



Logo Guidelines

Version 1.1
June 2025

1.1 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.

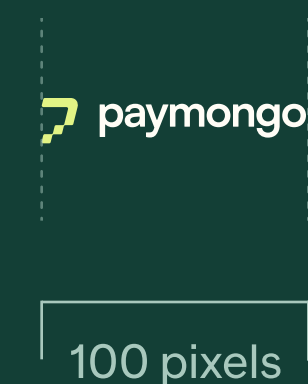
01



02



03





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.

