



Brand Guidelines

Version 1.2
August 2025

About

PayMongo is a financial OS that empowers businesses to accept payments, manage transactions, and borrow capital.

Built for fast-growing disruptors, PayMongo simplifies financial operations so businesses can focus on growth and innovation.

Mission

To fuel the ambitions of businesses by providing them with the **powerful financial tools** they need to thrive, scale, and succeed.

Vision

To build a future where businesses have the financial power to move without limits.

With PayMongo, businesses can grow bigger, faster, and further—equipped with the tools to shape their own success.

Industry

Financial Services

3.1 The Logo

The P-mark icon reflects PayMongo's role in driving growth and innovation.

Forward Motion

The icon leans forward, symbolizing the propulsion and acceleration we provide to businesses.

Adaptability and Flexibility

The structured yet offset design mirrors the ability to meet unique needs, no matter the business size or stage.

Strength and Approachability

The softened edges represent a perfect balance of technological robustness and customer-centric design.

Proper Use

The whole logo which is the icon and wordmark, should be used together as much as possible.

The icon can be used on its own for special applications, however the wordmark must never be used without the icon.



Icon

Wordmark

Clear space and minimum size

For the integrity and strong visual impact of our logo, it must always be placed following the clear space guidelines so that it is unobstructed and not cluttered by other graphical elements.

To maintain legibility, and to also stress its importance, the logo must never be produced smaller than the minimum size guidelines whether on print or digital.

1. Minimum clear space

The minimum clear space is determined by the “p” from the PayMongo wordmark. On the diagram “X” is the height of the P, used for vertical clear space, and “Y” is the width used for horizontal clear space. The clear space above the logo is determined from the top of the “p” and below is from the bottom of the “g”.

2. Minimum size - print

Please note that this minimum size provided is the absolute smallest size, and what is shown is for exceptional cases only. For print, the appropriate minimum logo size changes based on how it's applied, the material used, and the reproduction method (like litho, flexography, or embroidery). Always run a test before producing the final version when in doubt.

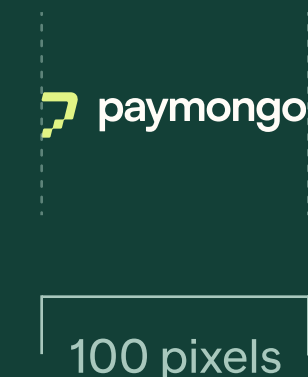
3. Minimum size - digital

Please note that this minimum size provided is the absolute smallest size, and what is shown is for exceptional cases only. This minimum size should also be used in small applications such as footers, and not for larger applications such as brochure headers or titles.

01



02





Logo Color Variations

The PayMongo logo is designed to adapt seamlessly across various backgrounds while maintaining strong brand recognition.

To ensure optimal visibility and consistency, the logo is available in multiple color variations:

Primary Logo (Dark Mode & Light Mode)

1. Used in standard applications on both light and dark backgrounds for maximum contrast and legibility.
2. The dark mode version features a light-colored icon and wordmark, while the light mode version uses a dark-colored icon and wordmark.

Alternative Colorways

1. These variations allow flexibility for use across different brand applications while maintaining visual harmony.
2. The logo may be placed on brand color backgrounds such as deep green, bright green, and soft yellow to align with the overall design system.

High-Contrast & Monochrome Versions

1. The high-contrast versions ensure legibility when color constraints exist, such as in black-and-white prints.
2. These are recommended for single-color applications, minimalistic designs, or instances where the full-color logo is not feasible.

Logo Lockups

The horizontal lockup places the icon beside the wordmark, making it ideal for website headers, navigation bars, and wide-format placements where horizontal space is available.

The stacked lockup positions the icon above the wordmark offers a compact solution for square or vertical layouts, such as social media profiles, app icons, and print materials with constrained width.

Light Environment



Horizontal Logo Lockup



Stacked Lockup

Dark Environment



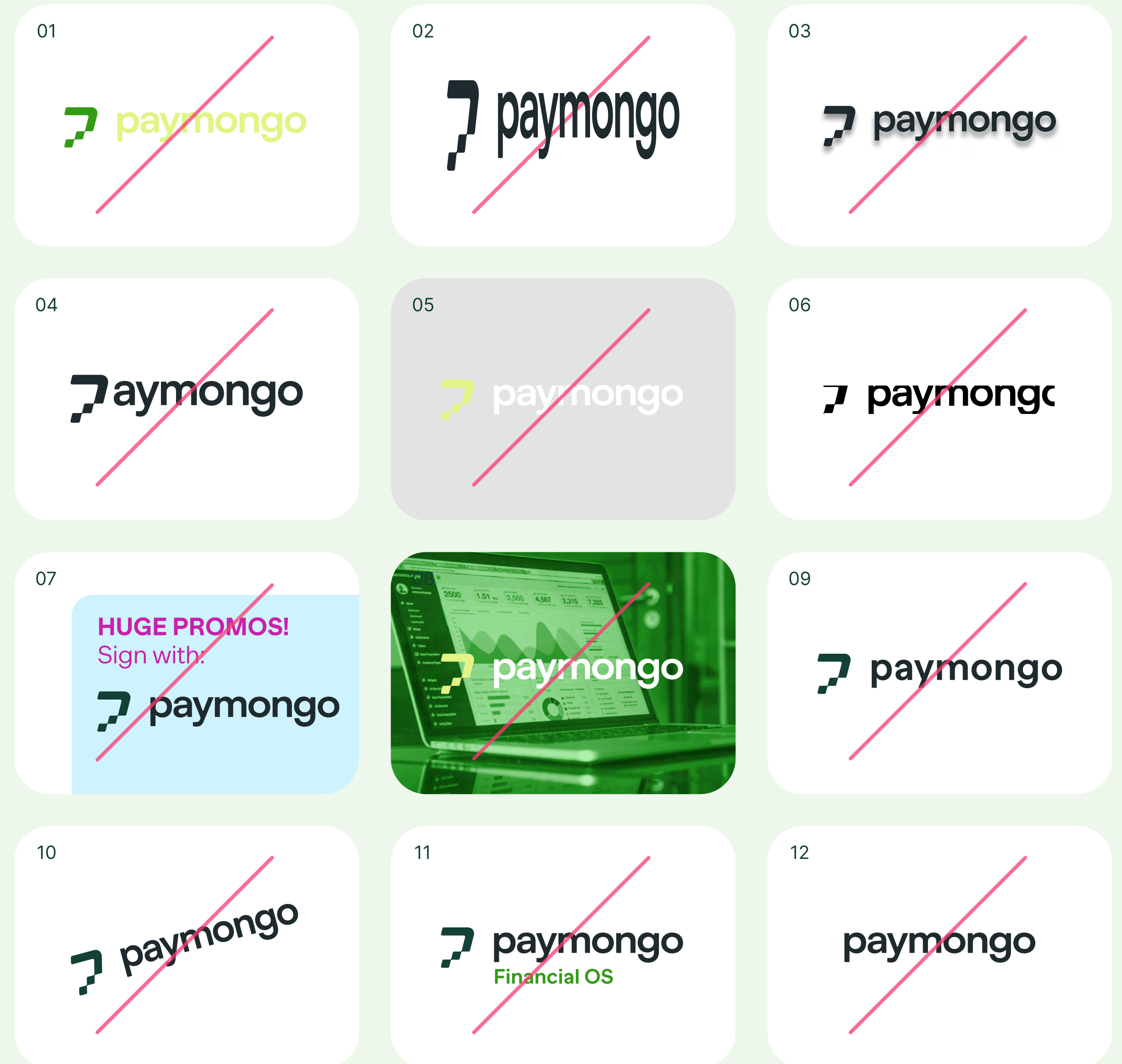
Horizontal Logo Lockup



Stacked Lockup

Incorrect Logo Usage

1. **Do Not Alter the Logo Colors** – Avoid using unapproved colors that deviate from the brand guidelines.
2. **Do Not Distort the Logo** – Never stretch, squish, or modify the proportions of the logo.
3. **Do Not Add Effects** – Refrain from adding shadows, gradients, outlines, or other decorative effects.
4. **Do Not Modify the Logo Design** – Avoid changing the shape, adding elements, or altering the icon and wordmark.
5. **Do Not Place on Low-Contrast Backgrounds** – Ensure the logo is always legible by using an appropriate version for the background detailed in section 3.3.
6. **Do Not Crop or Obscure the Logo** – The logo should always be displayed in its entirety without obstruction.
7. **Do Not Use the Logo in Unapproved Contexts** – Avoid placing it in unofficial materials or client-facing materials not approved for external use.
8. **Do not place the logo behind complex backgrounds** – The logo should always be clearly legible behind a clean background.
9. **Do not retype or recreate the logo in anyway** – Only use the official SVG, PNG, and JPG files provided by the marketing team.
10. **Do not rotate the logo** – Only use the horizontal or vertical lockups
11. **Do not add text or taglines to the logo** – Only use the official horizontal or vertical lockups, additional text should be separate from the logo using the clear-space guidelines detailed in section 3.2.
12. **Do not use the wordmark without the icon** – The integrity of the logo must be maintained with the icon and wordmark together.



4.1 Colors: Main Brand Identity

Primary Colors

These colors serve as the anchor of a our visual identity. They establish immediate recognition and consistency across all brand touch points, helping audiences associate our key message with the brand at a glance.

Mongo Green

Mongo Green represents the ability to empower and and provide stability at the heart of PayMongo’s financial ecosystem. It embodies trust, growth, and the foundational role PayMongo plays in a business’s journey in scaling with confidence.

Lime

Lime injects a sense of bold energy and forward momentum, mirroring the acceleration PayMongo provides to fast, disrupting businesses in their pursuit of innovative growth.

Secondary Colors

Secondary colors extend the brand’s visual language, adding depth, and variety. They support the core identity by offering complementary tones that enhance the mission and vision we communicate to our audience.

Tertiary colors

Tertiary colors provide subtlety and refine the brand palette. These tones aid in visual hierarchy, enhancing legibility, and creating subtle variance without overpowering the primary and secondary colors in a composition. Do not use these colours for main graphical elements.

Gradients

Gradients take the brand colors and create a more dynamic and transformative feel, adding additional depth with a shifting color tone. They aid in creating more visual stimulation to create hierarchy or points of interest in a composition.

Primary Colors

Mongo Green

#144037
RGB 20 64 55
CMYK 86 48 69 46

Secondary Colors

Leaf

#349B18
RGB 52 155 24
CMYK 76 9 100 1

Tertiary Colors

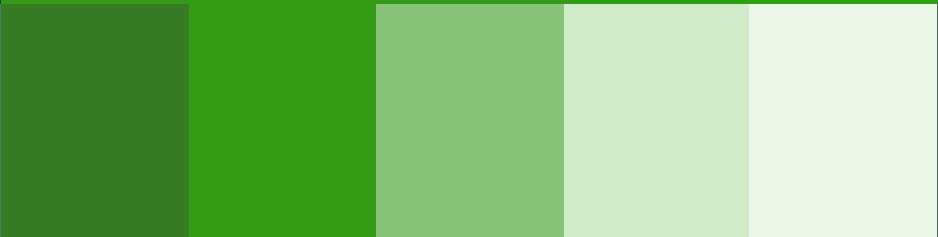
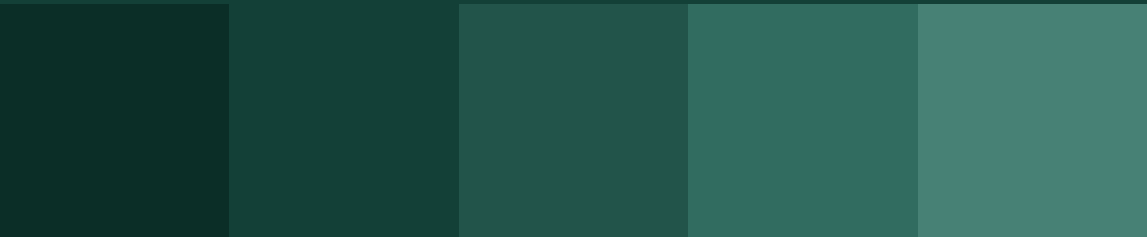
Slate

#2D544C
RGB 45 84 76
CMYK 79 45 62 29

Gradients

Evergreen

#0C2F28
#144037



Sage

#53736C
RGB 83 115 108
CMYK 65 37 51 11

Jade

#237462
#4D9C87

Lime

#E2F485
RGB 226 244 133
CMYK 13 0 58 0

Ocean

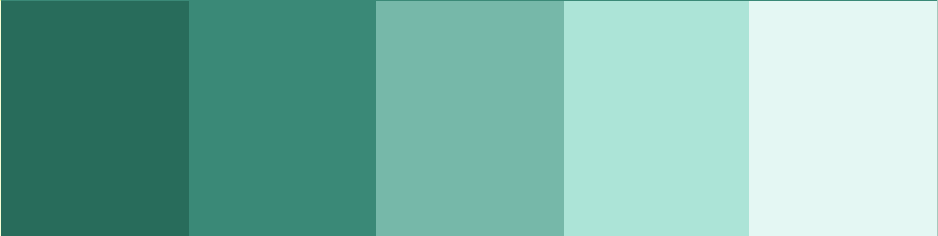
#3B8A77
RGB 59 138 119
CMYK 73 23 56 3

Seafoam

#A8C9BE
RGB 168 201 190
CMYK 31 8 23 0

Lemon

#CFE26C
#E2F485



4.1 Colors: Backgrounds and Neutrals

Background Colors

These colors play an important role in visual association to our brand. By establishing standard background colors with the corresponding combinations, our brand is recognizable to our audience even at a glimpse.

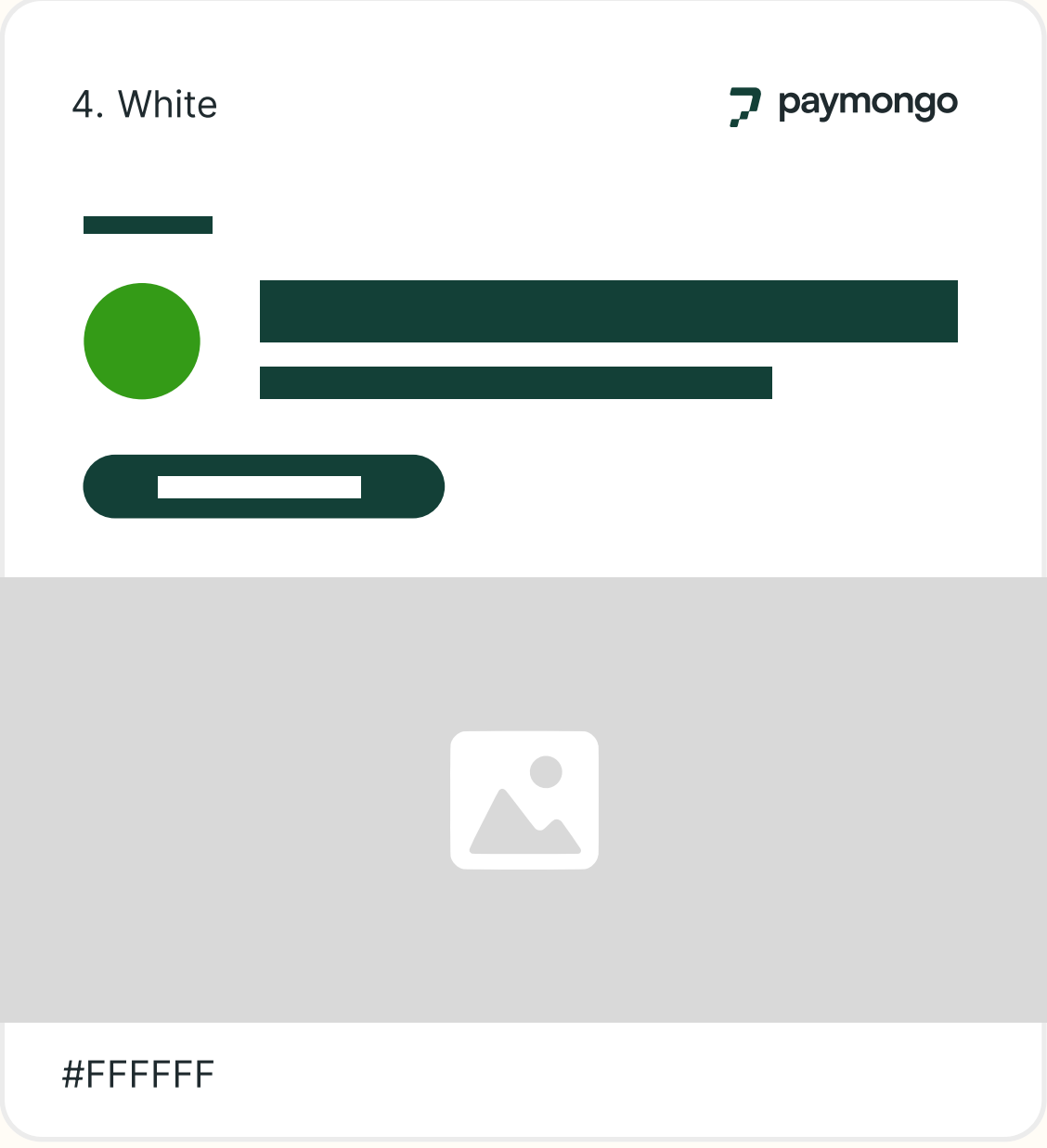
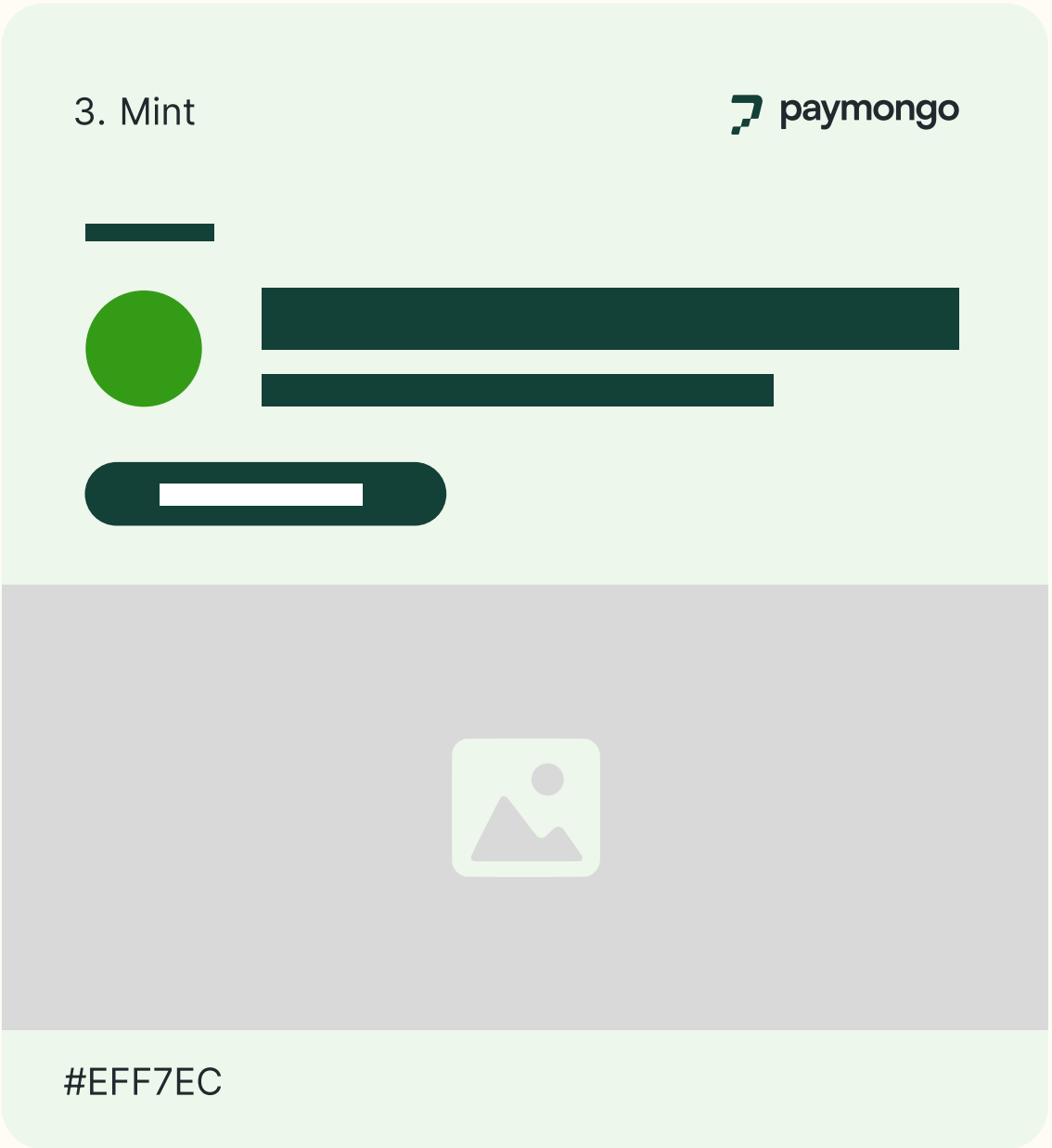
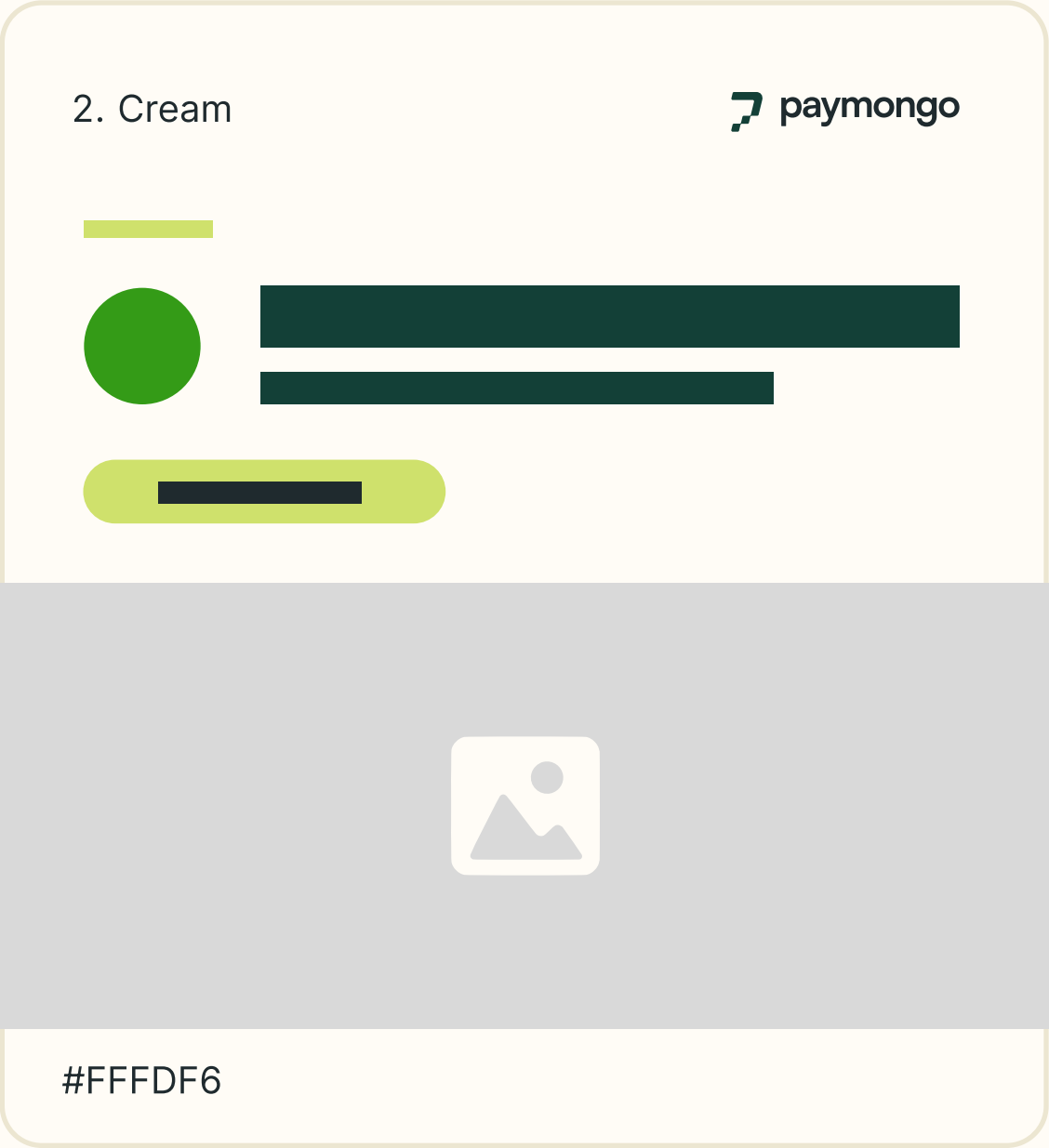
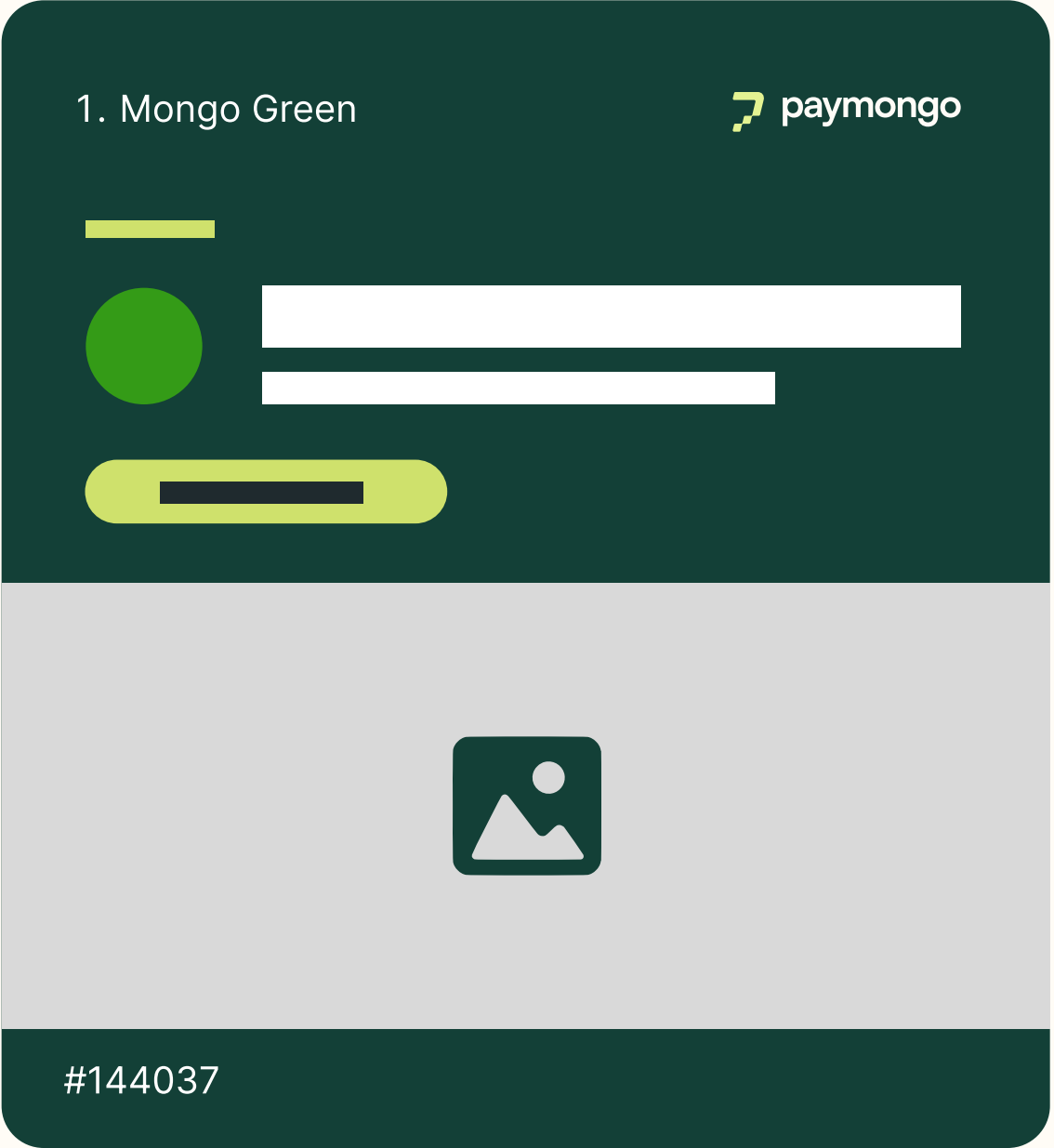
For title slides, divider slides, the main images of carousels, and other types of prominent graphics, the **1. mongo green** background should be used.

For other sub sections, additional supporting graphics, and other sub categories of information, the **2. Cream, 3. Mint, and 4. White** shall be used.

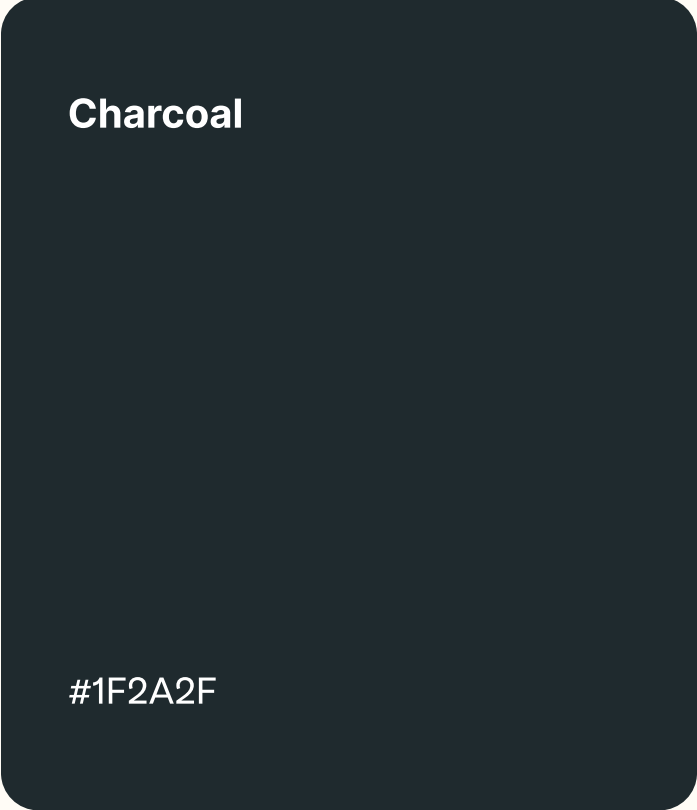
Neutrals

In applications where strong bold colors can't be used such as monochromatic applications. These colors can also be used as background colors depending on application and material, in exceptional use cases.

Backgrounds



Neutrals



Aa

Banana
Grotesk

Foundation

Your Business
Made Powerful

More sales, less friction, all in one platform

PayMongo was founded with a simple yet powerful belief: financial tools should enable businesses to move forward with confidence. Since 2019, we've helped thousands of businesses simplify payments, grow steadily, and scale effortlessly.

Type	Banana Grotesk
Subhead	Semi Bold
H1	Regular
H1 Bold	Bold
H2	Semi Bold
Body	Regular
Body Bold	Bold

Aa

Inter
Google Font

Light 300	Aa
Regular 400	Aa
Medium 500	Aa
Semi Bold 600	Aa
Bold 700	Aa
Extra Bold 800	Aa
Black 1000	Aa

Your business
made powerful.

PayMongo was founded with a simple yet powerful belief: financial tools should enable businesses to move forward with confidence. Since 2019, we’ve helped thousands of businesses simplify payments, grow steadily, and scale effortlessly.

Inter is for the website, dashboard, and company-wide internal communication such as google decks and documents. Bold and Regular are the type variations to be used the most. Bold is to be used for titles, headers, and call to action buttons. Regular is to be used for body text, and smaller information in infographics and charts. Other variations are for UI development purposes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Our purpose Businesses should never be held back by financial complexity.

Our purpose is to empower businesses with seamless, scalable financial solutions that remove barriers, accelerate growth, and unlock new opportunities.

We are more than just payments—we are a financial operating system built to help businesses accept payments, manage transactions, and access capital with ease.

Powered by  paymongo

Key Messaging Pillars

Empowerment

We equip businesses with the financial tools they need to operate with confidence and efficiency.

Simplicity

We remove friction in financial operations, making payments, money movement, and growth effortless.

Scalability

We provide financial solutions that grow alongside businesses—from startups to enterprises.

Voice How PayMongo should sound across all platforms and communications

Trustworthy

We are a reliable partner for businesses, providing secure and transparent financial solutions.

Modern

We embrace innovation, offering smart financial tools designed for today’s digital-first world.

Human

We speak to our merchants, partners, and users in a way that feels natural, approachable, and helpful.

Tone How we express our voice in different context

Down-to-earth

We communicate in a way that is clear, relatable, and jargon-free.

Clear

We keep our messaging concise, direct, and easy to understand.

Empowering

We inspire confidence by highlighting opportunities, growth, and impact.

Graphical Elements

For marketing materials and client phasing communications, we use a wide variety of graphical elements for different purposes.

01. Human Centric Images

One of the cores of our messaging is equipping Filipino businesses with power financial tools. We want to represent this with human-centric images of people, representing business owners, clients, partners, and consumers using our services. Ideally the tone is optimistic, and the images feel candid and natural.

01. User Interface Elements

User interface elements help explain the product or service we are providing. For example, a document centered around PayMongo Capital can use elements being shown here, with a slider and amount of requested capital displayed.

02. Shadow Background

This background can be used to give a more dynamic background when paired with a gradient. It can be used as a general background or within a bento box ui element.

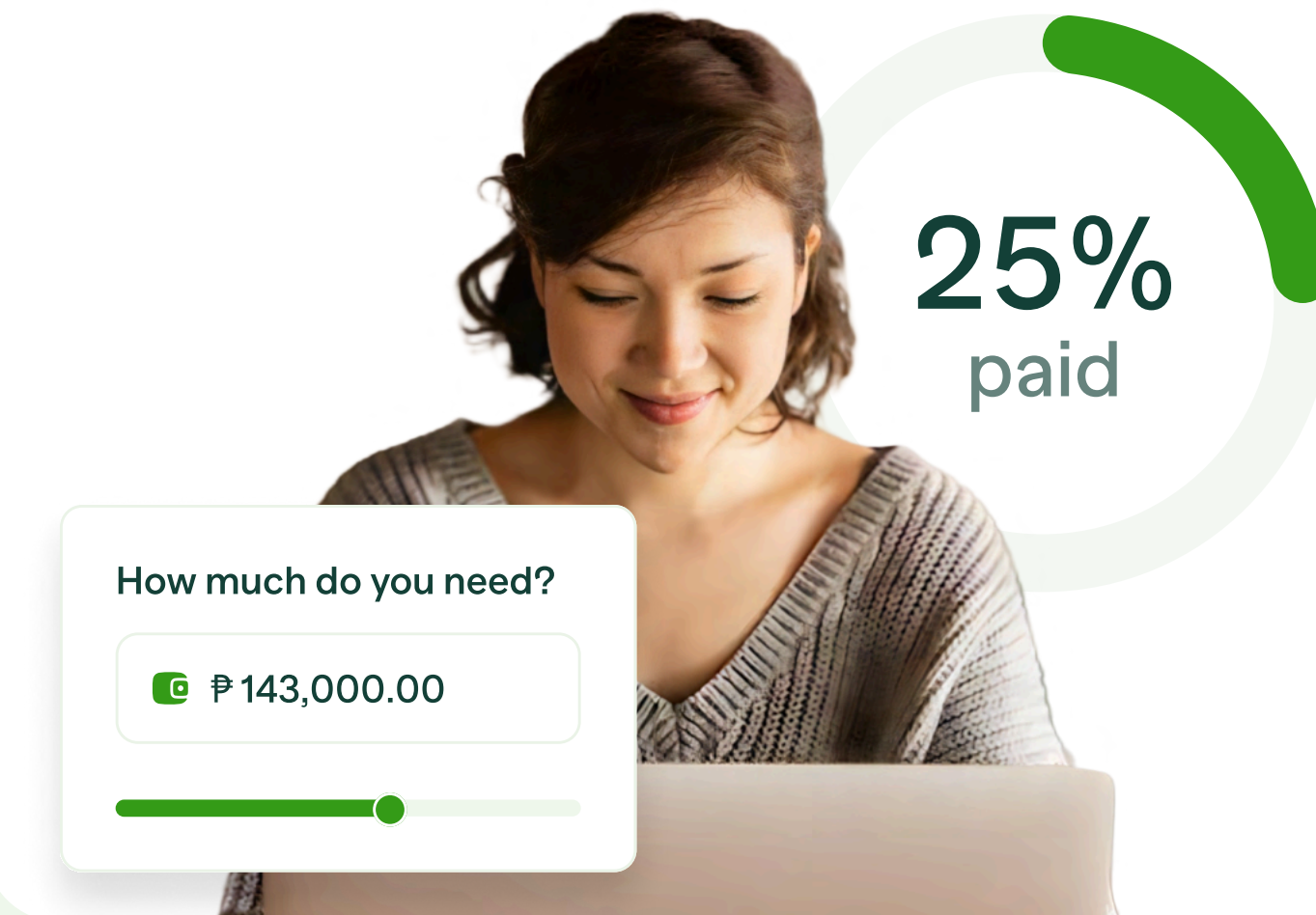
03. 3D P Model

These 3D P Models can be used for headers, presentation title slides, and supporting graphics. They communicate a modern and sophisticated aesthetic to our brand.

04. P Icon inserted into photography

One of the cores of our messaging is equipping Filipino businesses with power financial tools. By inserting our P Icon into these photographs, it gives a larger than life sense to our brand with our involvement in the growth of our merchant's businesses.

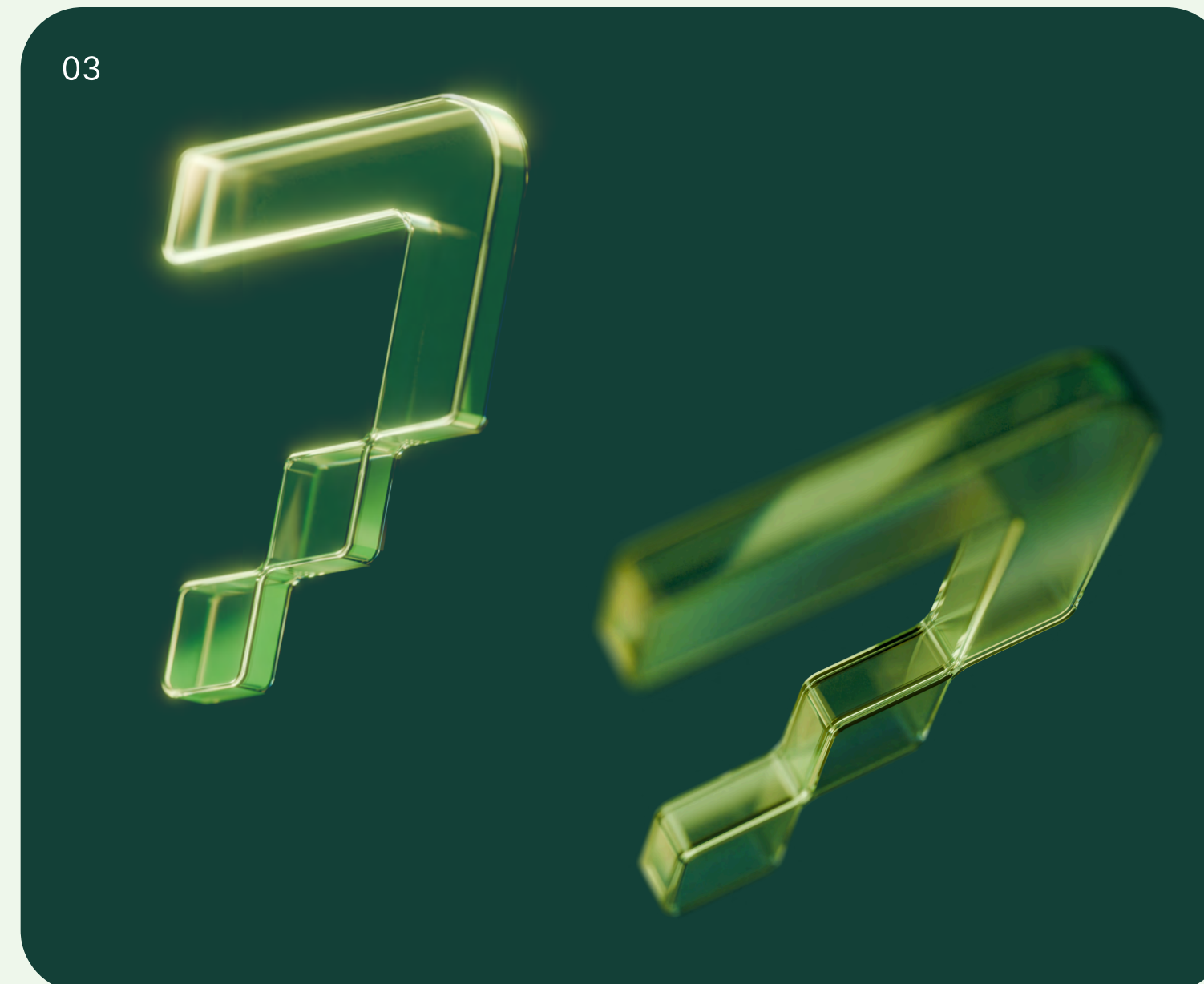
01



02



03



04





