

Revolut Pay Brand Guidelines

Logotype

Use and misuse examples

Banners

Cobranding

Logotype

Versions

This is our Revolut Pay logotype, there is only one version. It should be used as much as possible in all formats, having a positive and a negative variant.

Positive version

Revolut Pay

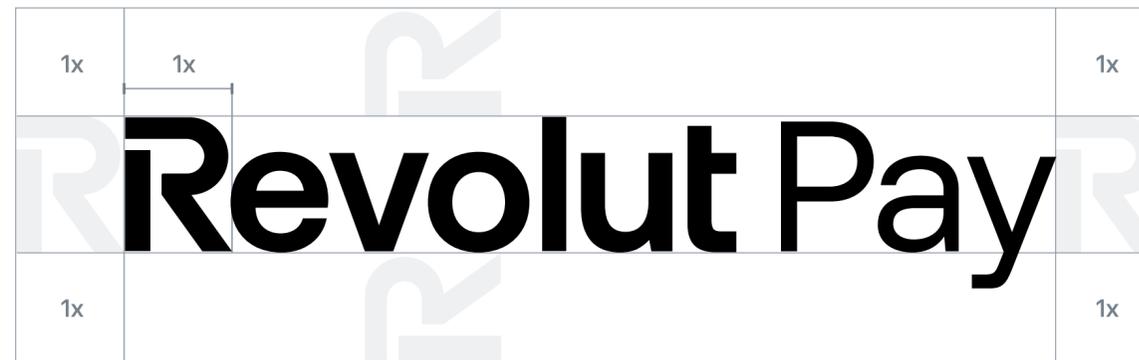
Negative version

Revolut Pay

Logotype Clearspace

This distance is considered the minimum uninterrupted space surrounding the logo. We call it the area of isolation, or clear space, and it should be adhered to in most situations.

The clear space extends from the extremes of the logo and is defined as the width of the 'R'.



Logotype

Minimum size

Our logo has a minimum reproduction size for communication and optimum legibility. The minimum size for the the logotype is 130px wide.

Revolut Pay



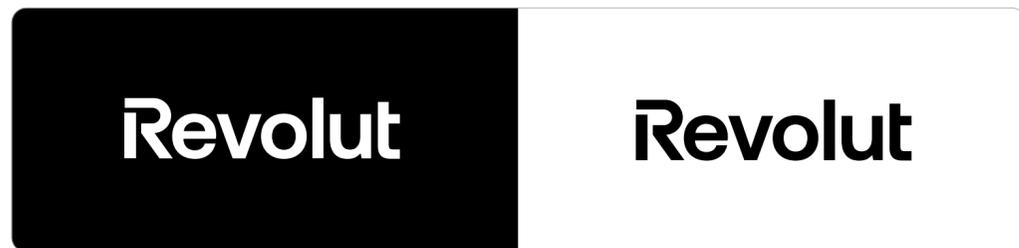
130px

Logotype

Short version

In case our main logotype can't be used because of lack of space, we will use our Revolut wordmark to represent Revolut Pay.

Versions



Negative

Positive

Minimum size

Revolut



80px

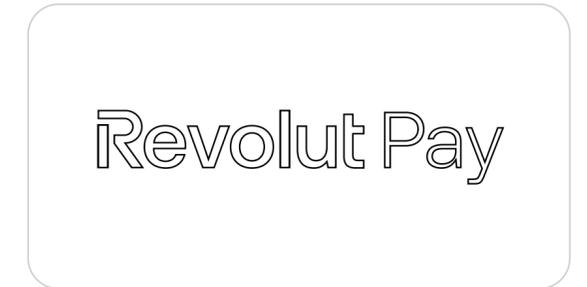
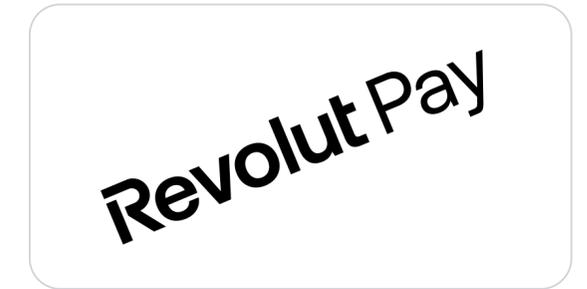
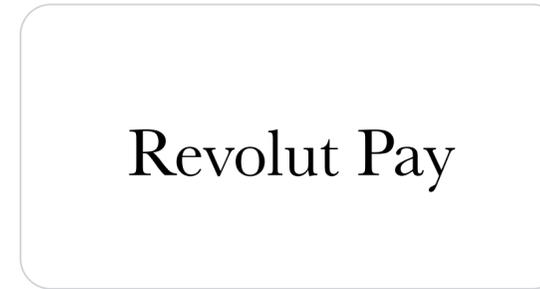
Area



Use and misuse examples

These are the examples of prohibited applications:

- Don't use colours apart corporate colours
- Don't type our Revolut logo in other typefaces.
- Don't rotate our logos.
- Don't add any visual elements to our logos.
- Don't warp or stretch our logos in any way.
- Don't outline our logos.
- Don't place our logos on solid background colours without clear contrast.
- Don't place our logos on photographs without clear contrast to the logos.



Banners

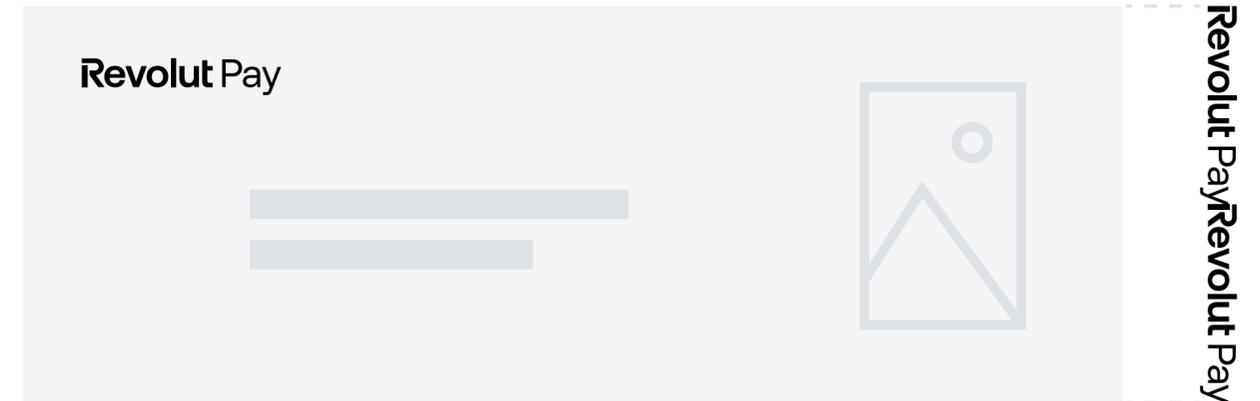
Size recommendations

In order to ensure our logotype is legible in different formats, we wanted to provide some guidelines on how to calculate the logo size for optimal performance. This is an approximation and does not have to be followed strictly. Here you will find two different options:

- **Standard formats:** Choose the smallest part of the banner and replicate the twice. This will give you the approximate size of the logo you should use.
- **Extreme formats:** The same, but this time replicating the logo once as a reference (could be slightly smaller or bigger).



Standard formats



Revolut Pay



Extreme formats

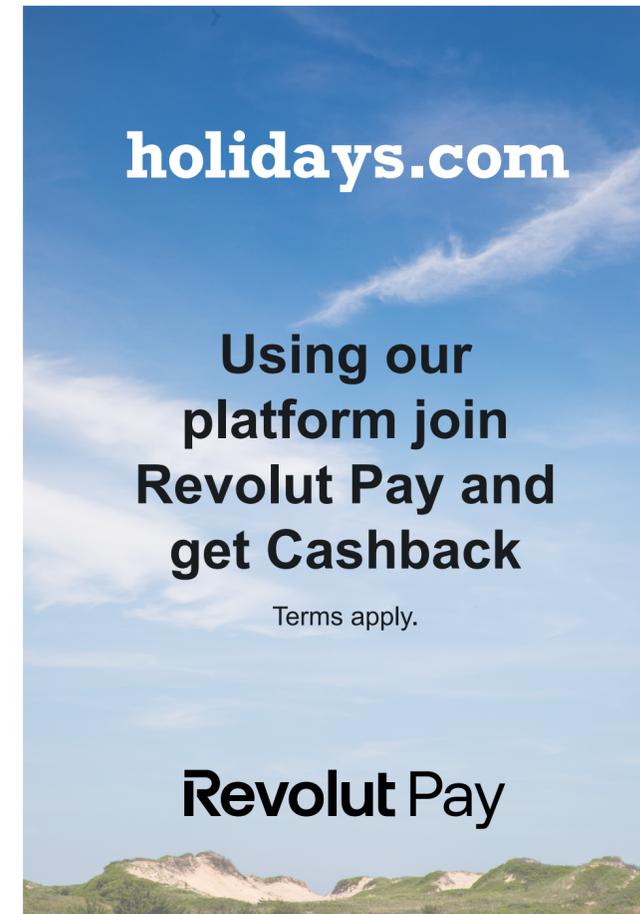
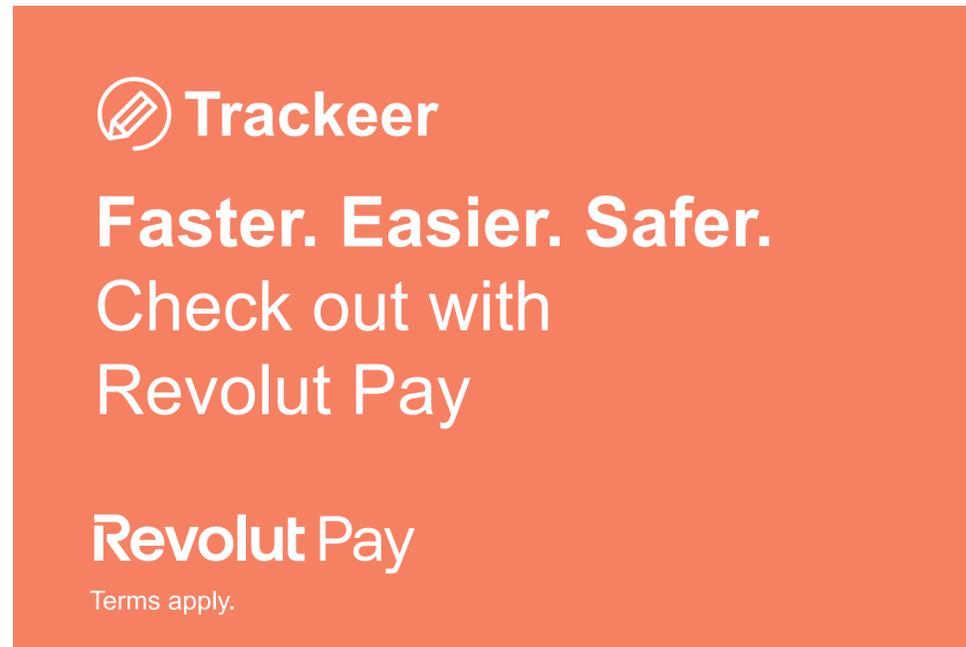


Banners

Positioning

The Revolut Pay logotype could be positioned anywhere in the banner composition. Since this will be your set of comms, we recommend both logotypes to have a similar size.

Don't use the logo in your copy, instead, always typeset it as shown in here: Revolut Pay. The Revolut Pay logo will always be independent from other logotypes except in cobranding situations.



Cobranding

Co-branding, also called “joint branding,” is when two companies form an alliance to work together to market a related set of products or services that neither company could develop or promote as effectively alone.

The relationship between the Revolut Pay logo and the partners’ logo is fixed. The distance between two logos is two times the width of the ‘R’, with a vertical divider.

