

# Brand guidelines

# Logo and symbol

Our wordmark is our primary logo, with our symbol acting as a shorthand secondary logo. In these guidelines 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

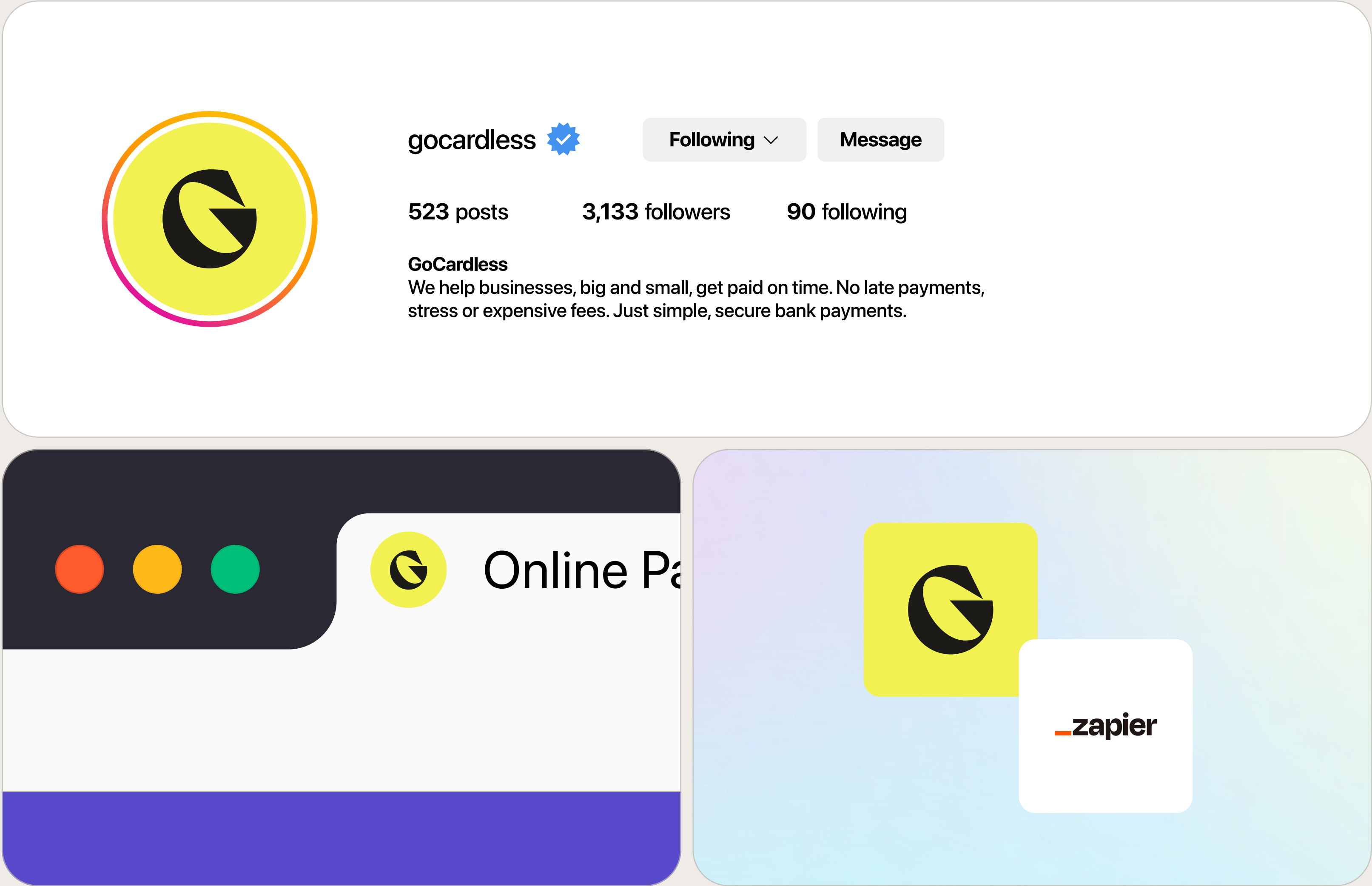
A dark version exists for when we need to place our symbol on lighter backgrounds.





# When to use our symbol

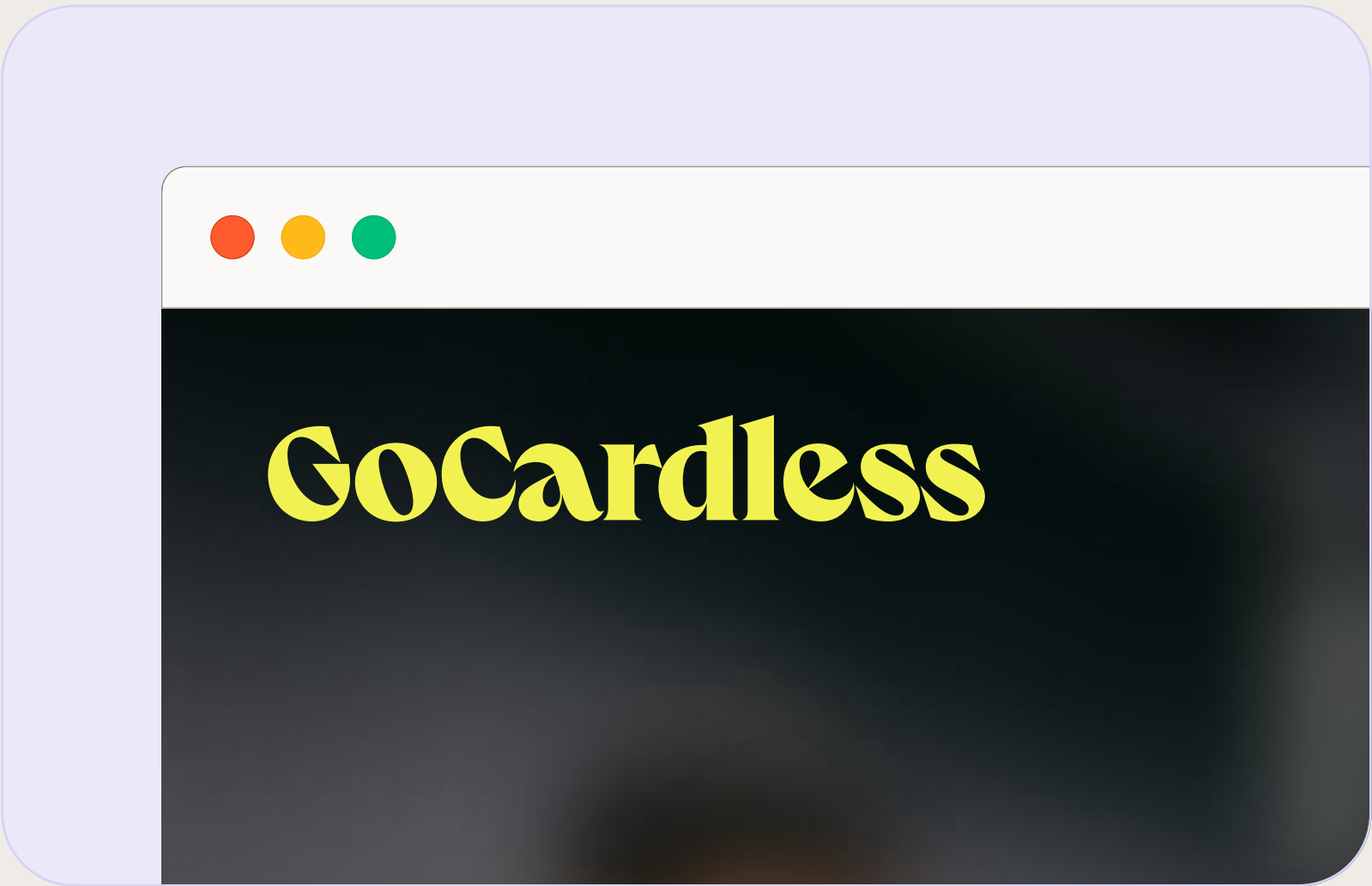
We use our symbol in place of our logo where space is of a premium and the horizontal nature of our logo is unsuitable.



# 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.

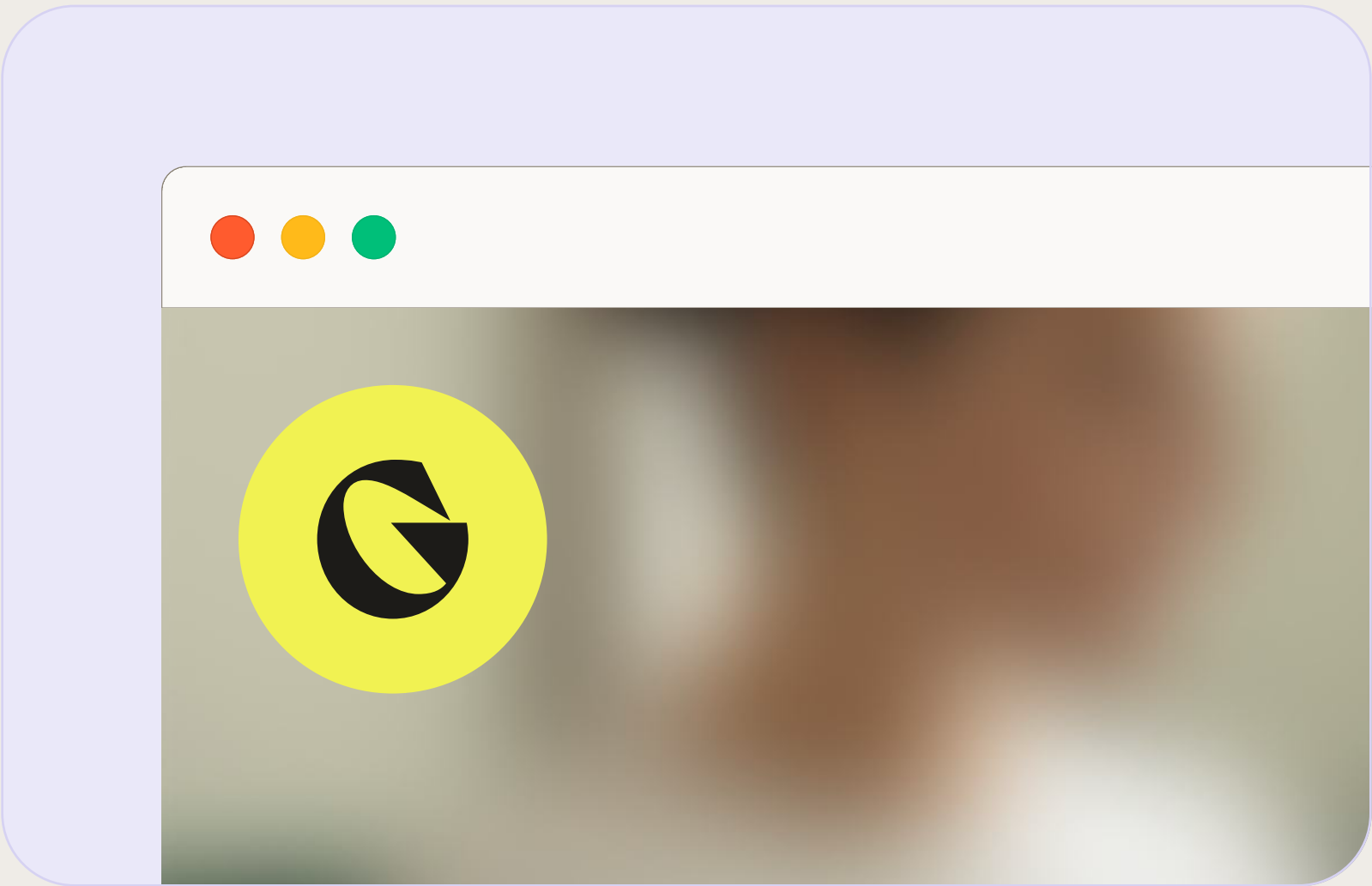
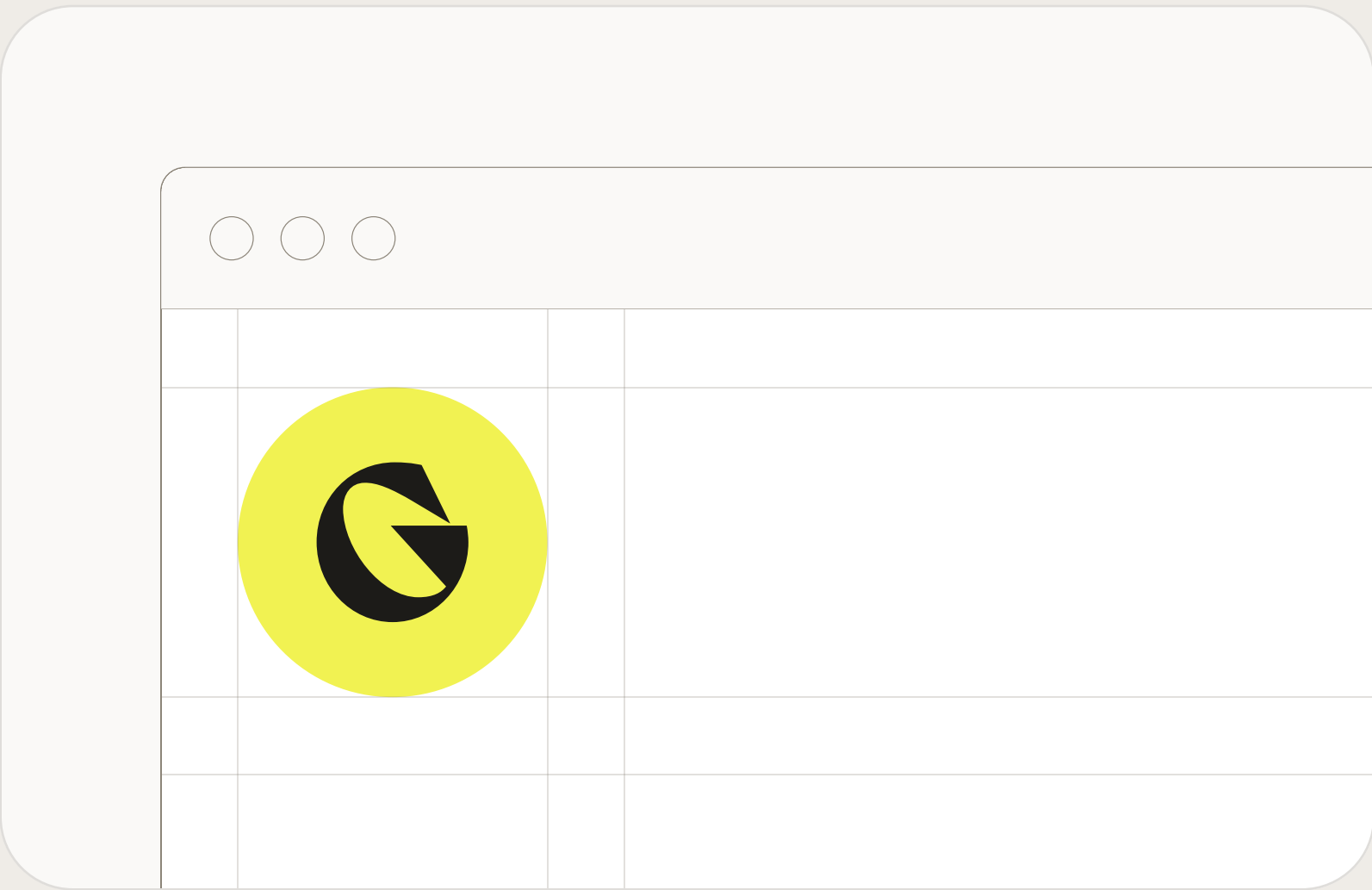
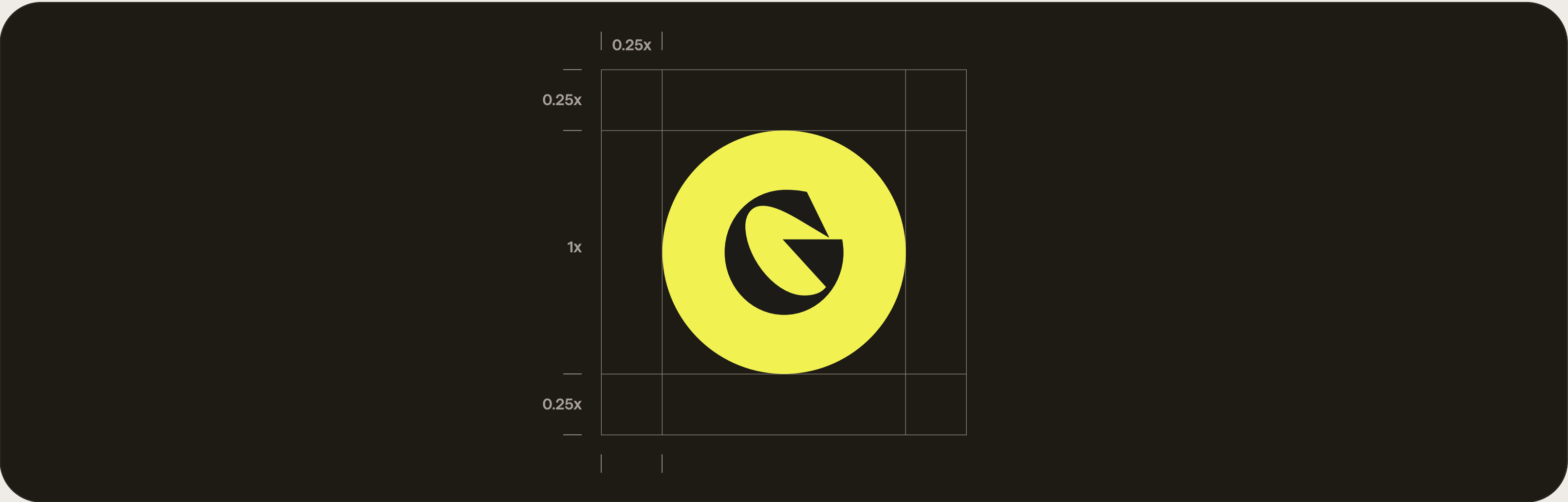
Do not place our logo closer to the edge of the page than the protection area allows.





# Symbol protection area

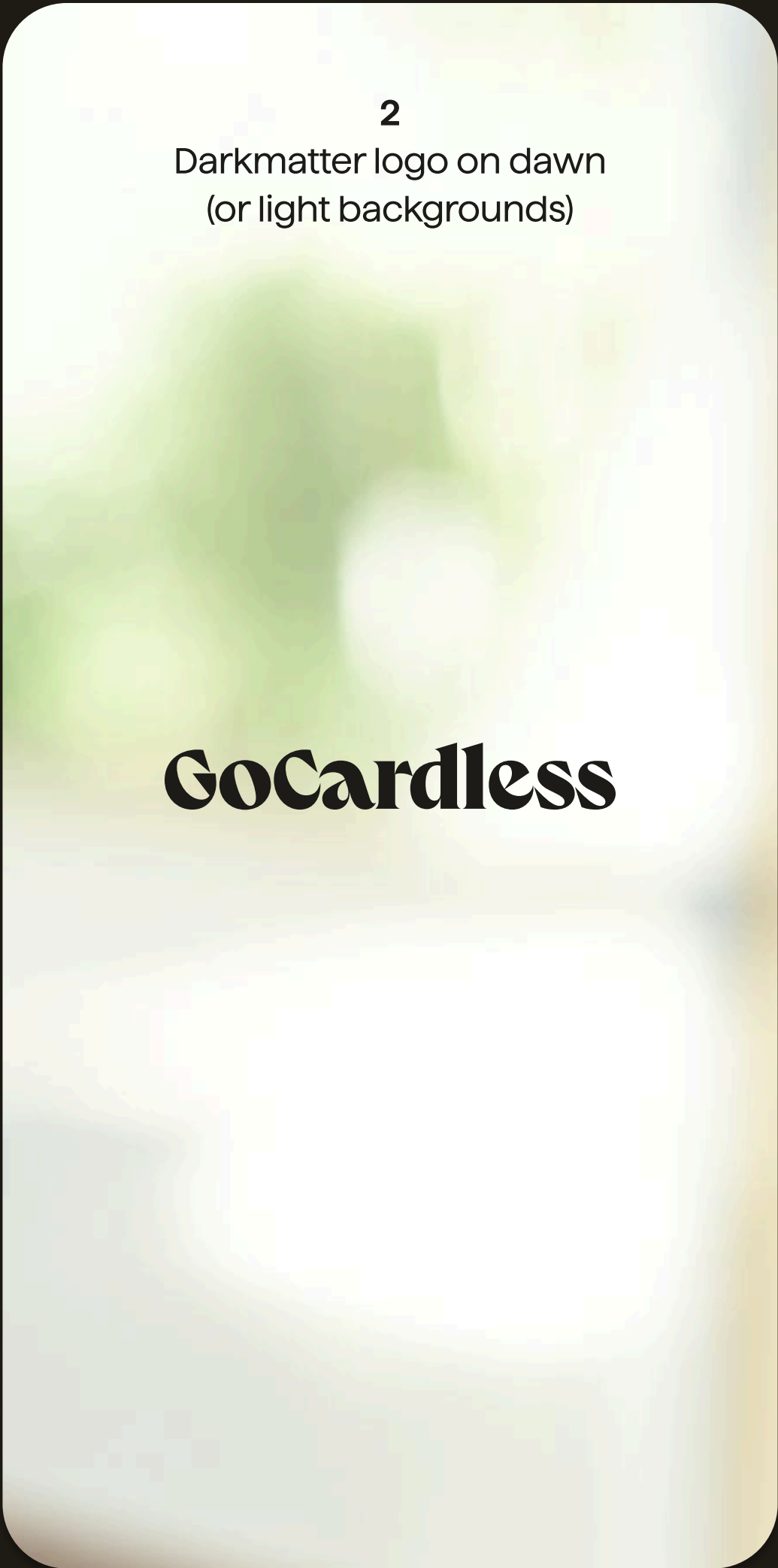
Much like the use of our wordmark logo, make sure the protection area of our symbol is respected. No imagery or graphic objects should encroach this area to protect the integrity of our symbol.





# 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).





# Symbol colour preference

The primary and preferred use of our symbol is always in our distinctive Dawn colour. There is also an inverted version for when it needs to be used on lighter backgrounds.

1  
Dawn symbol on dark backgrounds



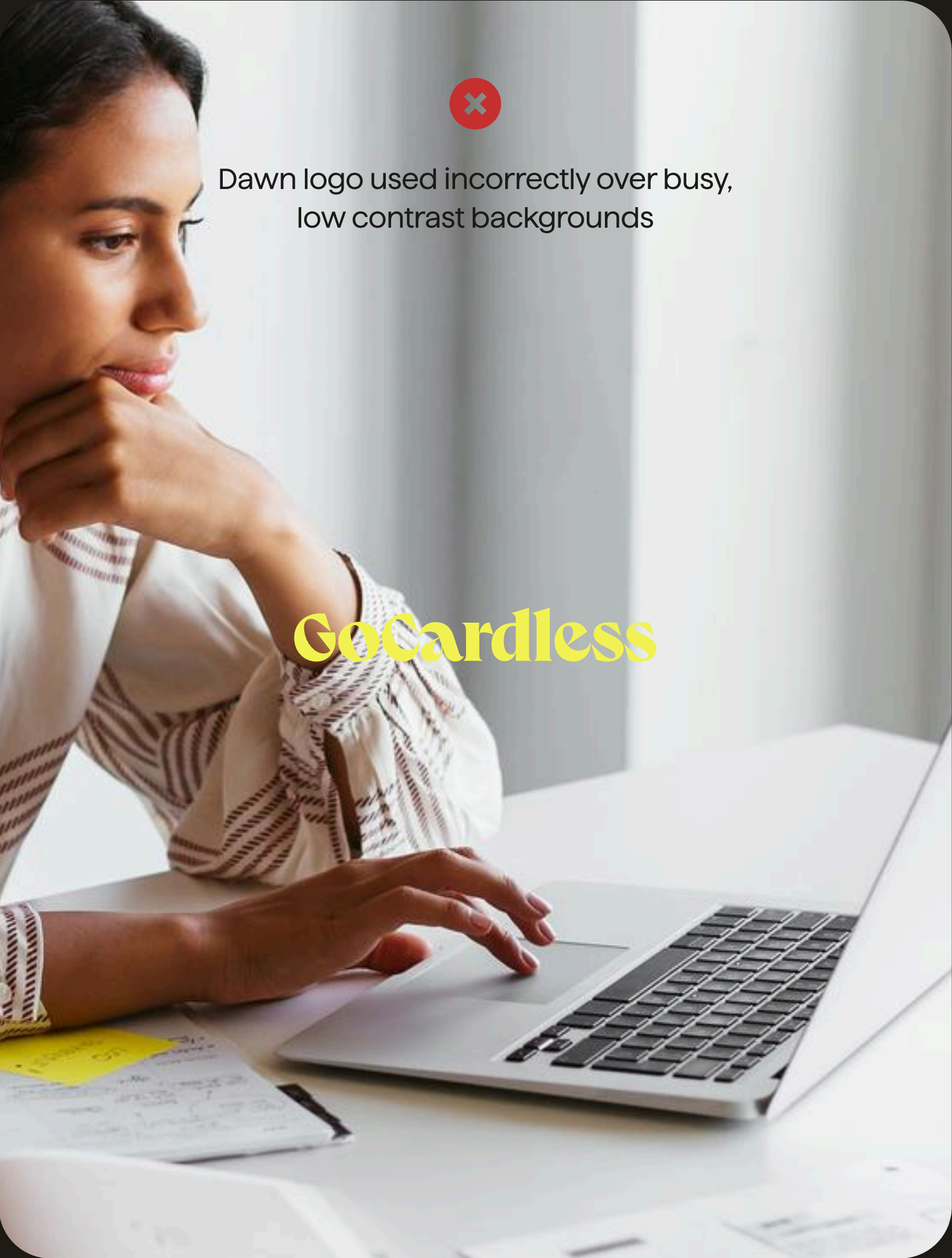
2  
Darkmatter logo on light backgrounds





# Using our logo over imagery

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





# What to avoid: logo

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

✖ Do not change the colours

✖ Do not add strokes

✖ Do not stretch

✖ Do not rotate or tilt

✖ Do not apply a gradient

✖ Do not apply effects

✖ Do not add elements

✖ Do not combine with the symbol


✖ Do not use within a sentence

GoCardless serves customers around the world, including the biggest companies.


# What to avoid: symbol

Our symbol is an important brand asset, and maintaining its consistency is integral to building brand equity.


✖ Do not change the colours




✖ Do not add images as fills




✖ Do not rotate




✖ Do not create bespoke containers




✖ Do not add strokes




✖ Do not apply effects




✖ Do not remove the container



✖ Do not combine with the logo



✖ Do not stretch





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## **Questions?**

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