s saturation level.



Since our photos may come from various photographers, you can adjust saturation slightly—when needed—to achieve a more vibrant look while still keeping it natural, as shown in this example.



Apply a slight grain to the image. In Photoshop, go to Filter > Noise > Add Noise, select Uniform distribution, and check the Monochromatic box. The ideal amount depends on the image size and resolution. For example, with an image sized 2700×4800px at 300dpi, 6% grain works well.



Example: close-up before and after Photoshop grain filter.



Iconography

Icons quickly give viewers a sense of context and direction—even on a subconscious level. They simplify complex ideas into clear, approachable visuals that go beyond language and cultural barriers, making them as universal as visuals can be.

Iconography

» Use & creation

» Overview

Our icons are designed with simplicity and clarity in mind. When creating them, less is more—we need to be thoughtful about the few elements we use and how we draw them.

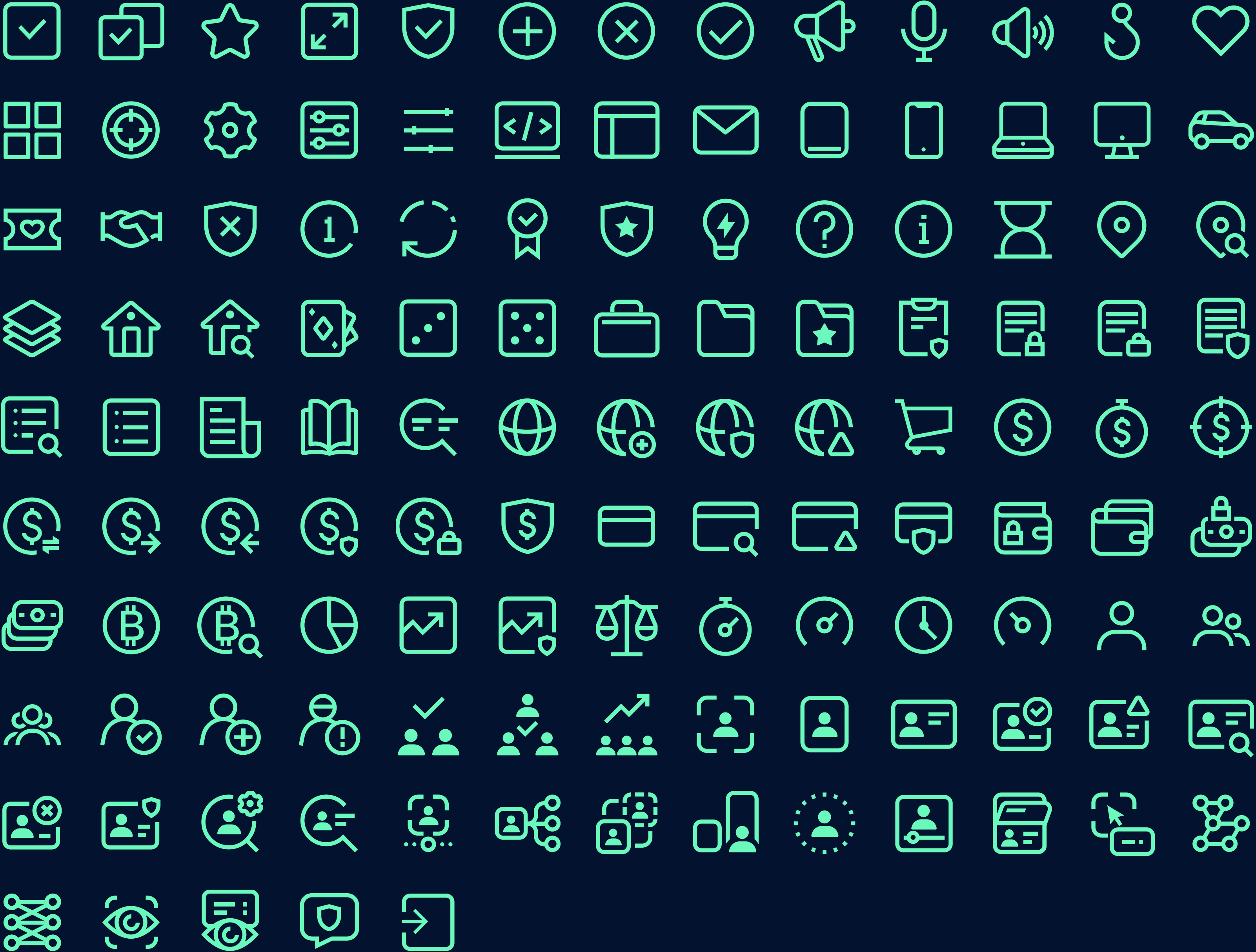
These icons are intended for small-scale use and should never be the main visual focus.



Iconography

» Use & create

» Overview



Product Illustration

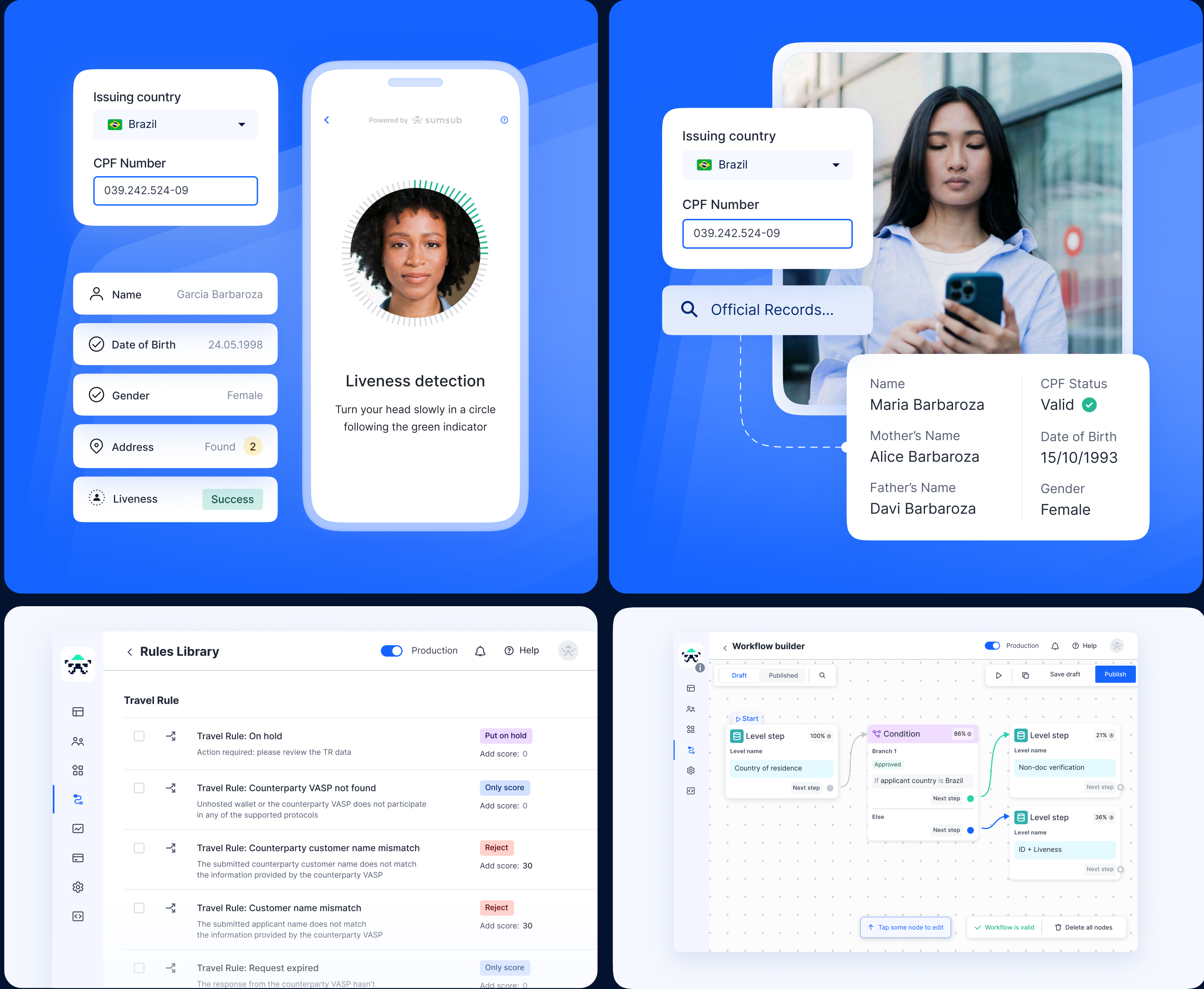
Our product illustrations bring our solutions to life by showing real-world use cases. They simplify complex ideas without jargon and reflect diversity to connect with a global audience.



Product Illustration

- Product screens
- Product illustration

Product screen illustrations should closely mirror the actual interface, capturing the true look and feel of our solutions. They should show meaningful user interactions that tell a clear story—demonstrating how seamlessly our product integrates into daily routine. By presenting realistic scenarios, these illustrations highlight usability and help users easily imagine themselves using the product.



Product Illustration

- Product screens
- Product illustration
- Marketing

Updated style for marketing and web product illustrations:

Appearance: Clean, minimal design with smooth lines and better readability.

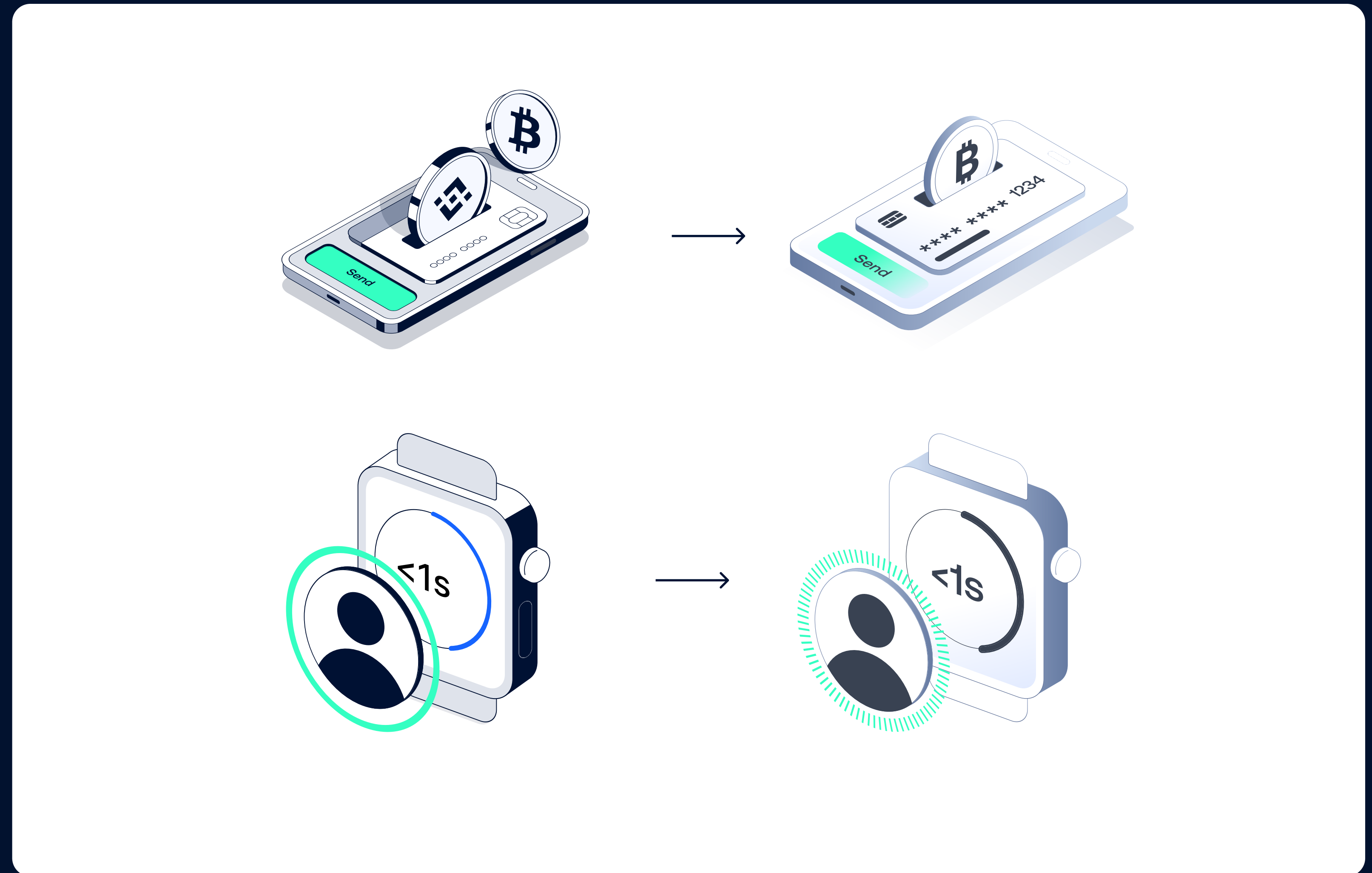
Color Palette: Soft pastels with bright accents, aligned to a modern look. Custom color treatments.

Shadows and Lighting: Enhanced shadows and glow effects add depth and expression.

Smooth Transitions: Fluid transitions add a sense of movement and a modern tech feel.

Ease of Perception: Simple shapes and focused composition improve visual clarity and user understanding.

Brand Consistency: The style refresh keeps core brand elements while giving them a more contemporary edge.



Product Illustration


- Product screens
- Product illustration
- Marketing

 **TOKEN2049
DUBAI**

Visit our stand #P62

 Dubai, UAE  April 30–May 1

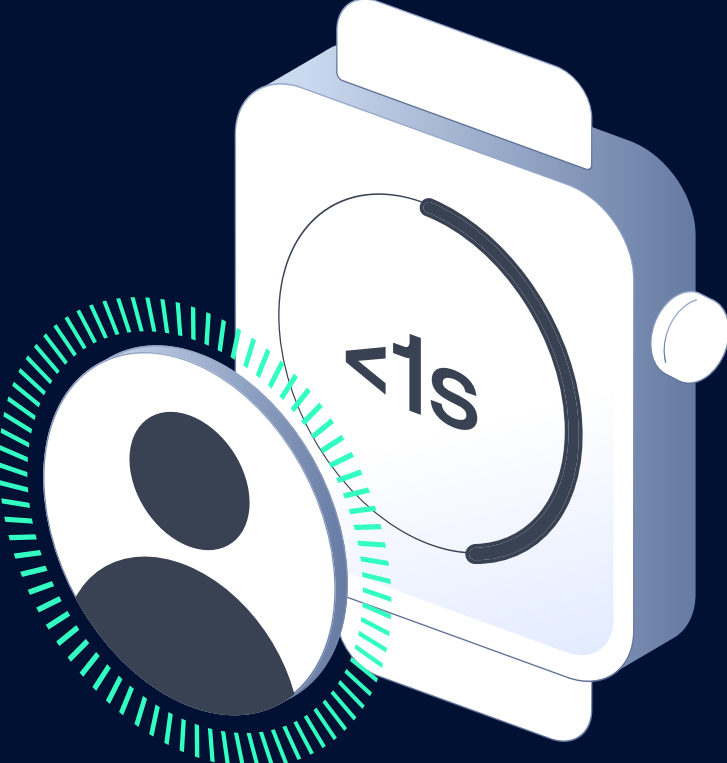


 **sumsub**

Case Study

Onboard players in less than a second, like Betmaster

[Learn more →](#)



 **sumsub**

Verify documents in seconds with AllDocs

Faster KYC, automated fraud prevention, and seamless compliance





Product Illustration

- Product screens
- Product illustration
- Product

Updates for product illustrations:

Color Palette: Blue tones are used for better alignment with the product. A dedicated color palette has been developed specifically for this illustration style.

Minimalism & Clarity: Thin lines, clean details, reduced visual noise, and smooth transitions improve clarity and user focus.

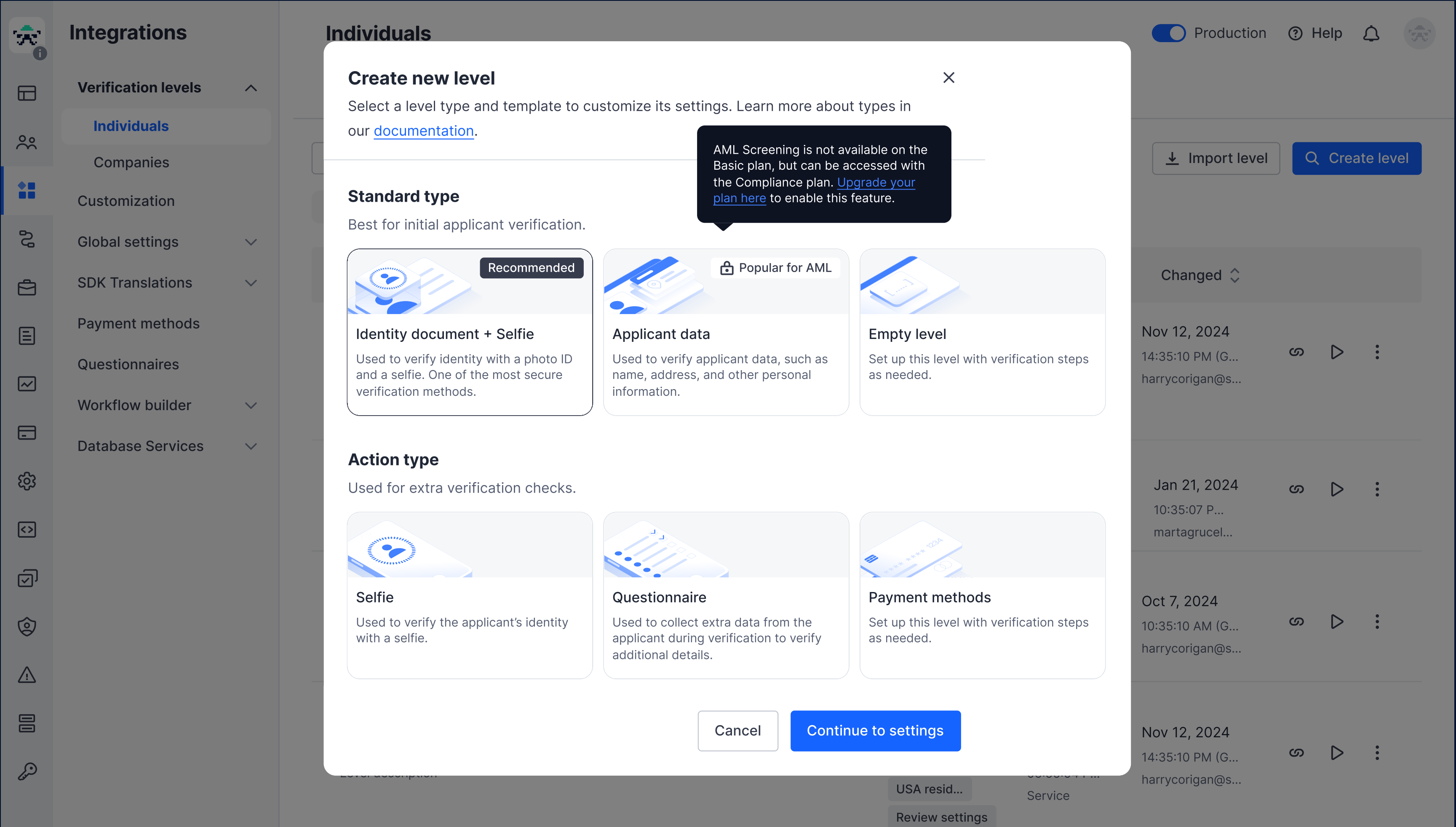
Brand Consistency: The refreshed style stays true to our brand identity while giving it a more modern look.

Dynamics: Glowing elements and subtle shadows add depth and a sense of liveliness.



Product Illustration

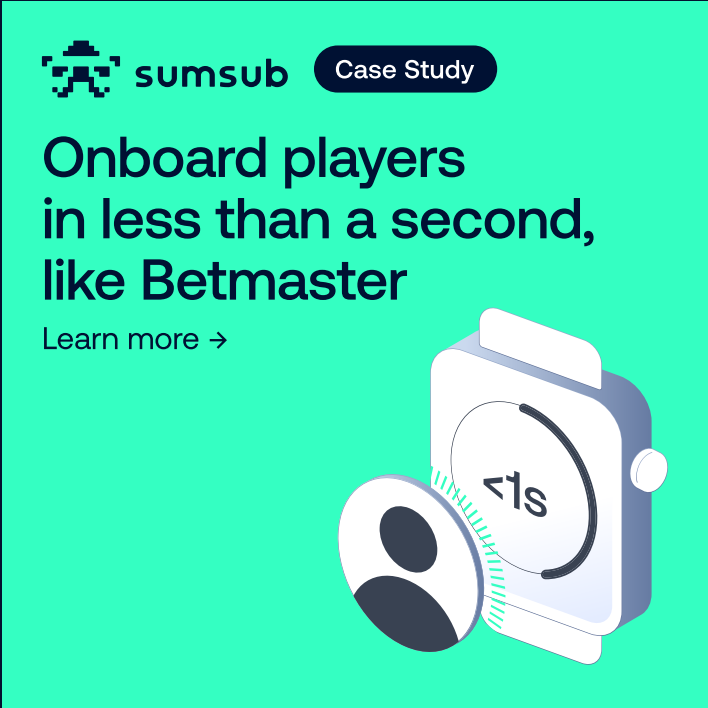
- Product screens
- Product illustration
- Product usage



Product Illustration

- Product screens
- Product illustration
- Misuse

Don't use



Avoid extending mint elements beyond the illustration, as they may blend into the mint background.

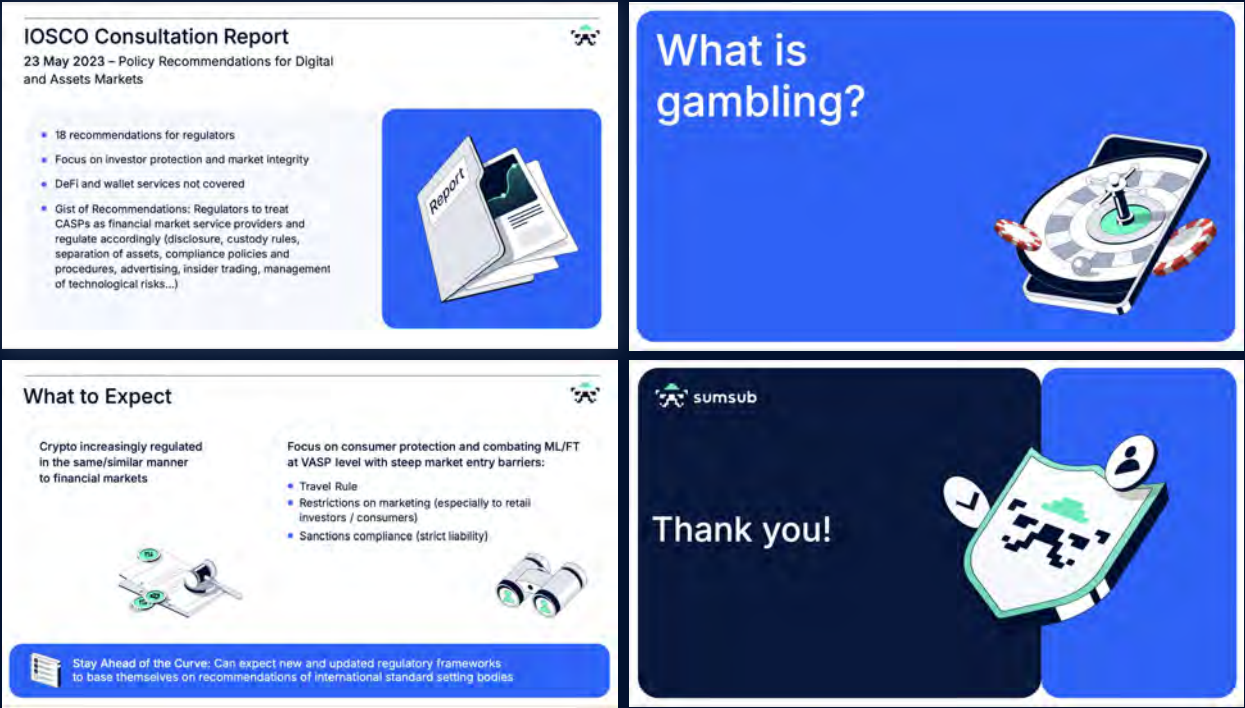


Don't use



Don't use illustrations—old or new—on presentation cover pages. Instead, use product images, photography, or a custom key visual aligned with the presentation's theme.

Don't use



Don't use illustrations as decoration in the internal sections of presentations. When visuals are needed, use photography or product imagery instead.

Don't use



Avoid using incorrect angles that don't align with isometric perspectives. Stick to angles like 45° and 90°, except for additional accent elements, which may break this rule to add visual interest.



Applications

Every element works together to build a brand that stands out. Our tone of voice, typography, colors, photography, and visual treatments are all intentionally crafted—creating a bold, unified identity that’s unmistakably Sumsb.



Applications

- Presentations
- Social Media
- Print
- Events
- Merch

In our product presentations, we prioritize clean, minimal design to keep the focus on the product, the user, and the core message. This approach improves clarity and helps the audience quickly understand what matters most. By removing distractions, we create a visually engaging experience that highlights the value of our solutions and supports a clear, compelling narrative.

The Power of One Verification Platform

2025

Convenient case management

Manage the entire customer lifecycle from a single tab, from building flows to reporting.

- Auditing and reporting
- Workflow & Rule Builders
- Case investigation
- Customizable analytics
- Ongoing monitoring

The power of one verification platform

- One integration**
No need to opt for multiple solutions. Reduce costs and save time with just one contract and one provider.
- One solution for the entire lifecycle**
Take verification beyond onboarding. Secure every user step, from initial screening to transactions.
- One intuitive dashboard**
No more juggling multiple tools—integrate your entire verification flow with ease. Enjoy no-code logic, dynamic risk scoring, analytics, and case management for smarter decisions and easier reporting.

ID Verification

Welcome more users globally. Process documents in multiple languages and scripts, including Hebrew, Cyrillic, Arabic, and more. Our user-friendly process includes instant document pre-checks and auto-capture, which helps reduce drop-off rates.

Reduction in manual verification: **75%**

Supported documents: **14k+**

Average verification time: **20 sec.**

96 languages

The Travel Rule is being enforced worldwide

The FATF Travel Rule requires VASPs to obtain, hold, and transmit required originator and beneficiary information, immediately and securely, when conducting VA (Virtual Asset) transfers.

Travel Rule compliance affects virtually all crypto businesses and is now becoming strictly enforced globally.

Why Sumsub?



Applications

- Presentations
- Social Media
- Print
- Events
- Merch

Our social media feed is bold and vibrant, using our primary colors to create a lively, standout presence. We mix in photos and graphics that connect with our audience, making the content feel dynamic and engaging. This bright, energetic look reflects our brand’s personality while showcasing our solutions in a visually compelling way—driving interaction and strengthening our connection with the community.

January

Event digest




With Sumsub, verification time has been reduced to just 6 seconds

00:00:05
6

.....

Calling all iGaming pros:

Take our survey and make your voice heard



Case study **AVIS**

Avis Now Transforms the Car Rental Experience

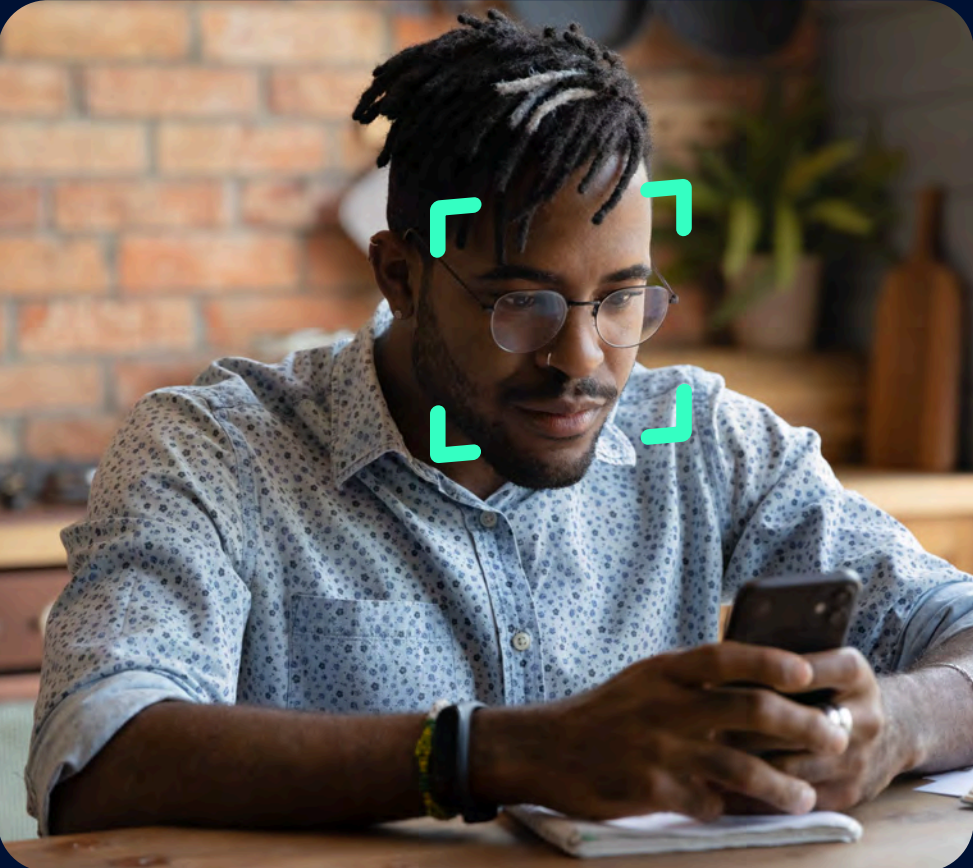
with Sumsub’s Fast Verification



.....

What types of biometric authentication do you know?

Check your knowledge →



Applications

- Presentations
- Social Media
- Print
- Events
- Merch

In our print materials, strong visual hierarchy is key to guiding the viewer’s eye. Clean, uncluttered design ensures that key messages stand out and every element has purpose. By organizing content thoughtfully, we deliver our brand message with clarity and impact—leaving a lasting impression.

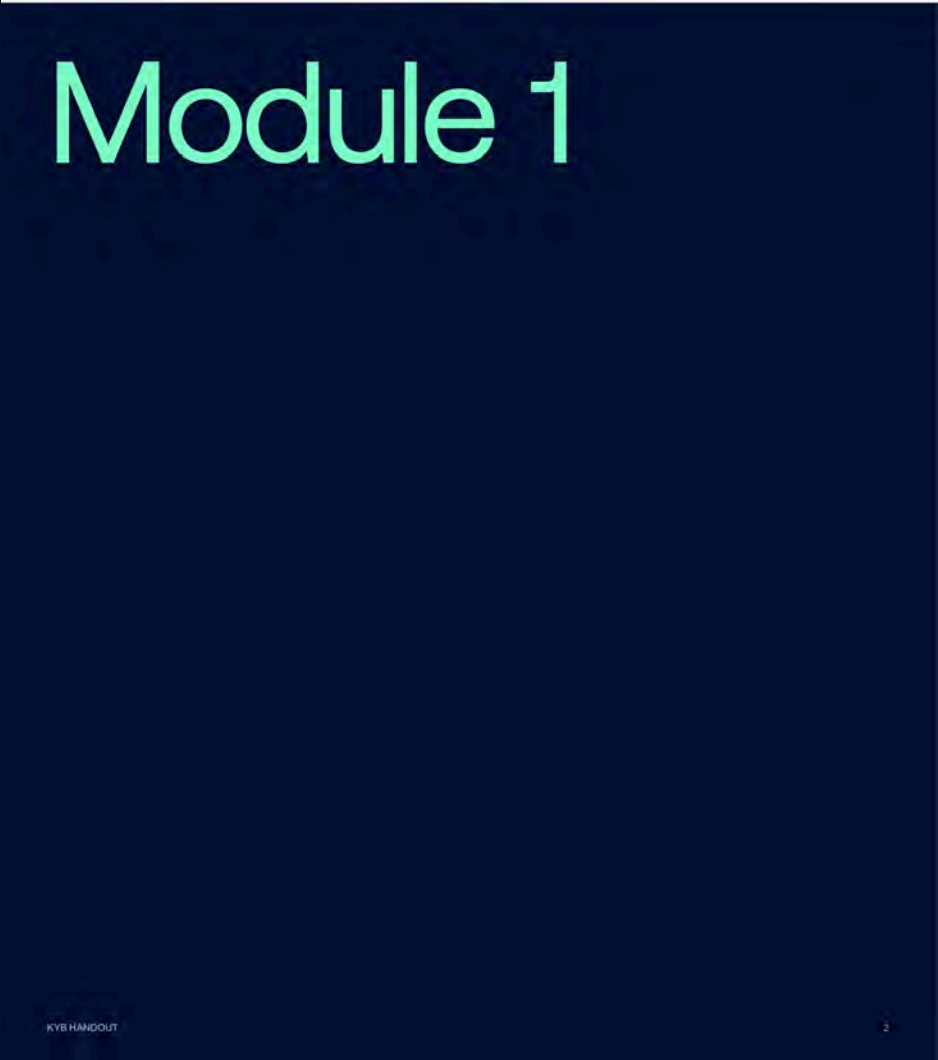


Figure 3: Document categories for verification steps

Document Category	Examples	Verification Steps	Common Hurdles & Solutions
Business Registration Documents	<ul style="list-style-type: none">Certificate of Incorporation / RegistrationArticles of Association / Memorandum of AssociationCertificate of Good StandingRecent Company Registry Excerpt (e.g. from Companies House in the UK, KRS in Poland)Partnership Agreements	<ul style="list-style-type: none">Check Issuance Date (document should be recent if mandated)Compare info (registration number, issue date) with official registry websitesCross-reference company name and legal form (e.g. LLC vs. PLC)Identify Any Amendments (e.g. changes in directors)	<ul style="list-style-type: none">Outdated Documents: Might not reflect current status; request updated excerpt or Certificate of Good StandingMissing Amendments: Filings can omit later changes; confirm if any post-incorporation modifications existPaywalls or Restricted Access: Some registries charge fees; account for compliance budget or use subscription services
Ownership & Management Structure Documents	<ul style="list-style-type: none">Shareholder & Director RegistersCapital Structure DocumentsBeneficial Ownership DeclarationsShareholder AgreementsOperating Agreements (LLCs)Trust Deeds (if trusts apply)	<ul style="list-style-type: none">Identify Directors, Shareholders, and UBOs (>25% owners)Check for Nominee Roles or unusual share classes granting disproportionate controlCompare official data with any declarations or in-house documents provided by the businessAssess Voting Rights: If there's a mismatch between economic and voting power, investigate who truly controls decisions	<ul style="list-style-type: none">Nominee Shareholders: Might hide real ownership; escalate for Enhanced Due Diligence (EDD)Complex Ownership Chains: Multiple holding companies or trust layers. Consider specialized software or expert counsel to untangleOffshore Jurisdictions: Limited beneficial owner data requires local or private databases for further verification
Identity Verification Documents (UBOs, Owners, Directors)	<ul style="list-style-type: none">Passports / National ID CardsDriver's Licenses (if valid in the jurisdiction)Residence PermitsSecondary Proof: Utility Bills, Bank Statements, Tax IDs (for address confirmation)	<ul style="list-style-type: none">Check Authenticity: Use AI-based ID checks (OCR, face match, business tests) plus manual review of security features (holograms, watermarks)Cross-reference with watchlists (PEP, sanctions, negative media)Match personal data against corporate records (same name spelling, birthdate)	<ul style="list-style-type: none">Fraudulent Documents: Combine AI + human checks to detect well-made forgeriesLanguage Barriers: Non-English IDs might need certified translation or local expertiseData Privacy: Comply with GDPR/CCPA, restricting access to sensitive ID info



Applications

- Presentations
- Social Media
- Print
- Events
- Merch

Our event booth branding places key messages and primary colors front and center, creating a bold, instantly recognizable presence. The design is clean and confident—eye-catching without being overwhelming—ensuring our message is clear while reflecting our strength and professional expertise.



