

REBRAND REVOLUT PAY GUIDELINES

Logotype Versions

This is our Revolut Pay logo. There are two versions of the logotype: long and short.

The long version of the logo should be used as much as possible in all formats. The short version should only be used when there is not enough space for the long version to fit.

Both have a positive and a negative variant.

Long Positive version

Revolut Pay

Short Positive version

R Pay

Long Negative version

Revolut Pay

Short Negative version

R 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'.

Long version



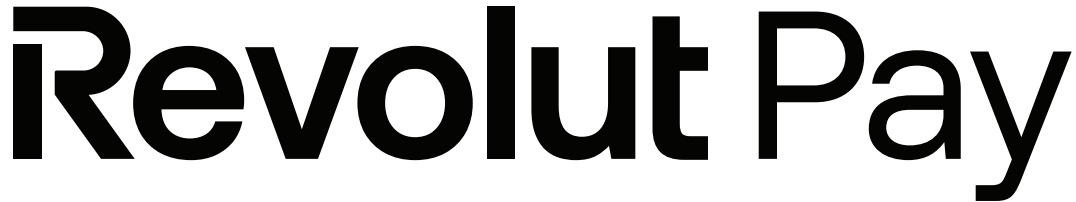
Short version



Logotype

Minimum size

Our logo has a minimum reproduction size for communication and optimum legibility. The minimum size for the long version of the logotype is 130px wide, while the short version is 60px.

The long version of the logotype, consisting of the words "Revolut Pay" in a bold, sans-serif font. A horizontal line with vertical end caps is positioned below the text, indicating its width.

Revolut Pay

130px: Minimum size

The short version of the logotype, consisting of the letters "R Pay" in a bold, sans-serif font. A horizontal line with vertical end caps is positioned below the text, indicating its width.

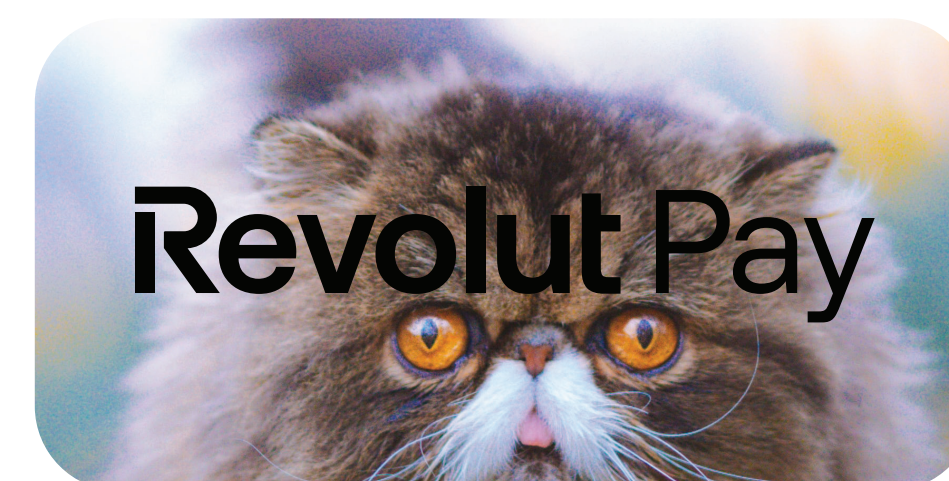
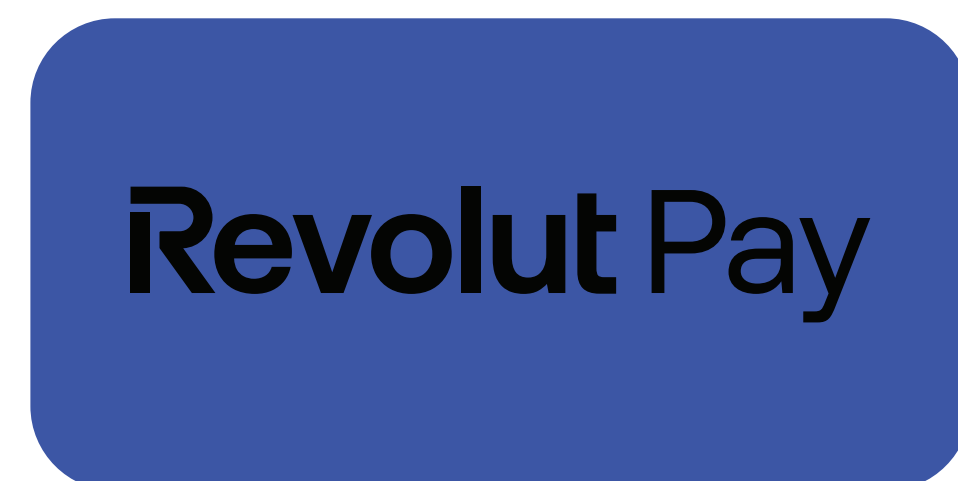
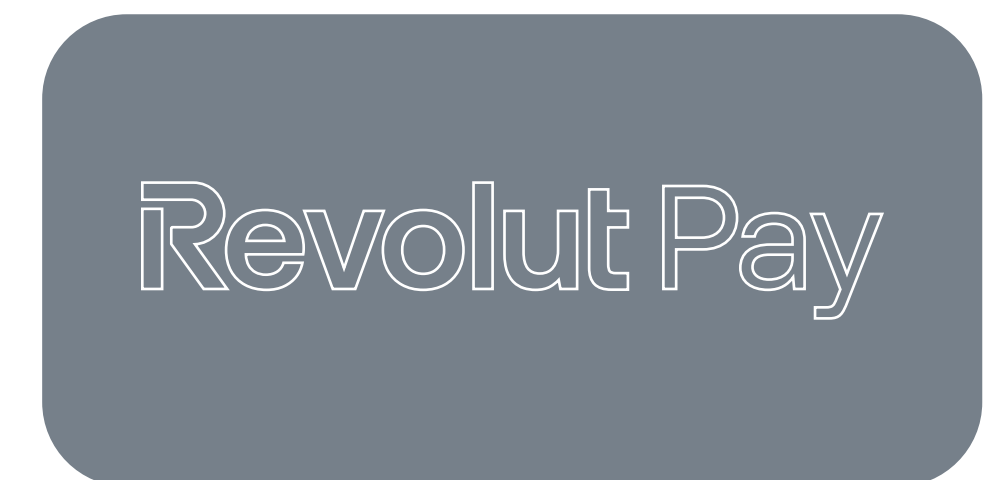
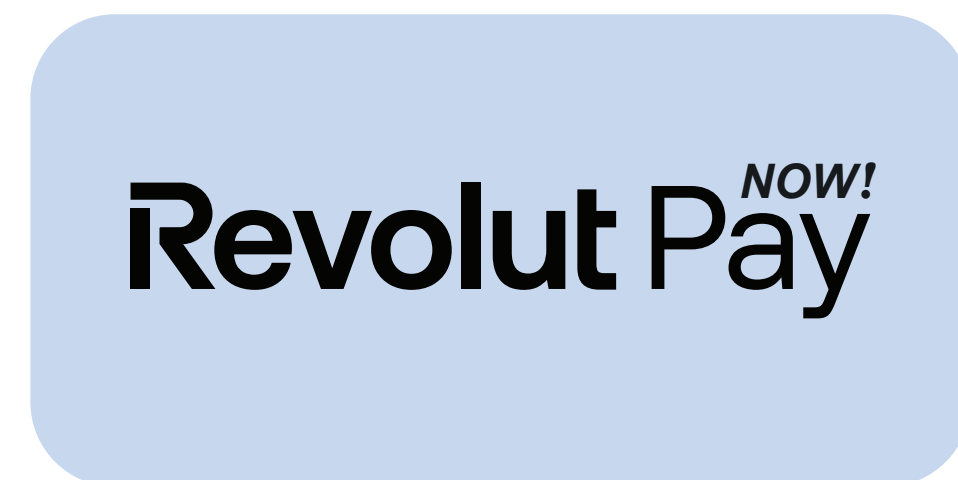
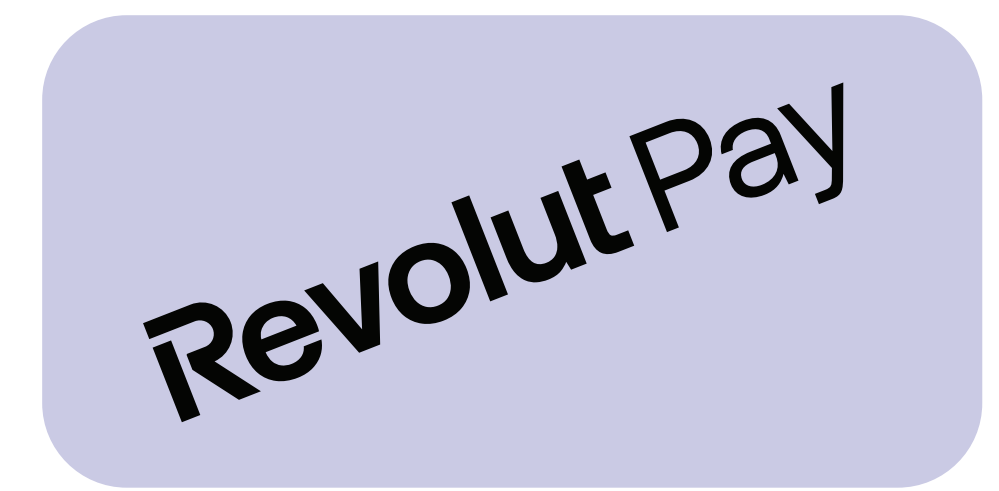
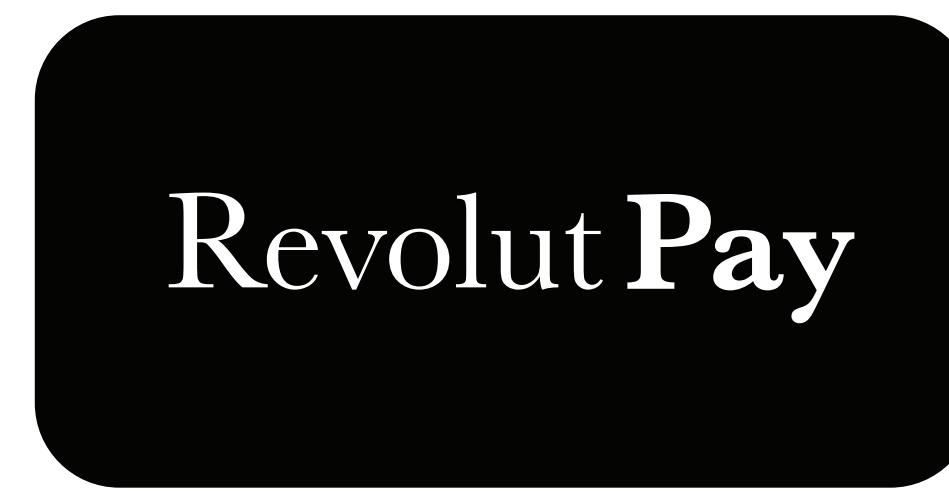
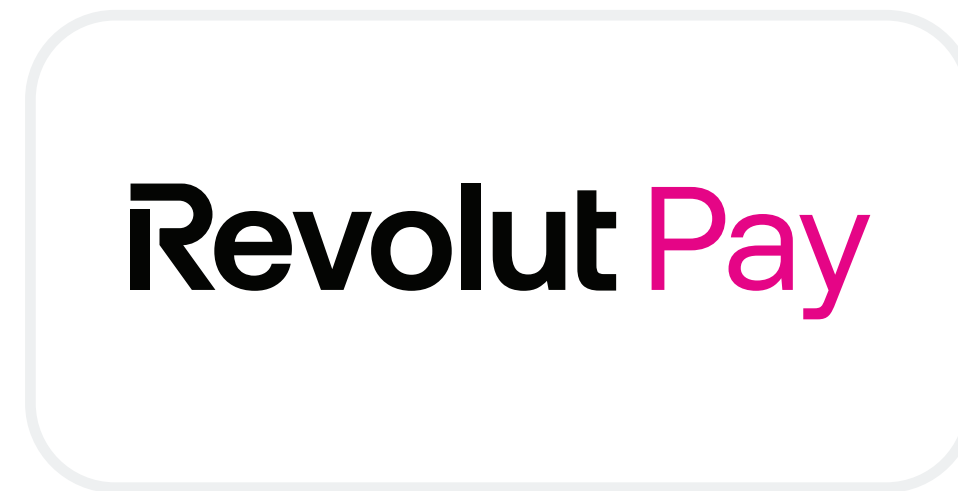
R Pay

60px: Minimum size

Use and misuse examples

It is vital that the Revolut Pay logo is always reproduced with care and consistency. These are the examples of prohibited applications:

- Don't use colours apart from Revolut Black and White.
- Don't type our Revolut logo in other typefaces.
- Don't rotate any of our logos.
- Don't add any visual elements to our logos in any way.
- Don't warp or stretch our logos in any way.
- Don't outline any of 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.

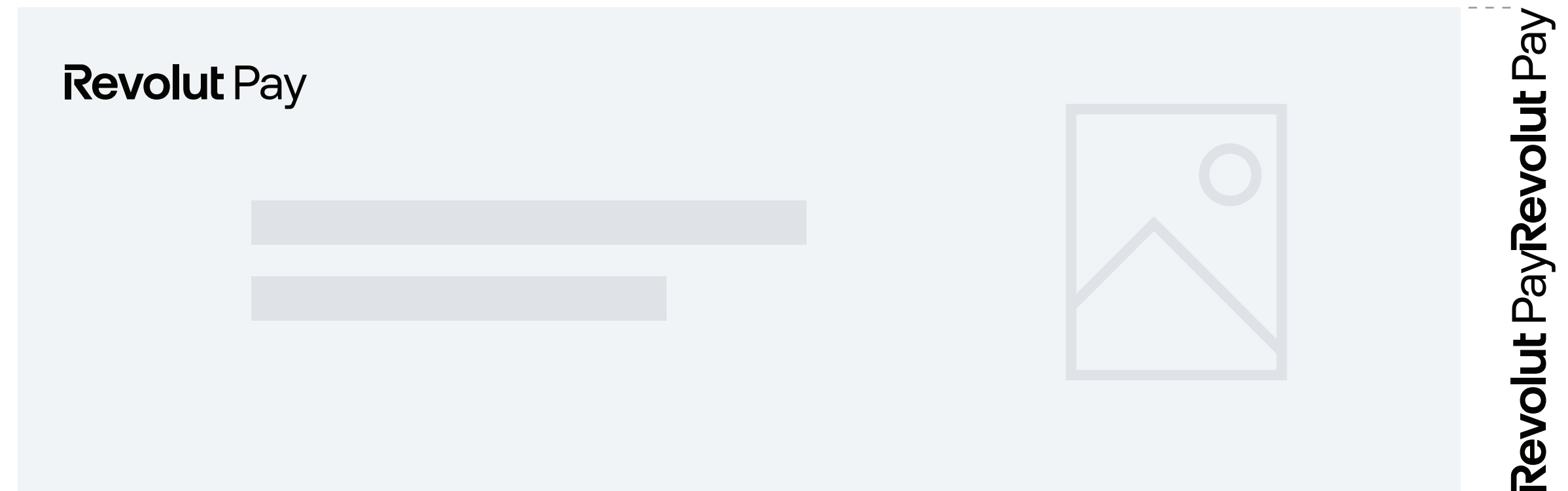
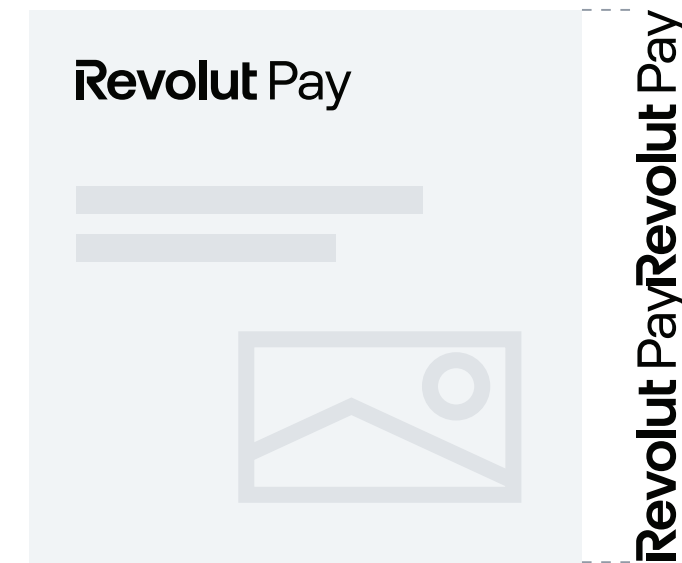


Size Recommendations

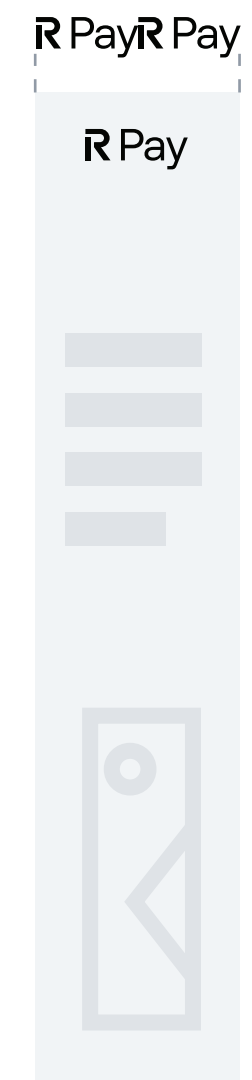
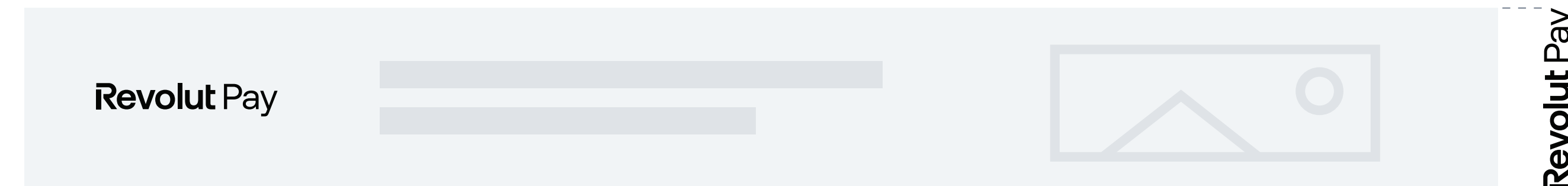
In order to ensure our logotype is legible in different formats, we wanted to provide some guidelines on how to calculate the logo size for optimal performance. This is an approximation and does not have to be followed strictly. Here you will find two different options:

- Standard formats: Choose the smallest part of the banner and replicate the Revolut Pay logo 2 times.
- Extreme formats: The same, but this time replicating the logo twice.

Standard formats



Extreme formats



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.

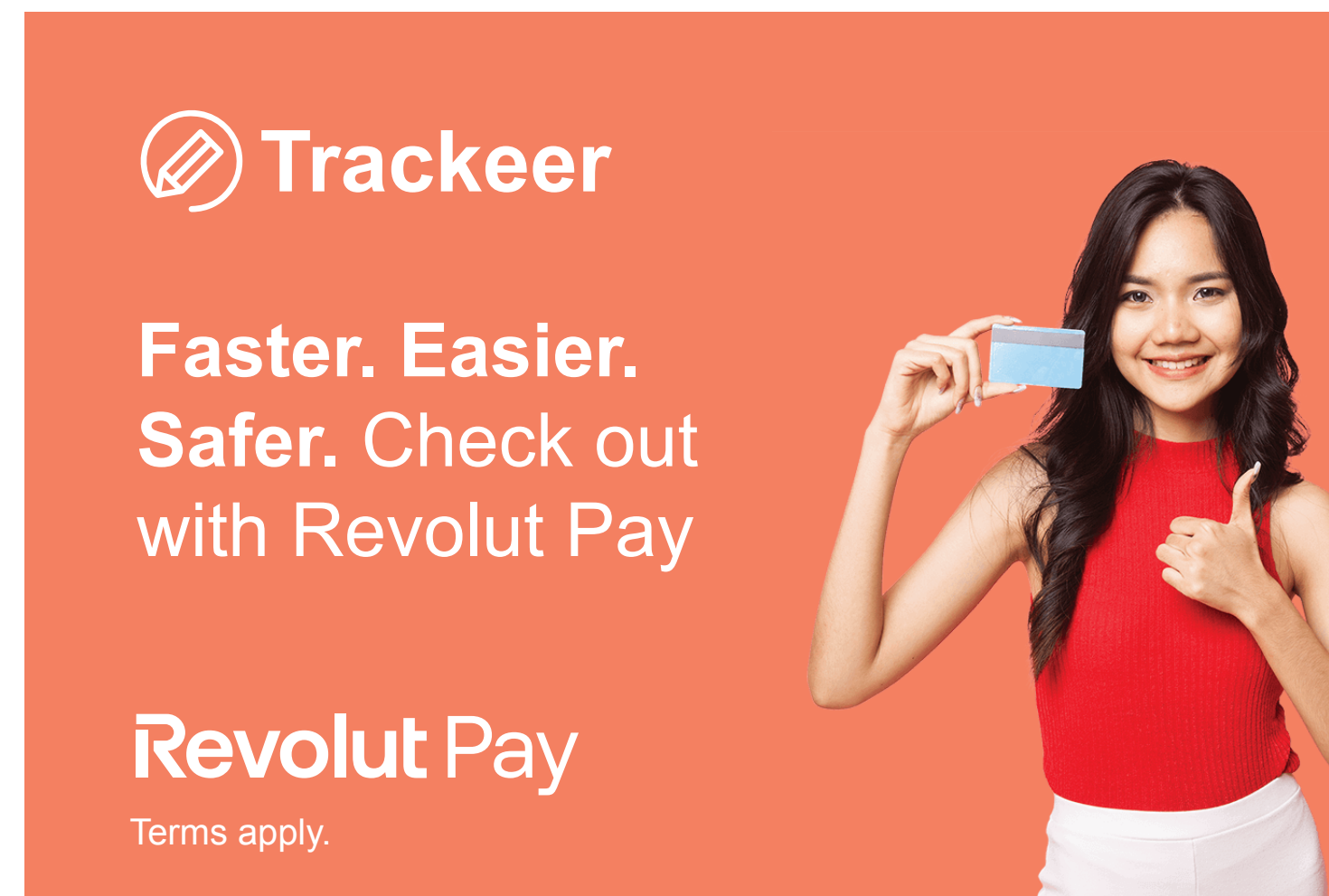
Don't use the logo in your copy, instead, always typeset it as shown in here: Revolut Pay.

The Revolut Pay logo will always be independent from other logotypes except in cobranding situations.

On the other side



Left upper corner



Other position



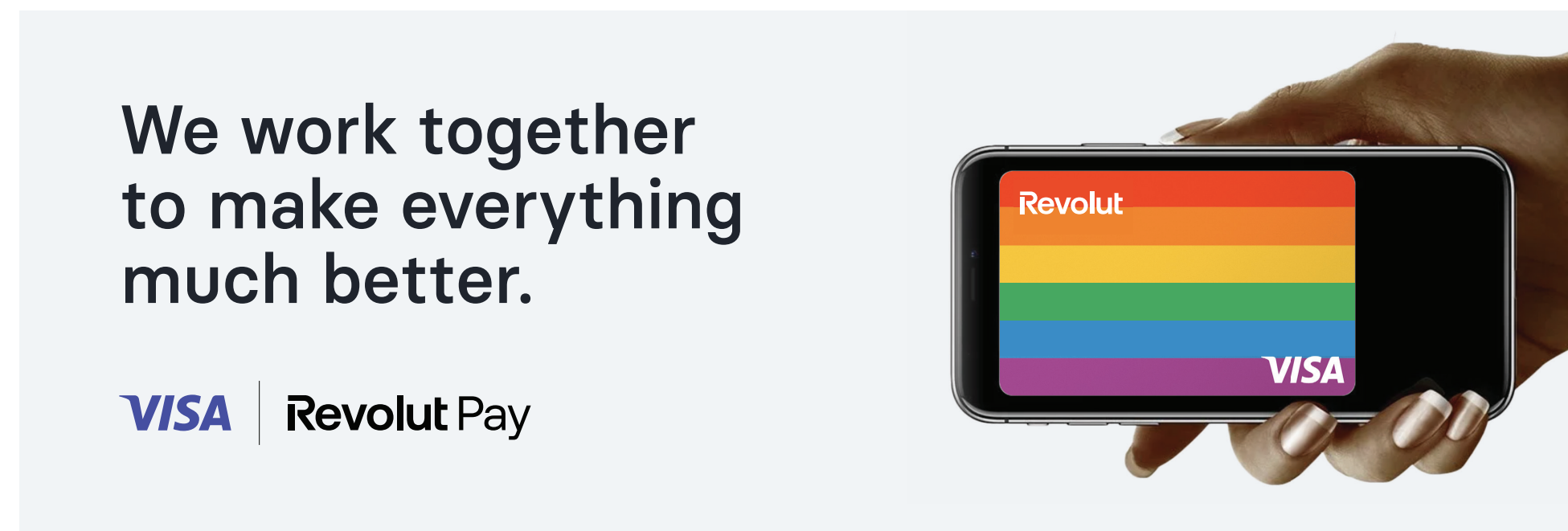
Cobranding

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 ‘P’, with a vertical divider.



Example



Revolut