



Brand Color Guidelines

Version 1.1
June 2025

1.1 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.

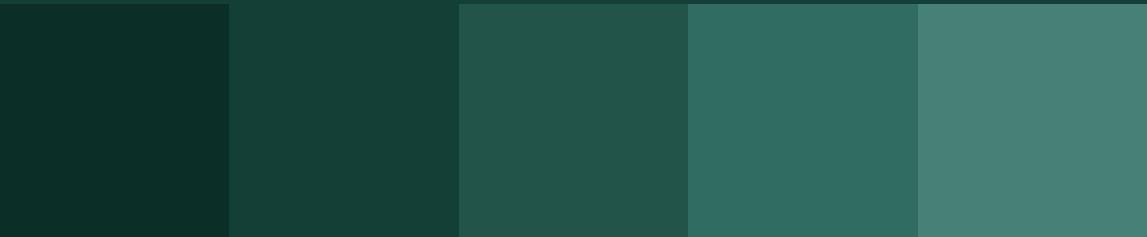
Gradients

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



Lime

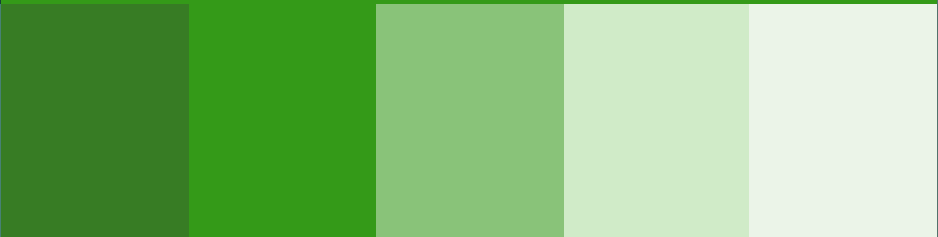
#E2F485
RGB 226 244 133
CMYK 13 0 58 0



Secondary Colors

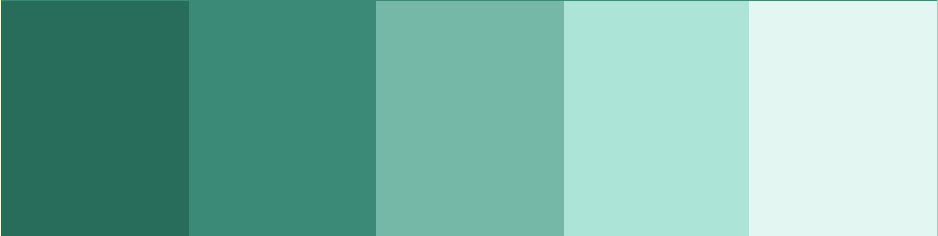
Leaf

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



Ocean

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



Tertiary Colors

Slate

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

Sage

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

Seafoam

#A8C9BE
RGB 168 201 190
CMYK 31 8 23 0

Gradients

Evergreen

#0C2F28
#144037

Jade

#237462
#4D9C87

Lemon

#CFE26C
#E2F485

1.2 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.

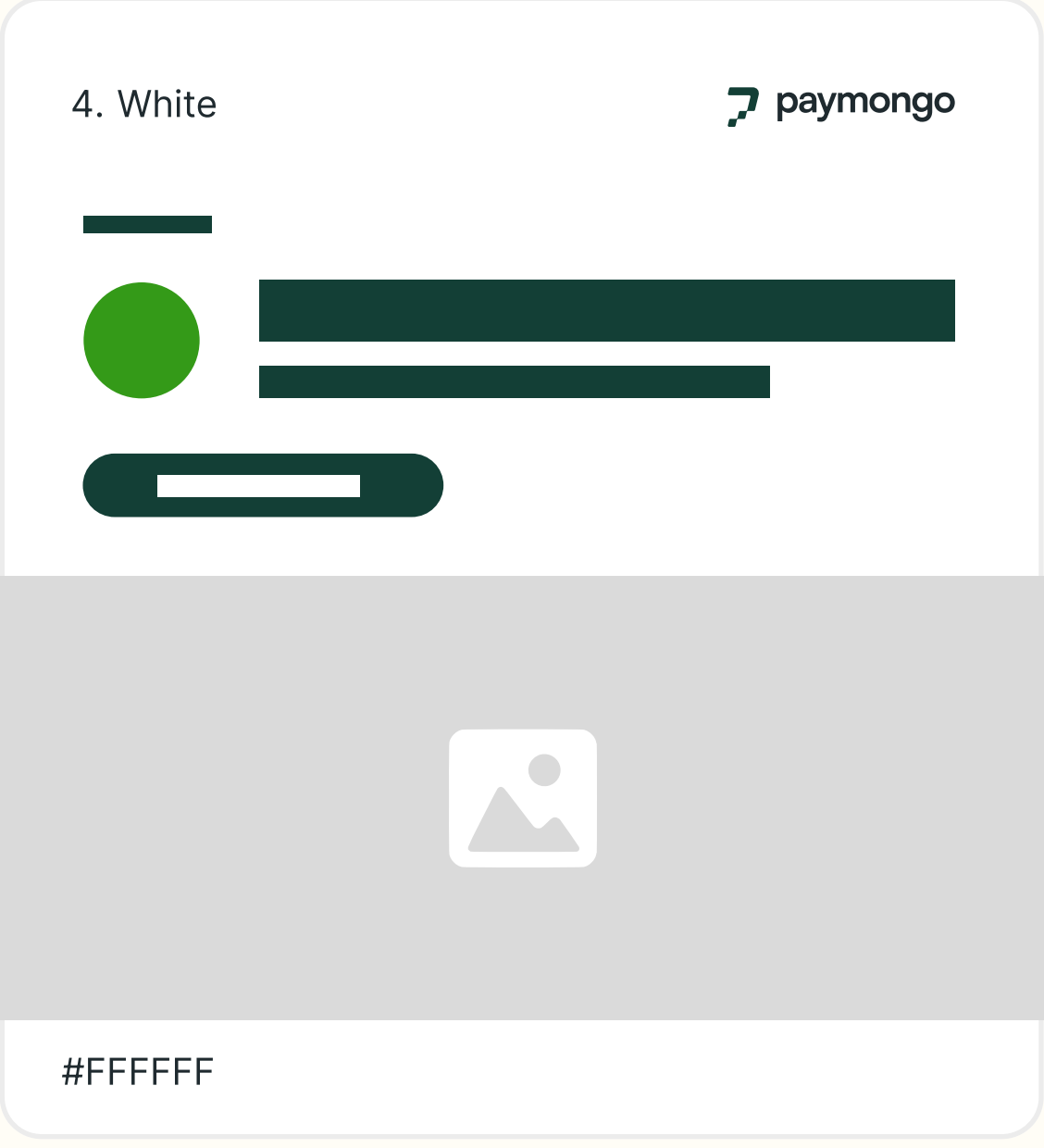
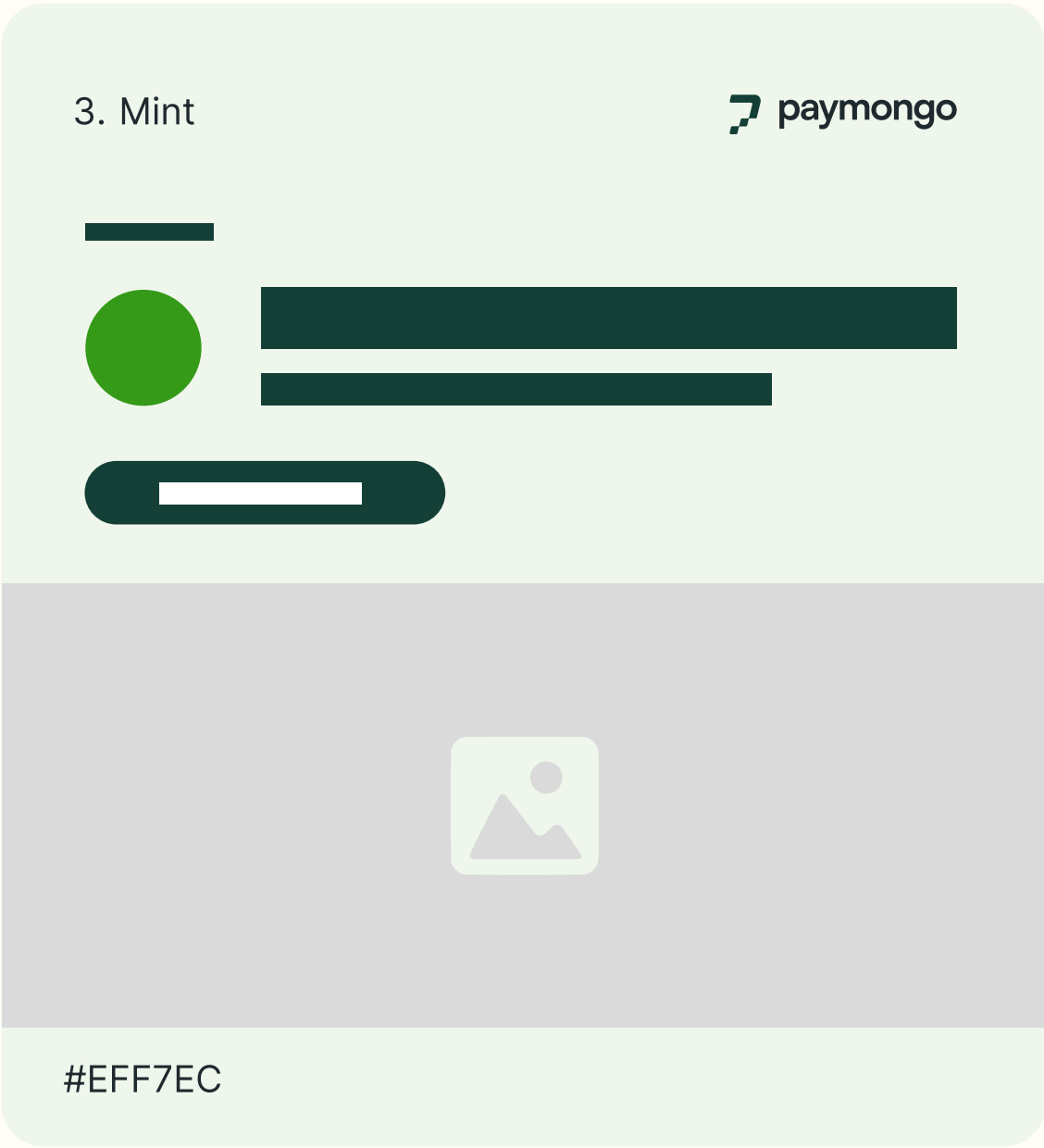
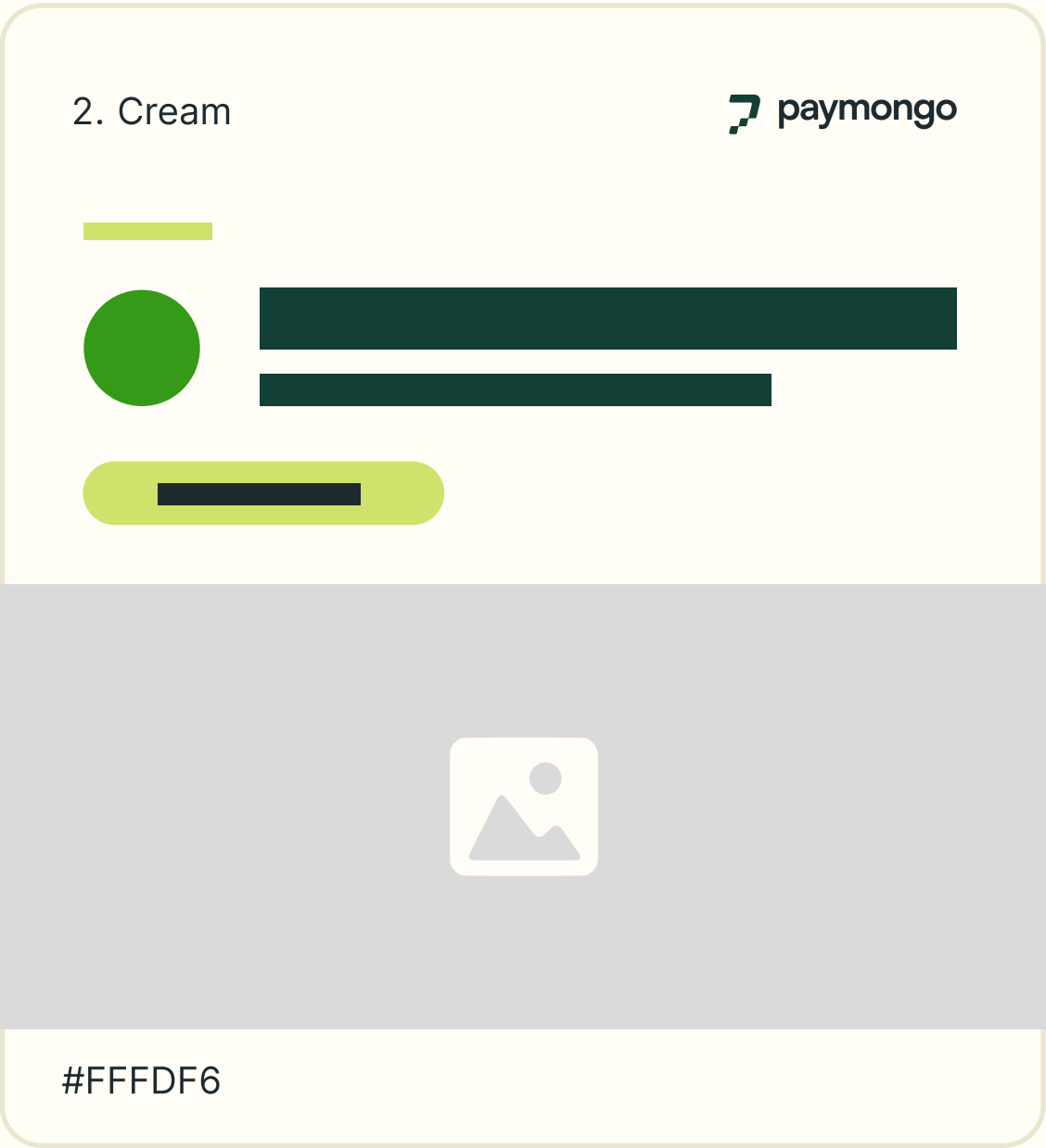
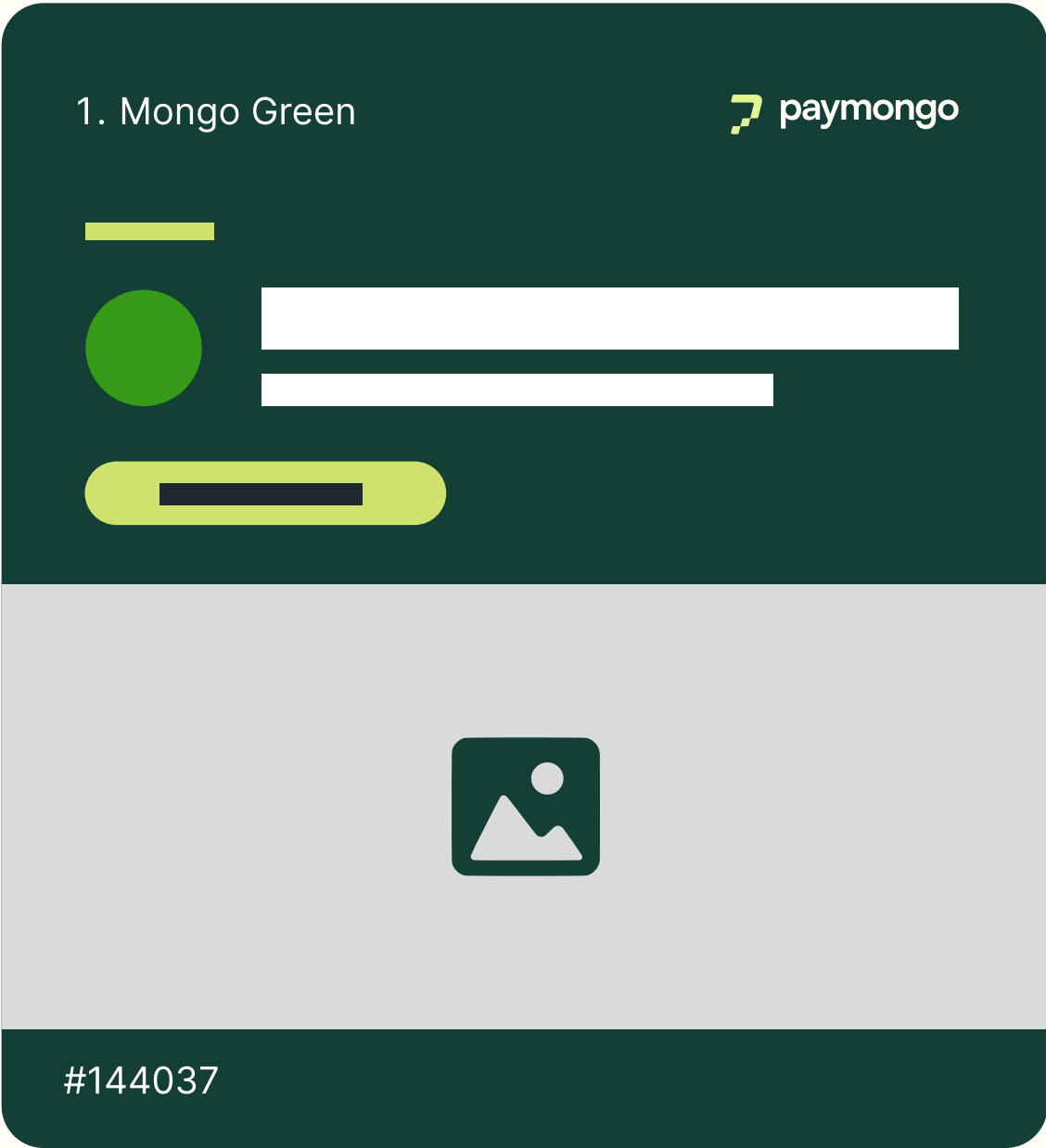
For title slides, divider slides, the main images of carousels, and other types of prominent graphics, the **1. mongo green** background should be used.

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

