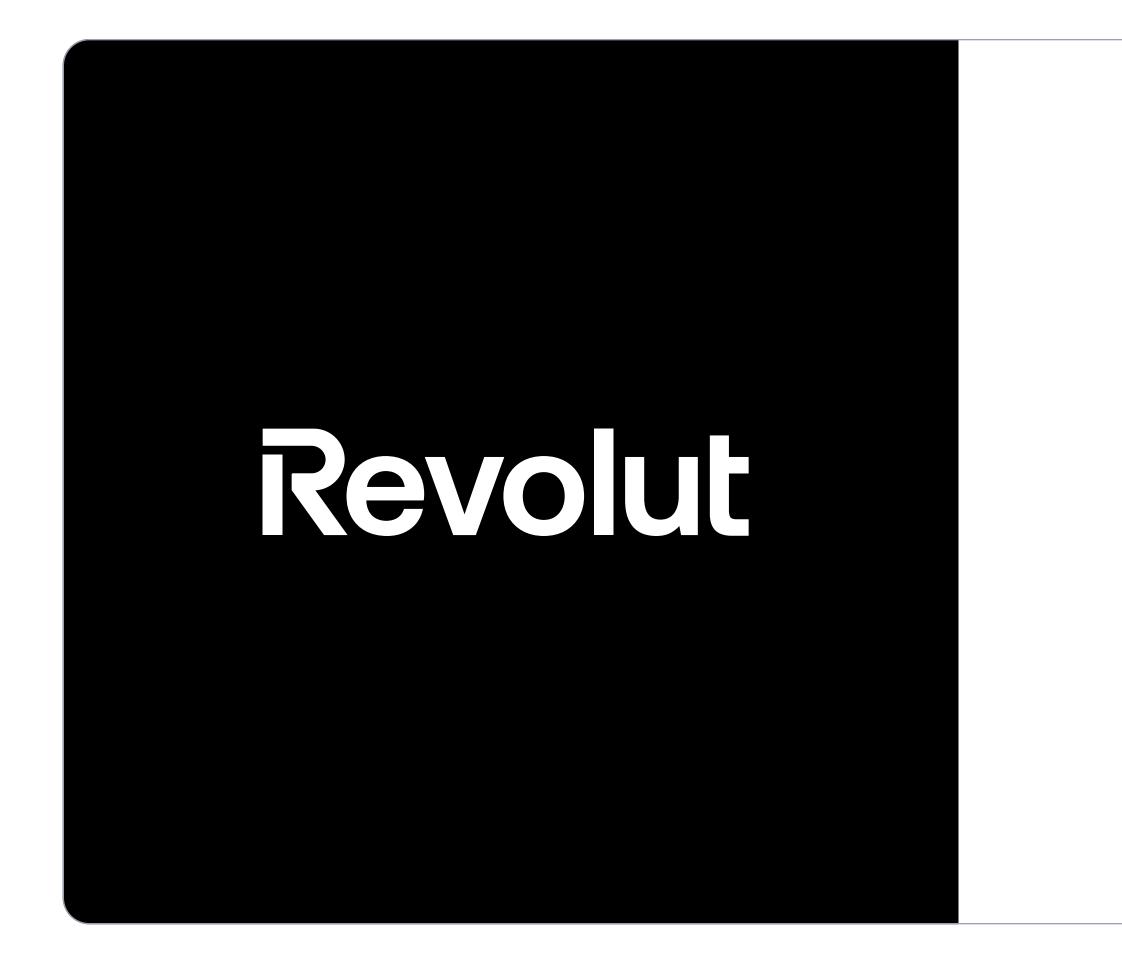# REBRAND REVOLUT GUIDELINES

Revolut

LOGO

LOGO

Wordmark

The wordmark shown below is our primary logo for all communication.

Revolut | **Revolut**

LOGO

Icon
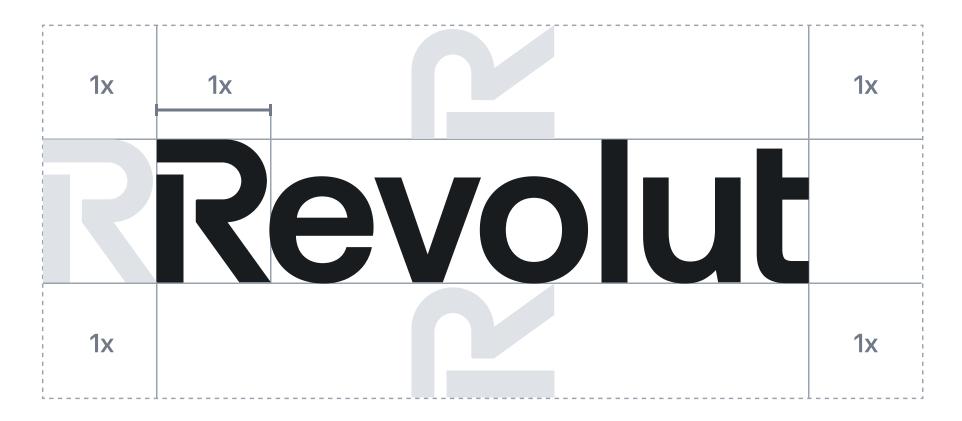
The same 'R' from the wordmark is used for the app icon.

LOGO

Minimum clear space

There's an exclusion zone around the logo that ensures any surrounding design elements don't overwhelm it. The dimensions of the clear space are based on the width of the 'R' from the wordmark.
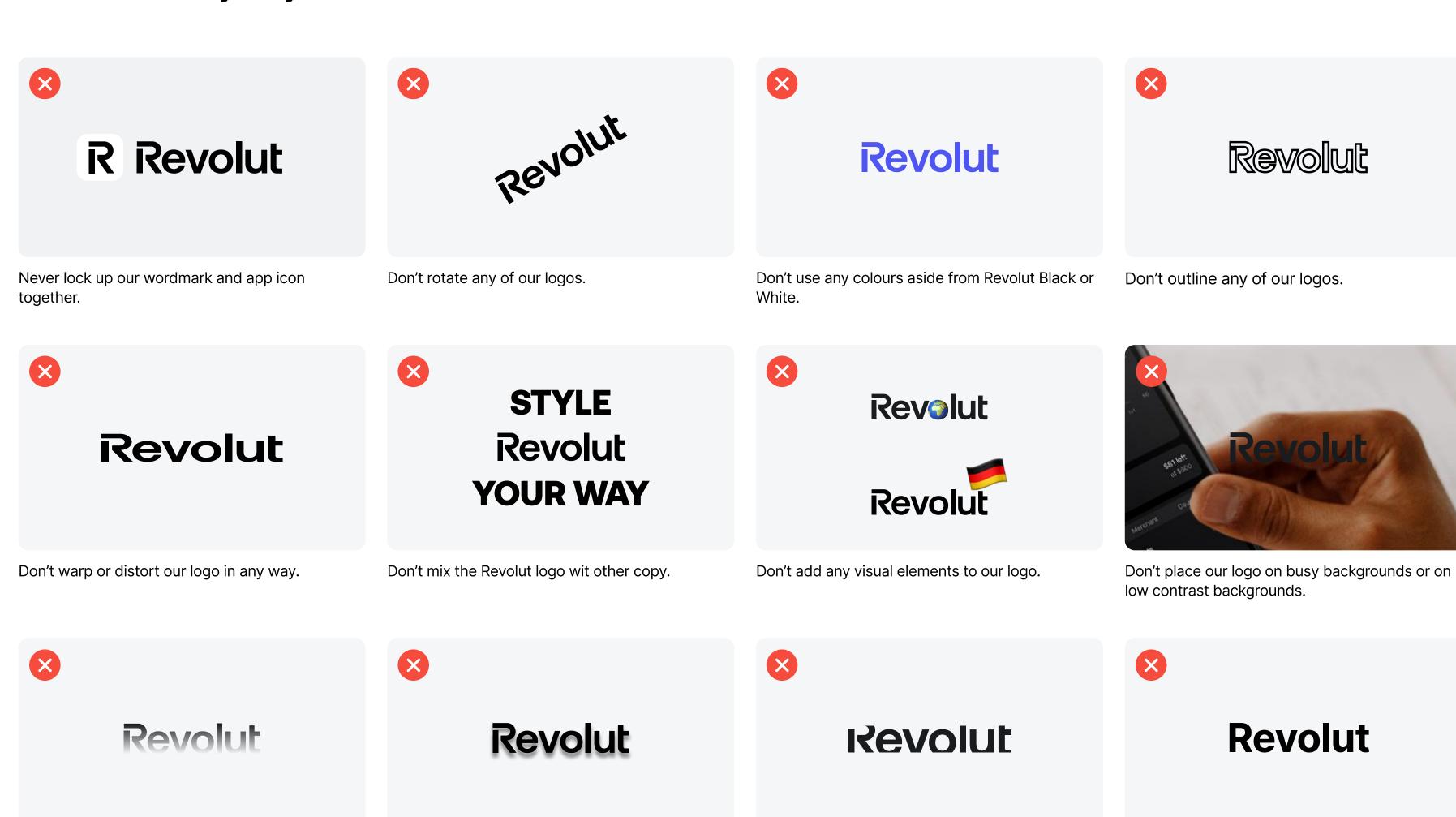
1x	1x		1x
	Revolut		
1x			1x

Minimum size

For legibility, the logo may never appear smaller than it's shown below.

Revolut

25mm / 80px

Revolut

Misuse examples

Please share our logo thoughtfully. Always use the master artwork files (linked above). Make sure the logo is clearly visible against the background and isn't edited or distorted in any way.

Never lock up our wordmark and app icon together.

Don't rotate any of our logos.

Don't use any colours aside from Revolut Black or White.

Don't outline any of our logos.

Don't warp or distort our logo in any way.

Don't mix the Revolut logo wit other copy.

Don't add any visual elements to our logo.

Don't place our logo on busy backgrounds or on low contrast backgrounds.

Don't add gradients to our logo.

Don't apply any visual effects (shadow, glow, etc.) to any of our logo.

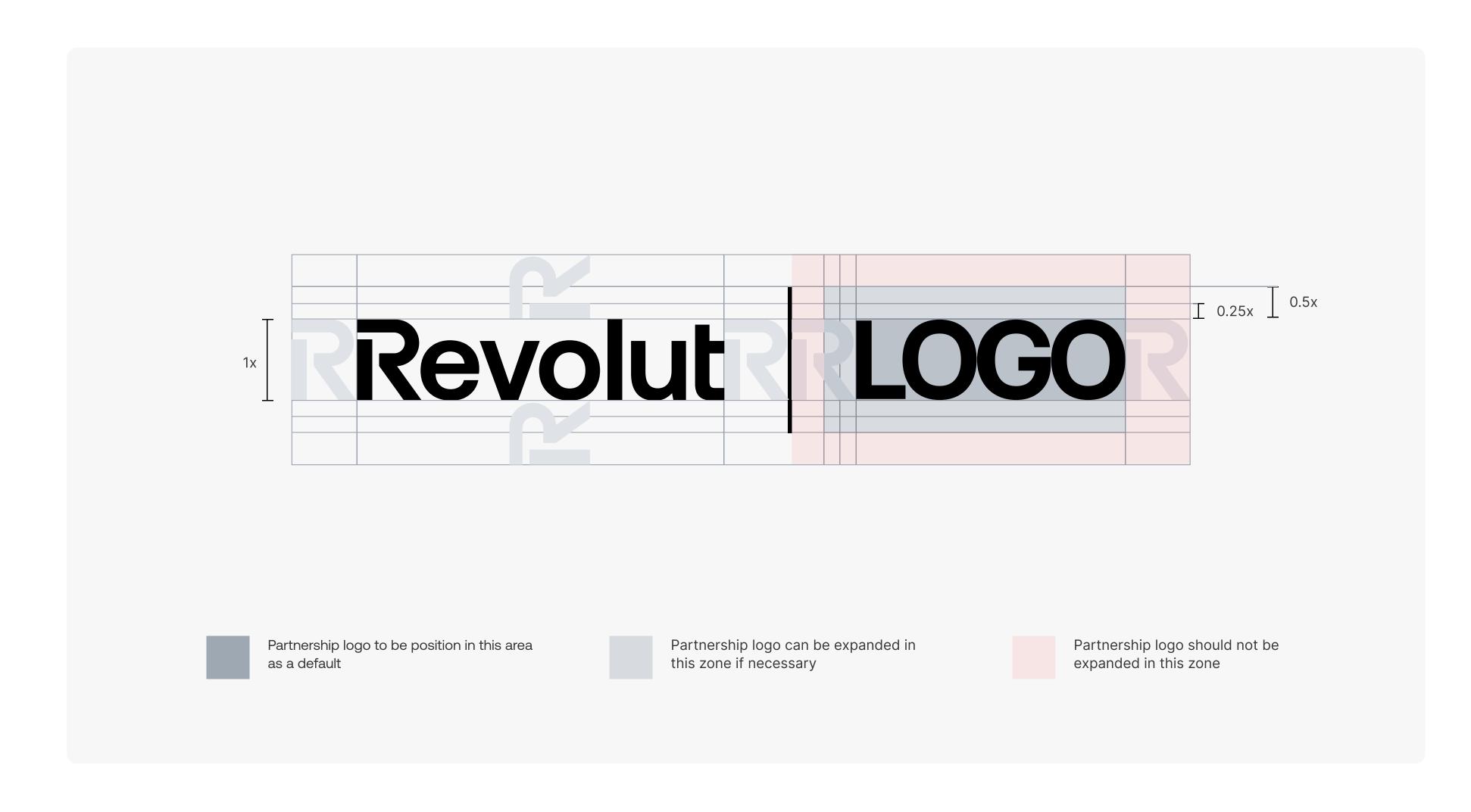Don't crop the logo.

Don't use Revolut in other typefaces as a replacement for our logo.
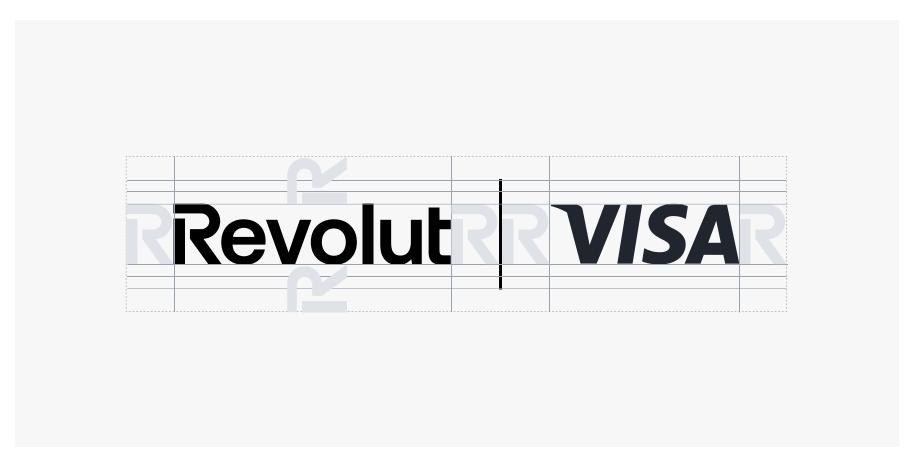
Revolut

Partnership lockups

For partnership lockups, achieving a balanced composition between the Revolut logo and partner logo is crucial. Due to variations in partner logos, individual consideration may be necessary for each lockup. The provided grid offers guidance for ensuring consistency.
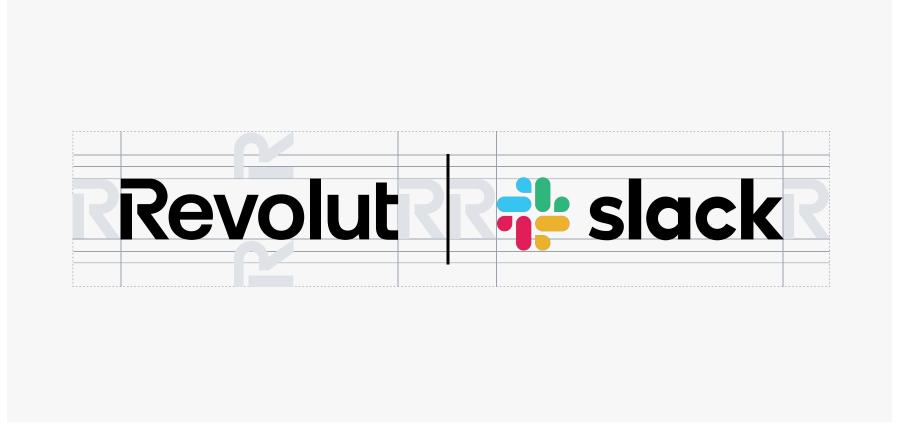

Partnership logo to be position in this area as a default

Partnership logo can be expanded in this zone if necessary

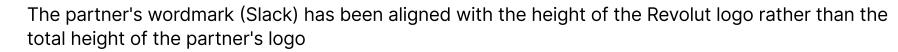Partnership logo should not be expanded in this zone
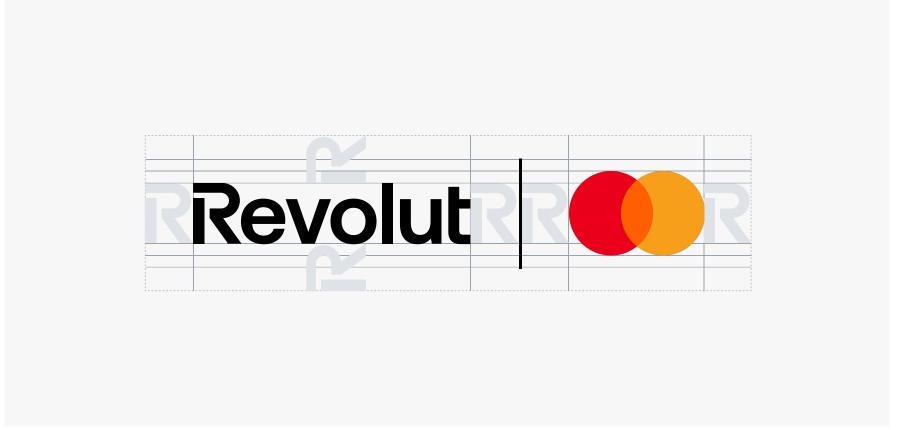
Revolut

Partnership lockup examples

The following examples illustrate how the grid is applied in various shapes and sizes of the partner's logo:

The partner logo height is aligned with the height of the Revolut logo.

The partner's wordmark (Slack) has been aligned with the height of the Revolut logo rather than the total height of the partner's logo
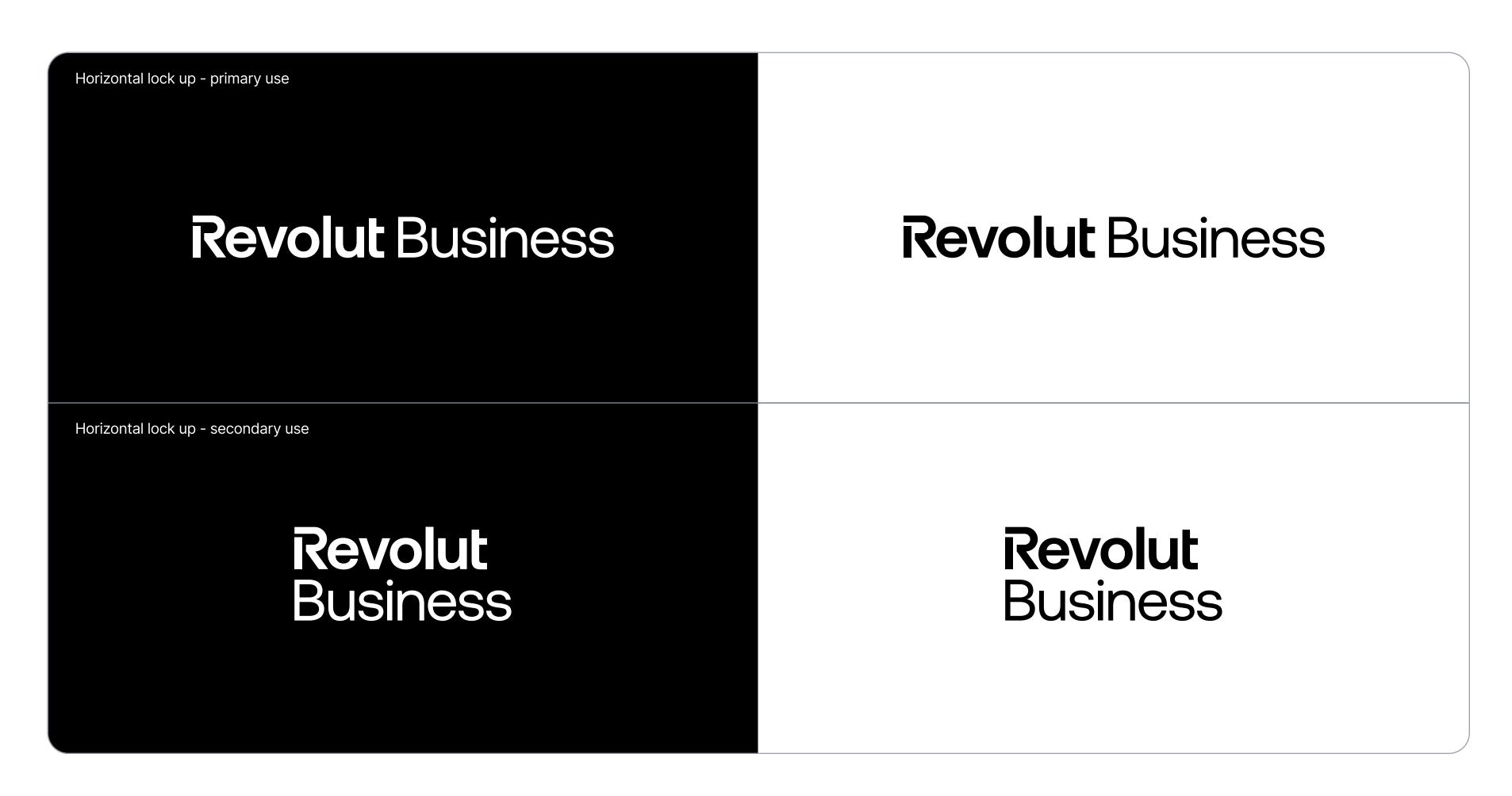

The partners logo height is defined in the middle of the R height and the divider line's height.

The partners logo height is aligned with the divider line's height.

Revolut

Business – Wordmark

The wordmark shown below is for Business. The horizontal lockup should be used as the primary option, but the vertical lockup is available when needed.

Horizontal lock up - primary use

Revolut Business

Revolut Business

Horizontal lock up - secondary use

Revolut Business

Revolut Business

Revolut

Business – App icon

The app icon shown below is for Business.

COLOUR

Revolut
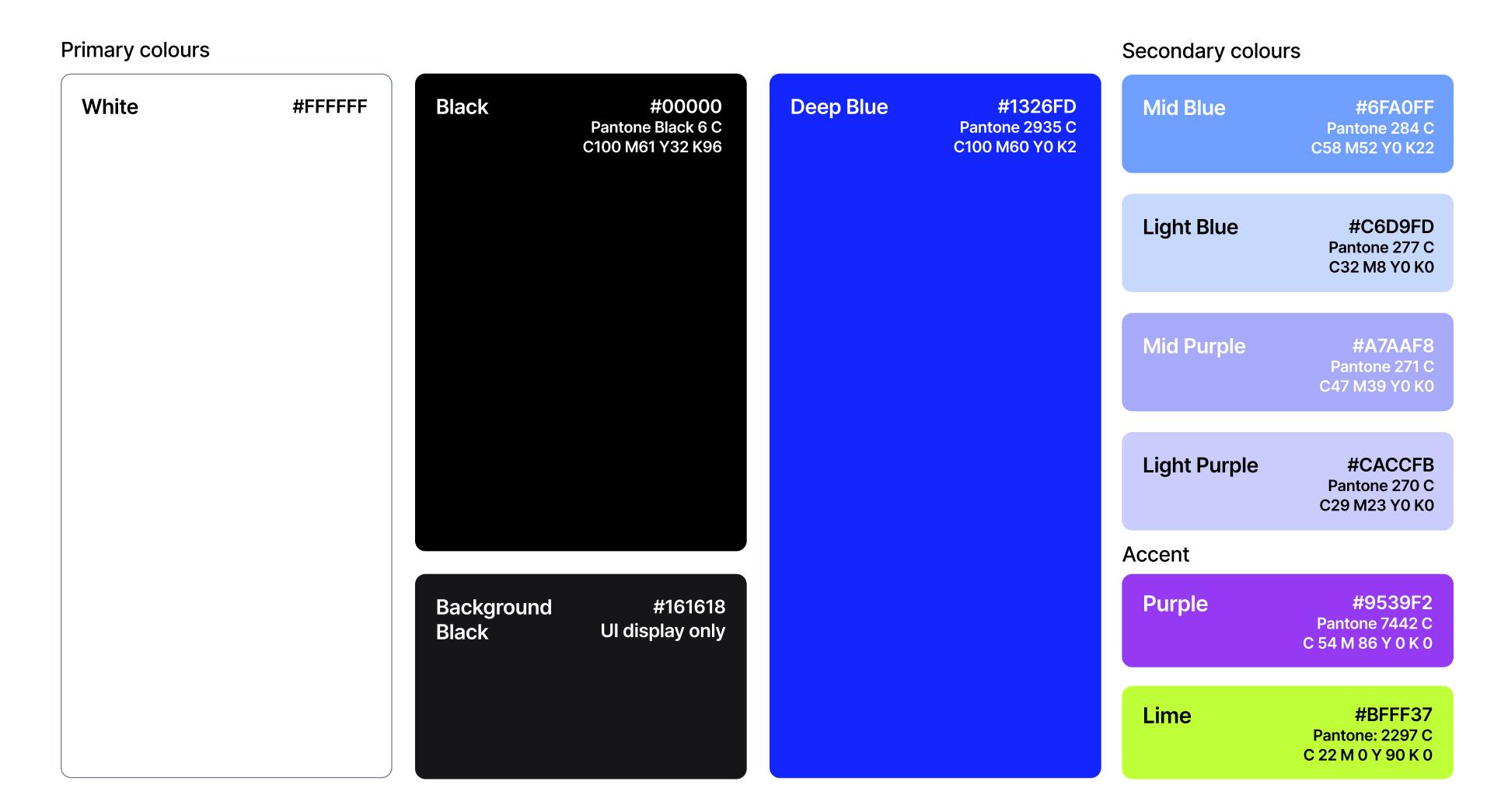
COLOUR

Core brand colours

Our core palette is composed of neutral colours and a deep blue. We've incorporated a range of blue shades as secondary colours. Lime green and purple can be applied as accents to provide highlights or visual interest to 'wow' customers.

Primary colours

White	#FFFFFF

Black #00000
Pantone Black 6 C
C100 M61 Y32 K96

Background Black #161618
UI display only

Deep Blue #1326FD
Pantone 2935 C
C100 M60 Y0 K2

Secondary colours

Mid Blue #6FA0FF
Pantone 284 C
C58 M52 Y0 K22

Light Blue #C6D9FD
Pantone 277 C
C32 M8 Y0 K0

Mid Purple #A7AAF8
Pantone 271 C
C47 M39 Y0 K0

Light Purple #CACCFB
Pantone 270 C
C29 M23 Y0 K0

Accent

Purple #9539F2
Pantone 7442 C
C 54 M 86 Y 0 K 0

Lime #BFFF37
Pantone: 2297 C
C 22 M 0 Y 90 K 0

Revolut

Colour usage - wordmark

The Revolut wordmark can be displayed on black or white backgrounds, or on the following background colours within the core colour palette:

Accessible variant example

Examples of misuse

Avoid using the wordmark in situations of low contrast.

Avoid using the logo on accent colours or product colours.

THANK YOU