

Payhawk

Brand Guidelines

Wordmark

The Payhawk wordmark is our **primary logo** and has been designed to be scalable and clear wherever it is used. It should be used in isolation to the monogram. We only use one or the other and the wordmark should always be prioritised. Consider the context of the logo and make sure sufficient clear space is used.

Screen min. **50 px**

Print min. **15mm**



Monogram

The monogram is our **secondary logo** and has been designed to be scalable and clear wherever it is used. Do not change the shape or size in any case as this has been specifically considered. The monogram should be used in isolation to the wordmark. Only use one or the other and the wordmark should always be prioritised. If using the monogram, make sure the wordmark is visible somewhere else.

Screen min. **20 px**

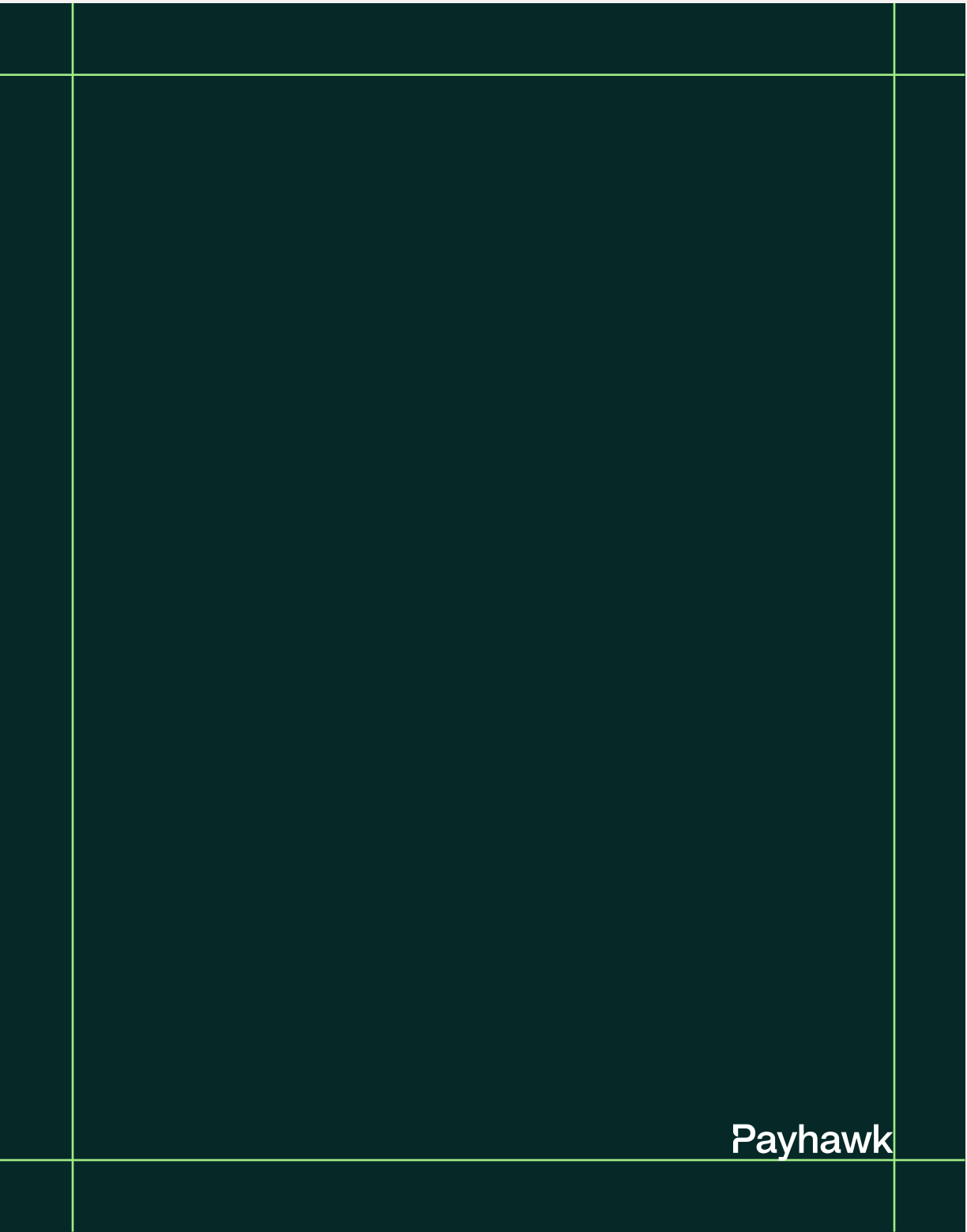
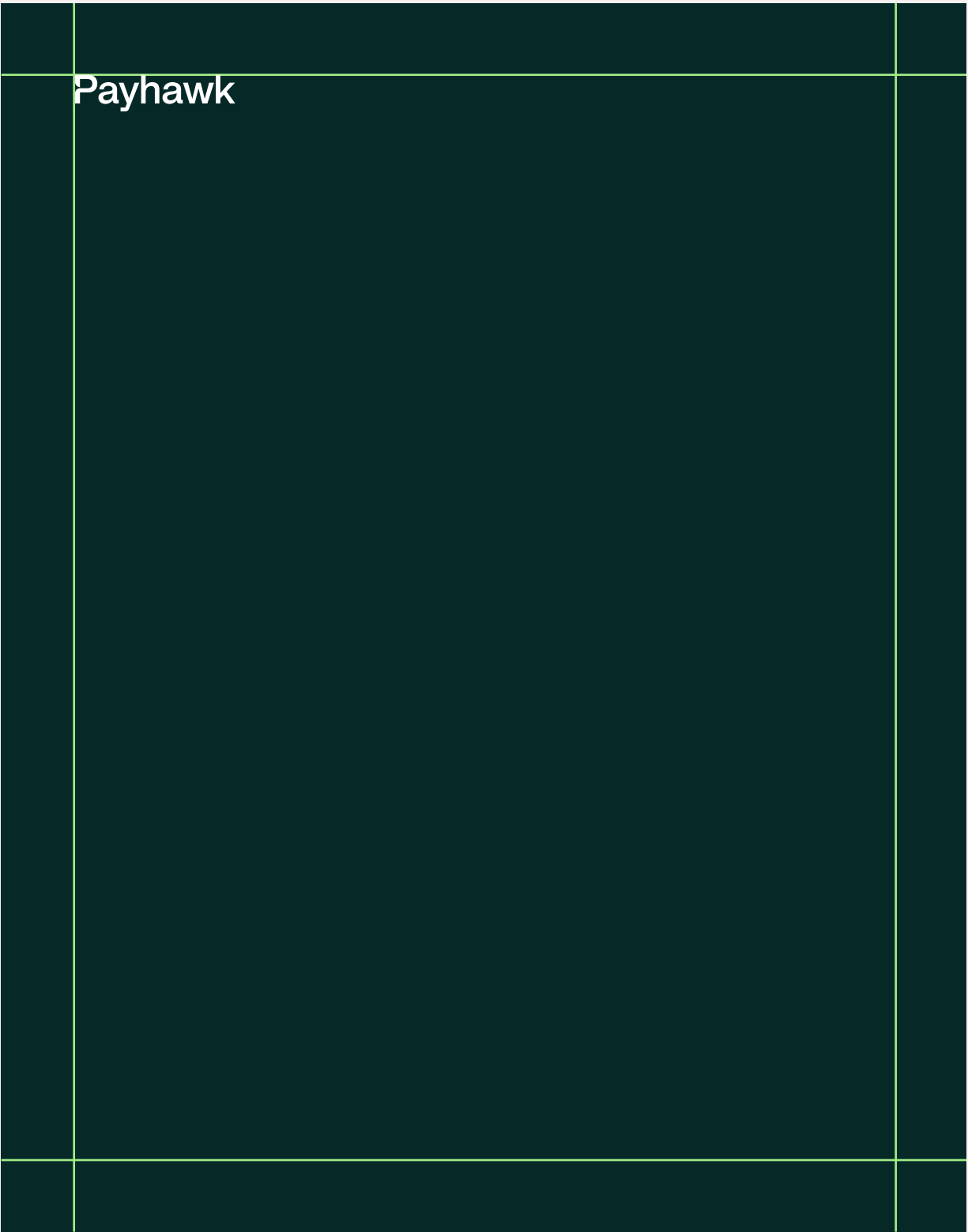
Print min. **5mm**



Clear space & positioning

Give the Payhawk wordmark and monogram abundant space and room to breathe. The clear space is defined by the width of the letter “P” in the wordmark (denoted as **x**). A minimum margin equal to **x** must be maintained on all sides of the wordmark to establish the area of isolation and ensure visual clarity.

The logo should always be placed on a layout’s outer edge, with even margin space.



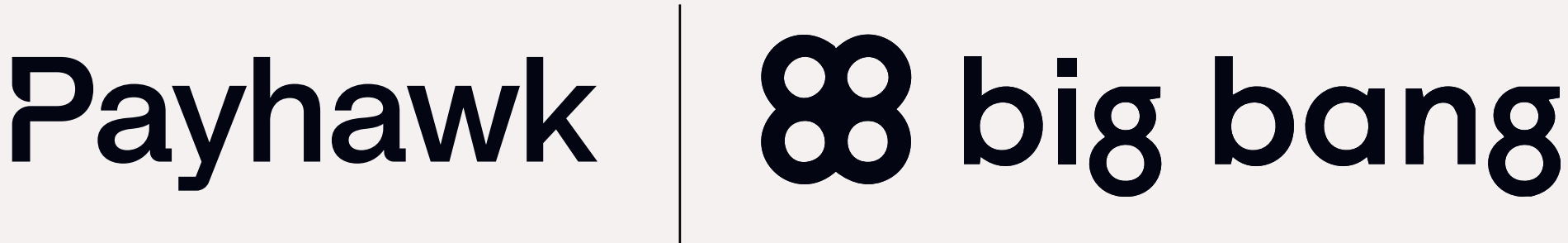
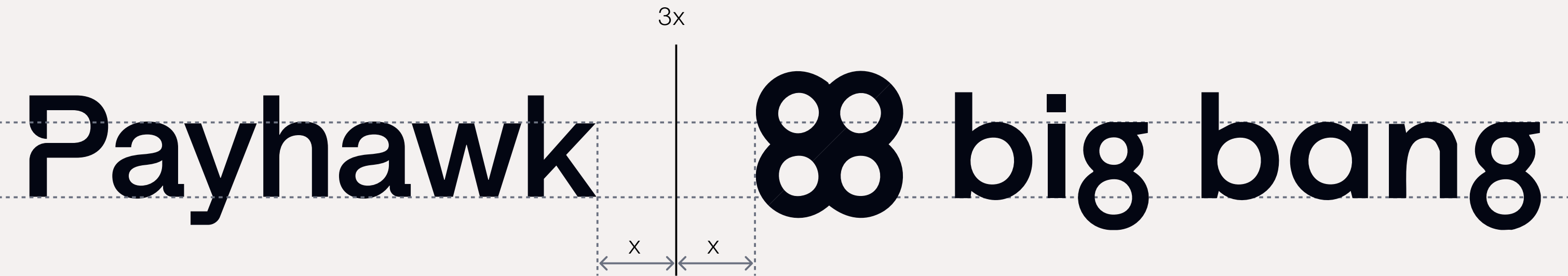
Partnerships

Exclusion zone

The formula to determine clear space is defined by the x-height (height of the lowercase letters) from our wordmark (referred to as ‘x’). A margin of clear space equivalent to ‘x’ is drawn around the wordmark to create the invisible boundary of the area of isolation. This is a best case guide and, as such, can be adapted where necessary.

Partner logos

The arrangement of the Payhawk logo vs partner logo (e.g which comes first) is dependent on logo placement on the page and the intended hierarchy. The more dominant logo should be positioned closer to the corner, or if placed separately, these should be placed in opposing corners following the sizing guide shown here. In circumstances where there is more than one partner logo, discretion is advised as to how the logos should be represented – as long as they follow these same rules.



Incorrect use

Here are some basic rules which help to protect the integrity and appearance of our logo and monogram. Never distort, skew, change colours or rearrange the logo. Always maintain the correct proportions, as per the digital artwork supplied and only use the logo as specified in these guidelines.

Payhawk

Don't recreate our wordmark by using our typeface

Payhawk

Don't use alternate colors for the logo



Payhawk

Don't use the monogram with the wordmark

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Don't outline any elements of the logo

Payhawk

Don't use colors with insufficient contrast



Don't use the green monogram on a colored background



Don't change the color of the icon in the monogram.



Don't change the shape of the monogram

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