

# Brand guidelines

# Logo and symbol

Our wordmark is our primary logo, with the symbol acting as a shorthand secondary logo. In this section we will explain how and when to use these two assets.

Primary logo

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Symbol



# Logo — primary

Our wordmark is our default logo and apart from instances that are specified in this section, our wordmark is always used.

With the aim of creating distinction and recognition, the natural iteration for our wordmark, is in our Dawn colour (shown here), which should always be used against high contrast backgrounds.



# Logo — reversed

A dark version exists in our Darkmatter colourway, for when we need to place our wordmark on lighter backgrounds.

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# Symbol — primary

To create as much distinction, recognition and brand equity as possible, the primary iteration for our symbol, is in our Dawn colour (shown here), which should always be used against high contrast backgrounds.



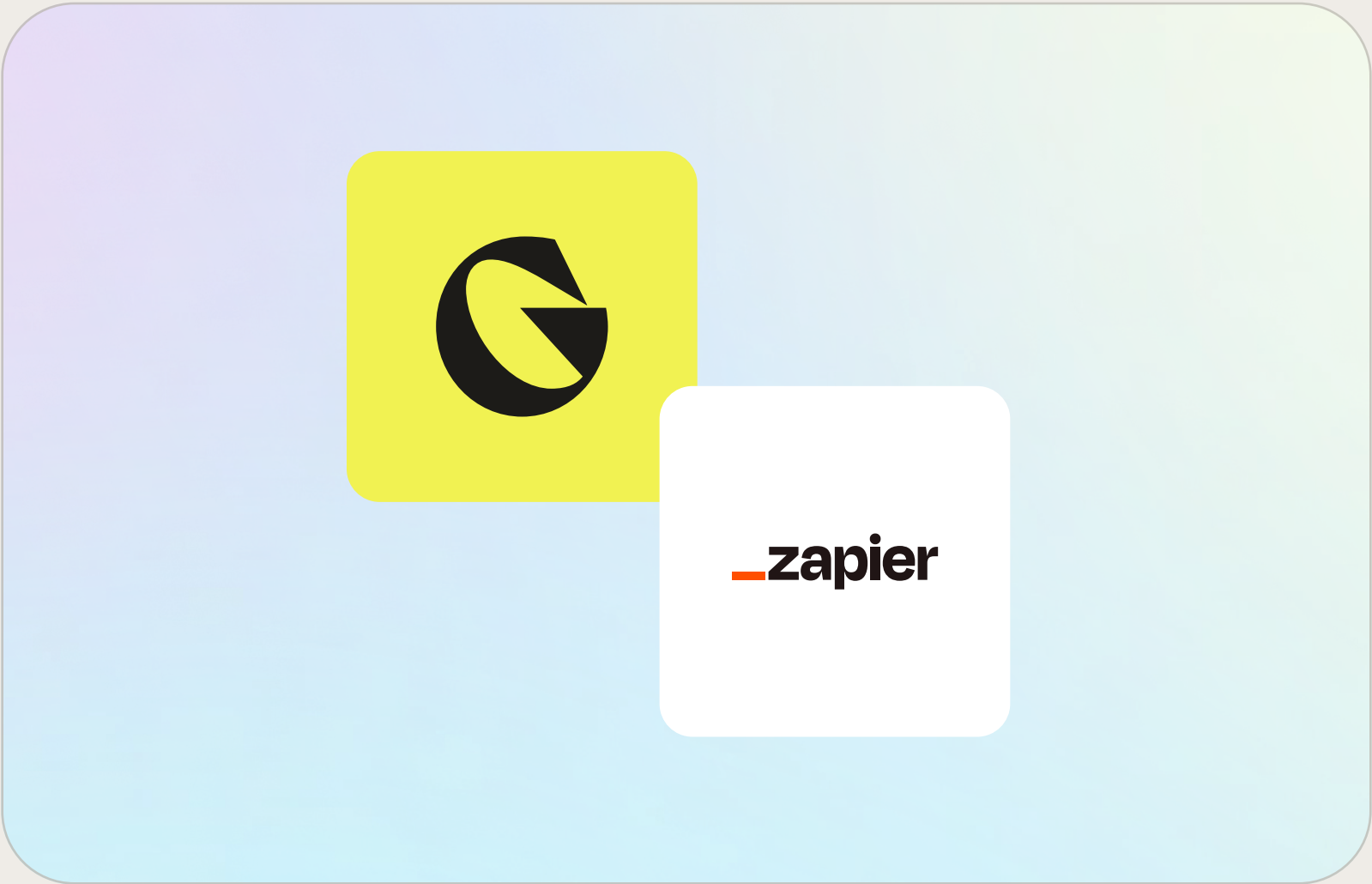
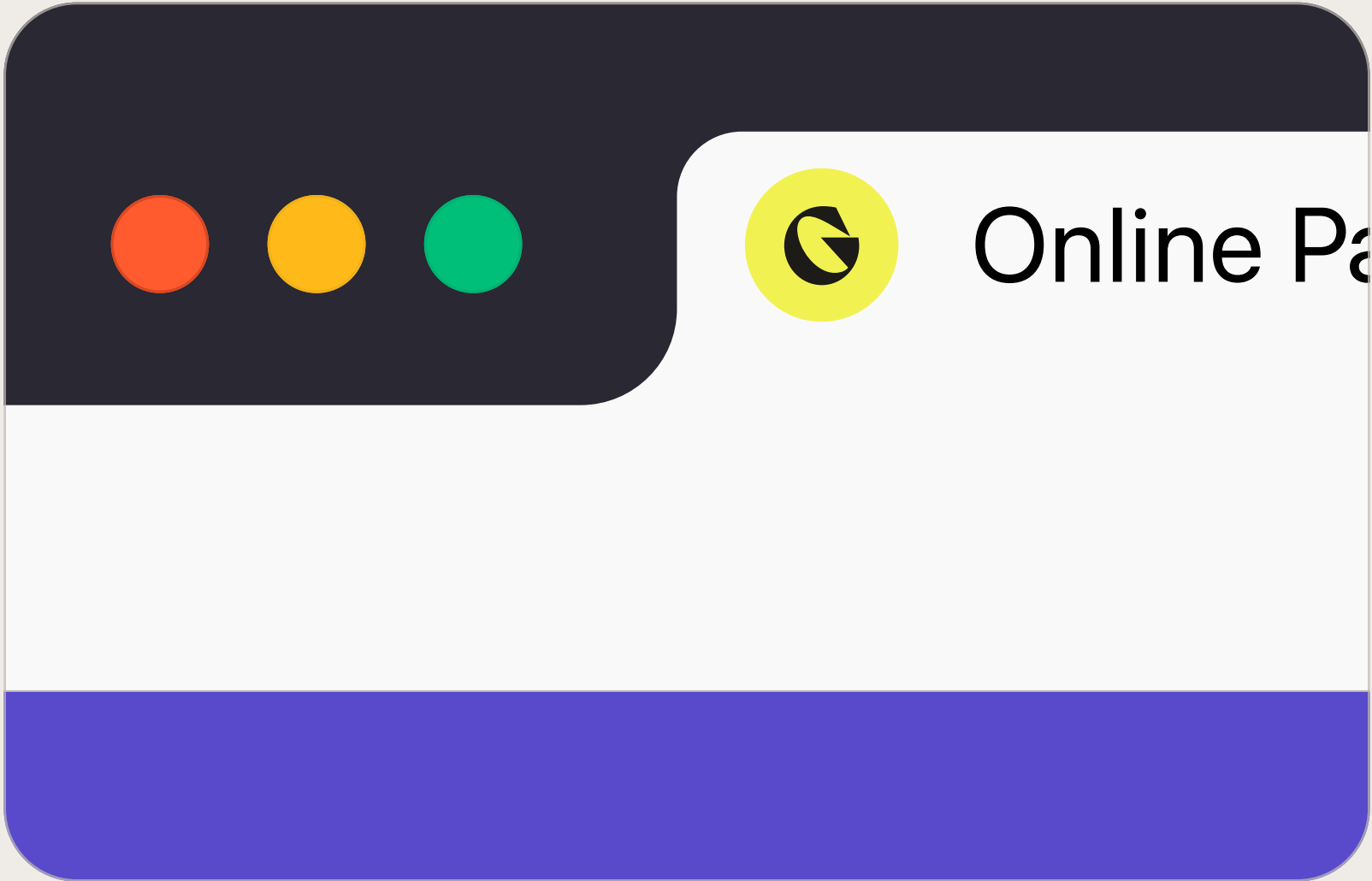
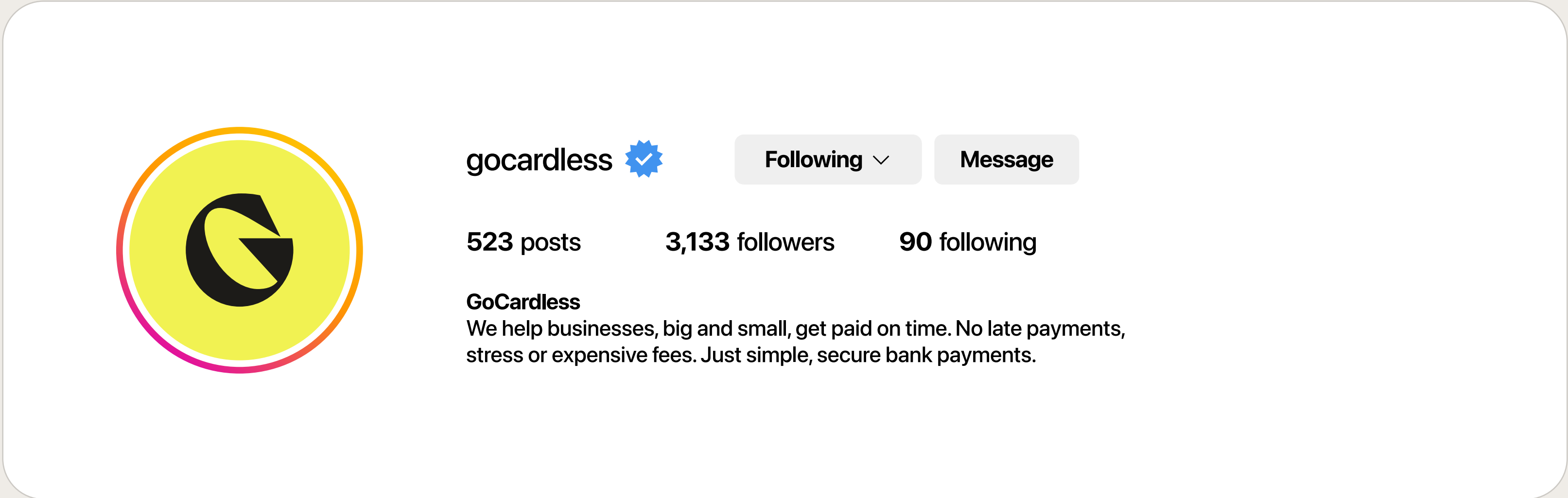
# Symbol — reversed

A dark version exists for when we need to place our symbol on lighter backgrounds.



# When to use the symbol

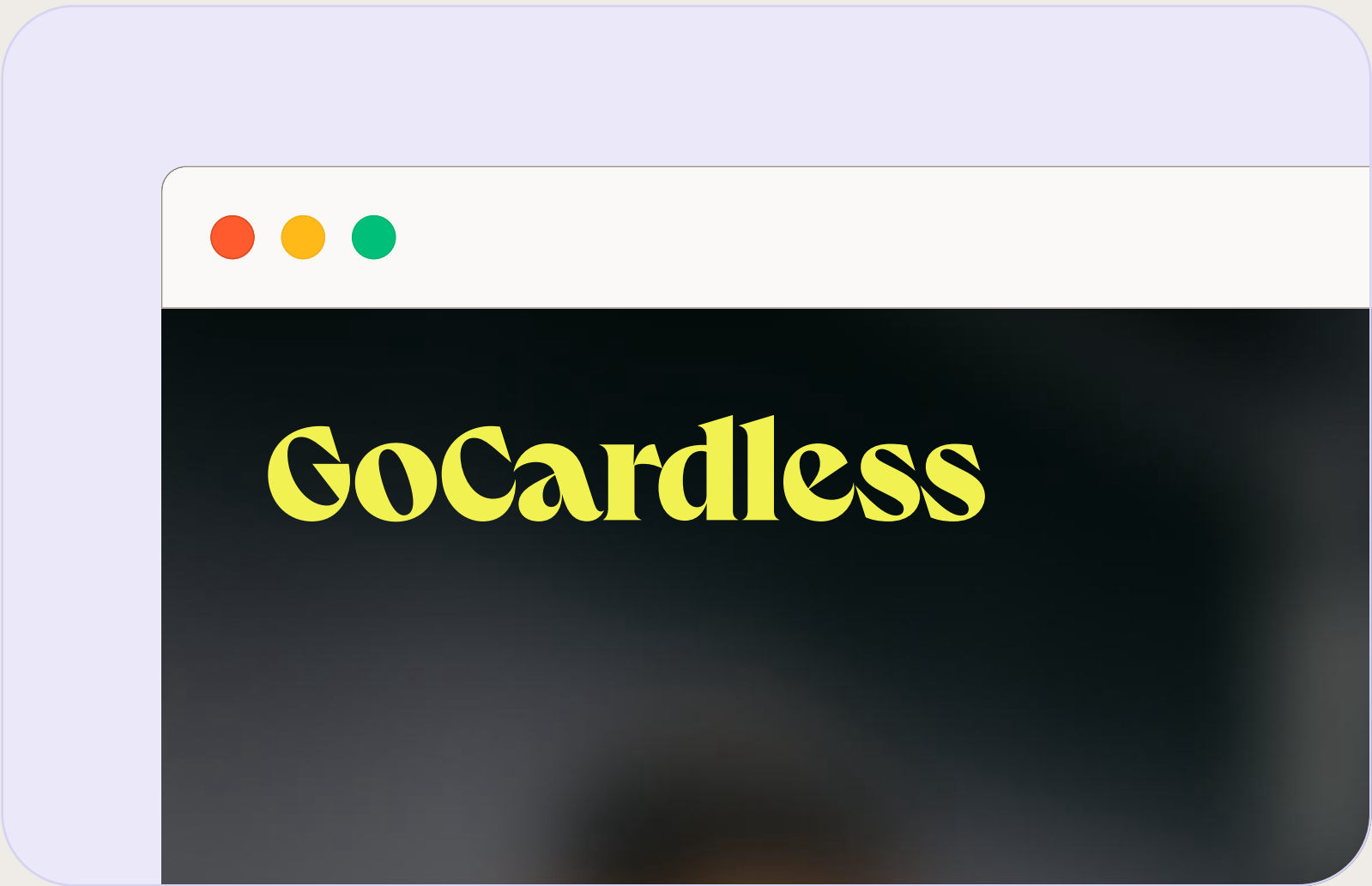
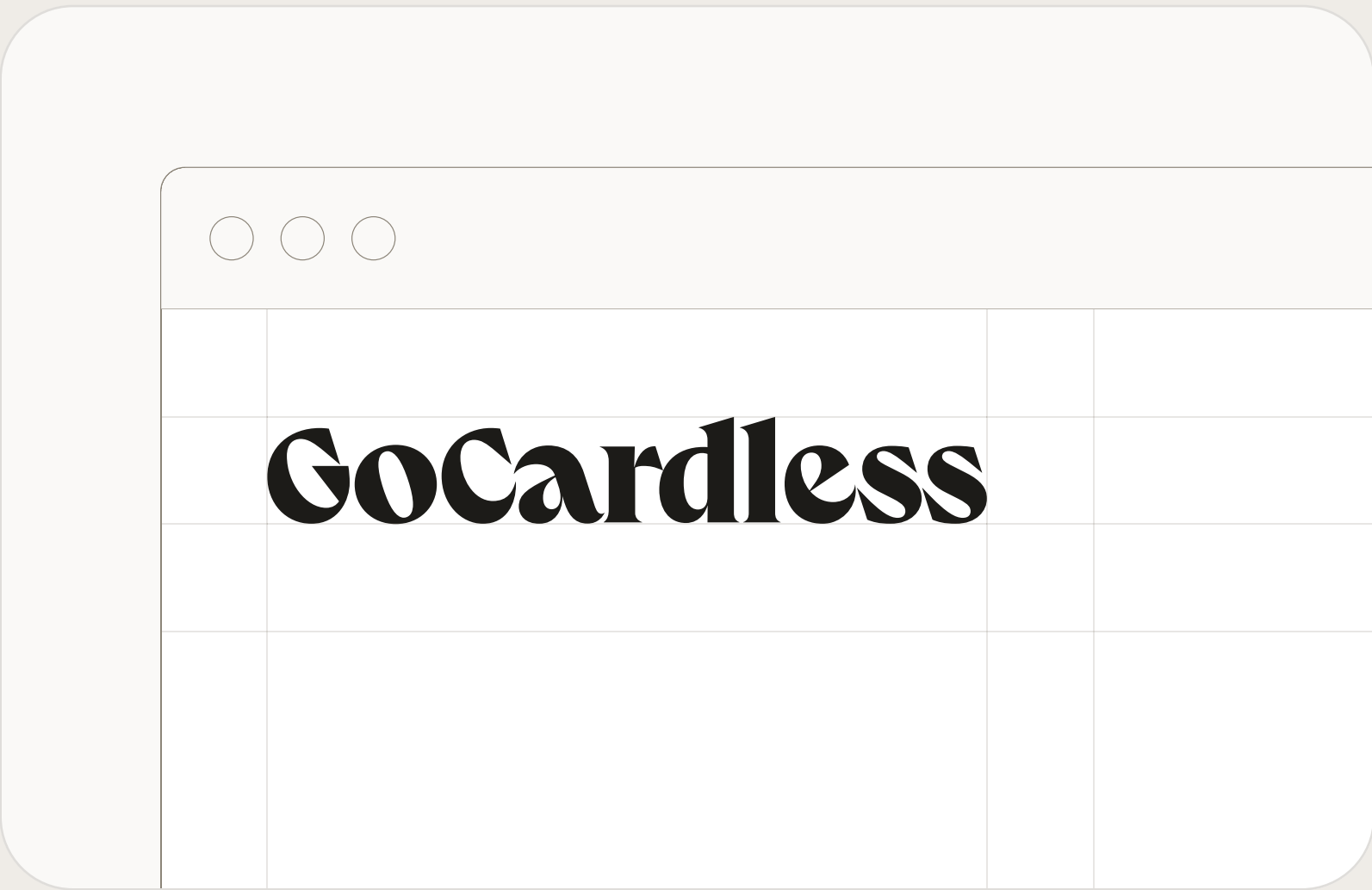
We use the symbol in place of the logo where space is of a premium and the horizontal nature of our logo is unsuitable.



# Logo protection area

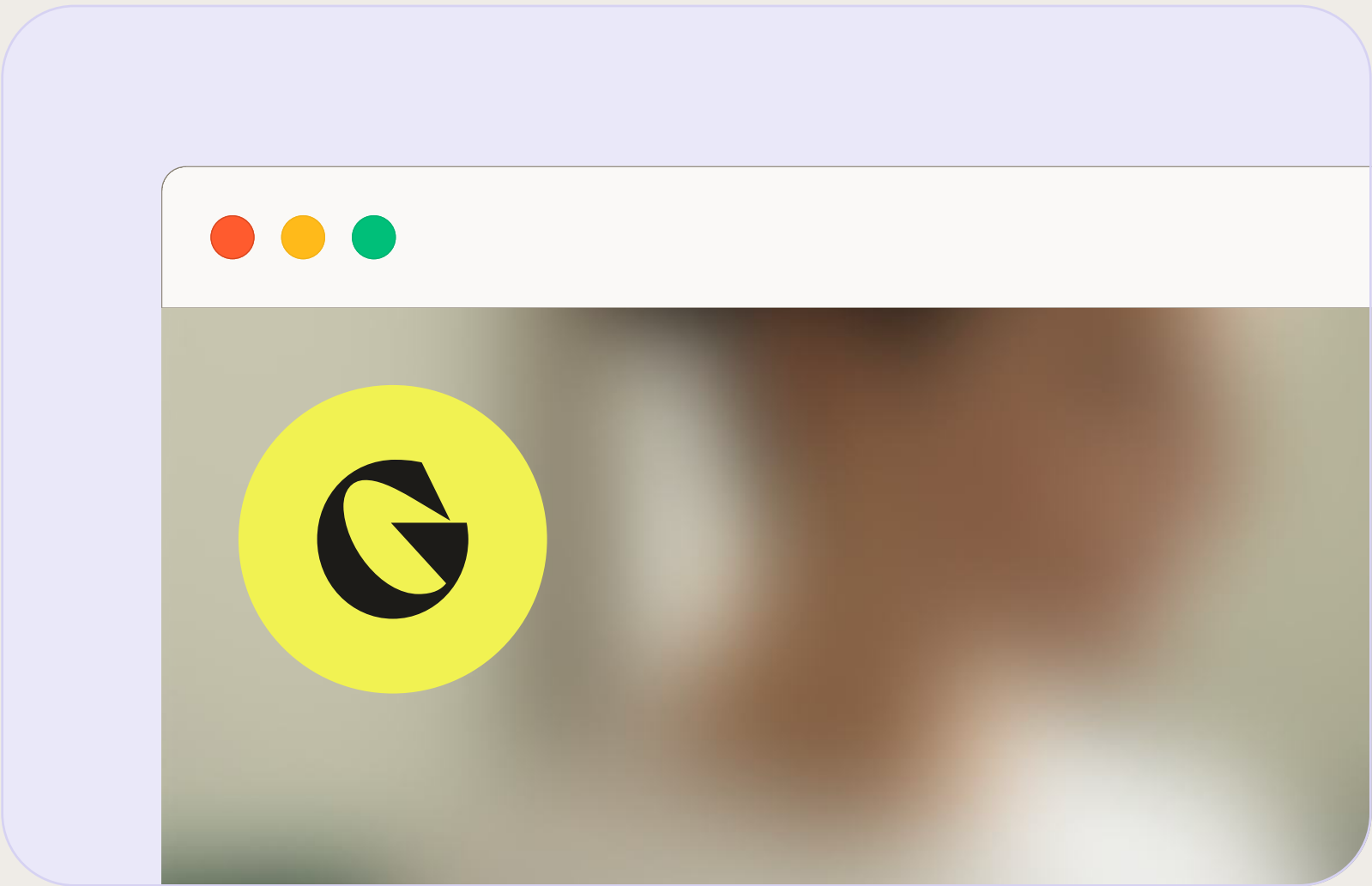
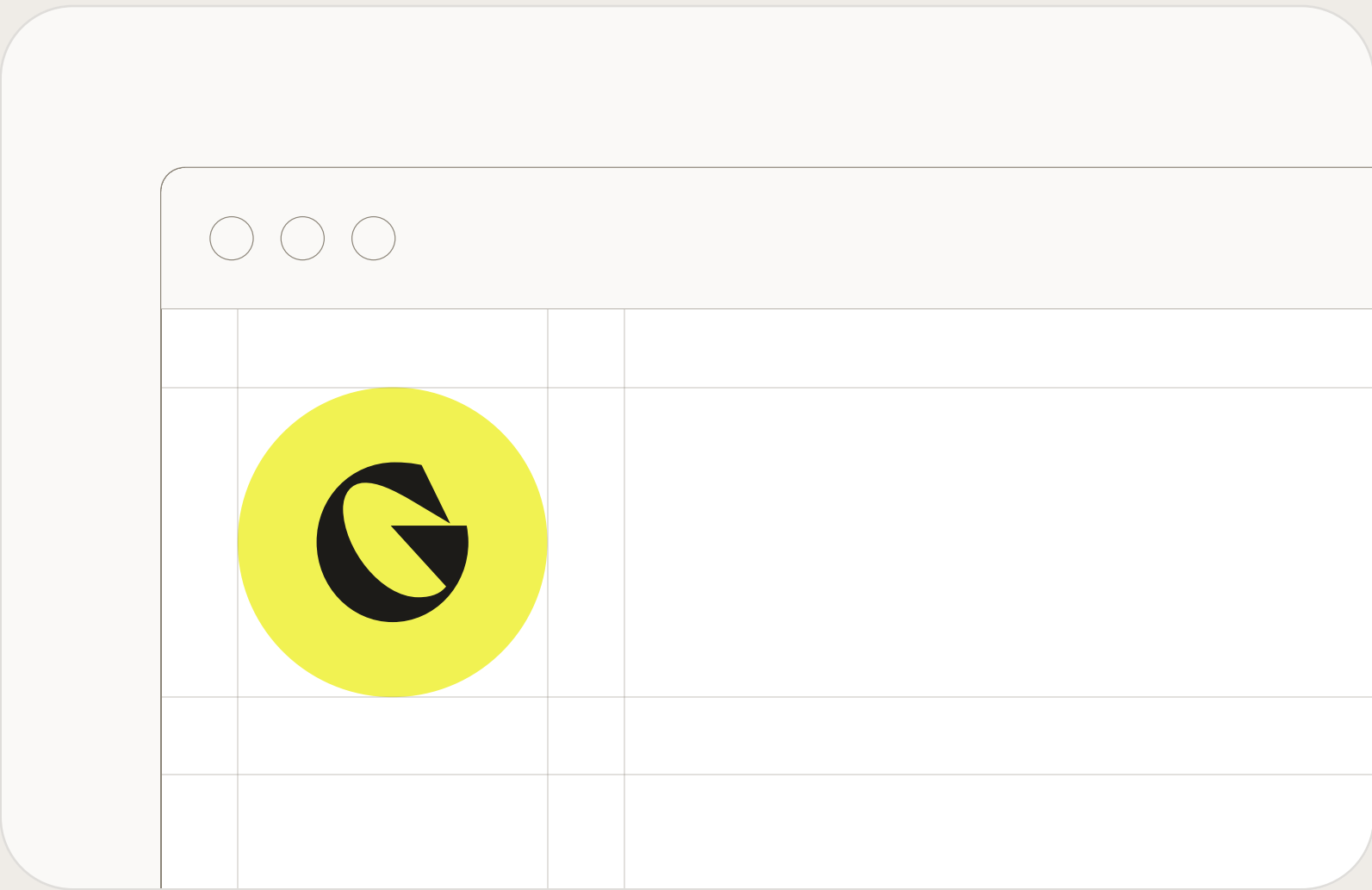
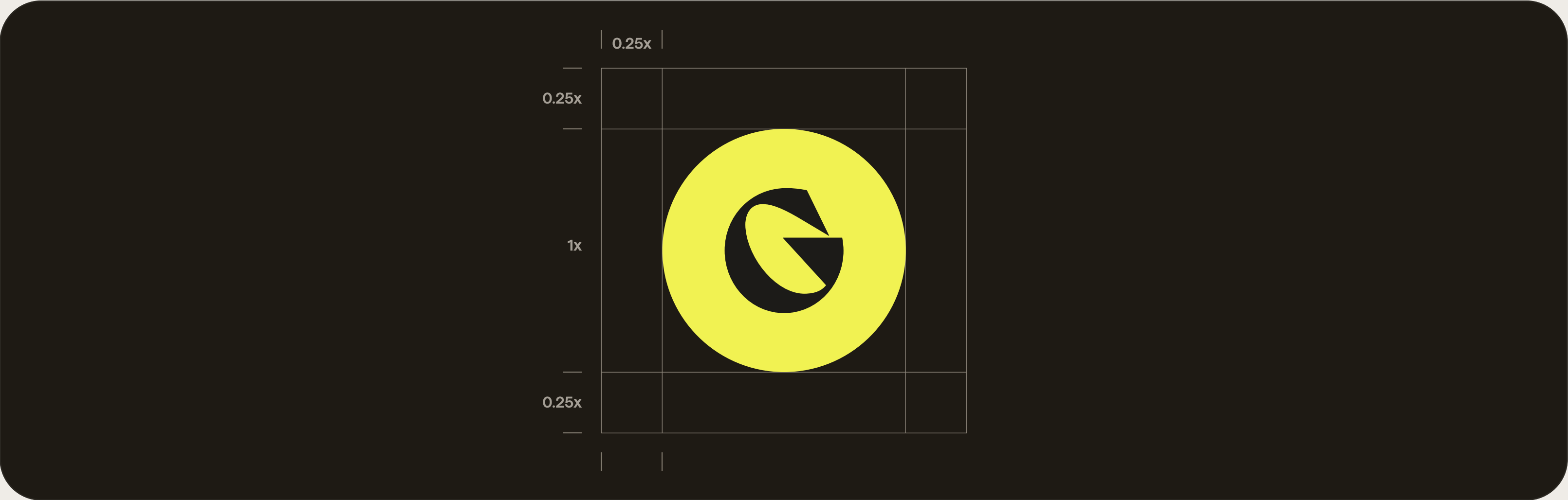
To maintain the integrity of our logo, make sure the protection area is respected, no imagery or graphic objects should encroach into this area.

Do not place the logo closer to the edge of the page than the protection area allows.



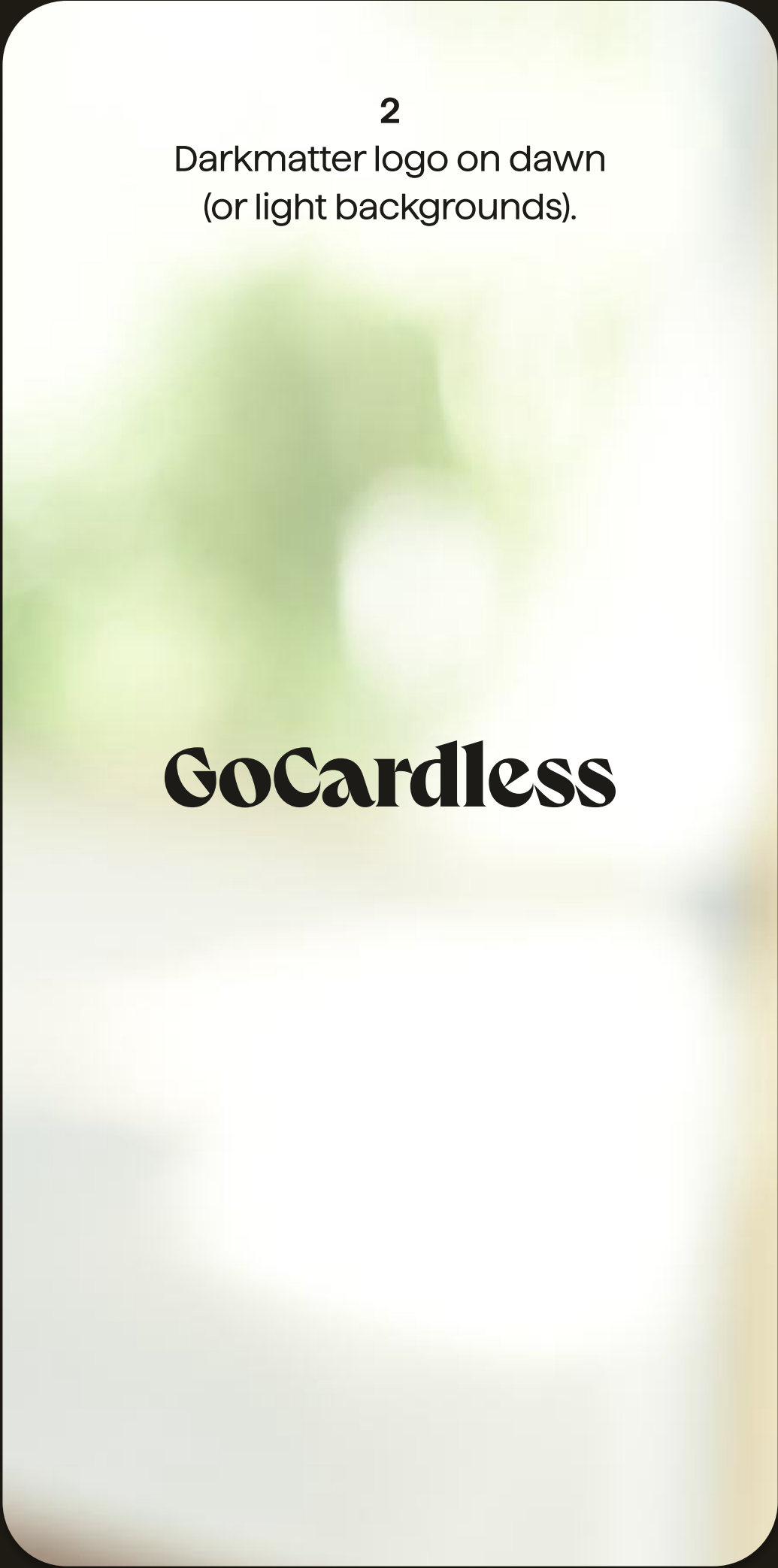
# Symbol protection area

Much like the use of our wordmark logo, we make sure the protection area of the symbol is respected. No imagery or graphic objects should encroach this area to protect the integrity of the logo.



# Logo colour preference

The primary and preferred use of our logo is always in our distinctive Dawn colour, however, when we need to place it on lighter backgrounds, it can be deployed in Darkmatter (our black) and Greystone (our white). Please see the section on colours for specific colour names and values.



# Symbol colour preference

The primary and preferred use of our symbol is always in our distinctive Dawn colour, however, when it's needed to be placed on lighter backgrounds, there is an inverted version.

1  
Dawn symbol on dark backgrounds



2  
Darkmatter logo on light backgrounds



# Using our logo over imagery

Whether using the primary or reversed version of our logo over imagery, always make sure you place it over high contrast colours and over areas where that are not busy.



# Avoidance: logo

Our logo is the visual representation of our brand. Maintaining its consistency and integrity is crucial.



Do not change the colours

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Do not add strokes

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Do not stretch

GoCardless



Do not rotate or tilt

GoCardless



Do not apply a gradient

GoCardless



Do not apply effects

GoCardless



Do not add elements

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Do not combine with the symbol

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Do not use within a sentence

GoCardless serves  
customers around  
including the big

# Avoidance: symbol

Our symbol is an important brand asset and in time, we hope it will become a prominent brand asset, maintaining it's consistency is integral in building brand equity.

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## **Questions?**

Check [brand.gocardless.com](https://brand.gocardless.com) for  
future updates on brand guidance.