

Revolut

Revolut Pay Brand Guidelines

Revolut Pay

Introduction

This document is designed to support Revolut Pay partners and merchants in aligning their Revolut Pay marketing campaigns and co-branded communications in an accurate and consistent way.

These guidelines provide resources to maintain brand consistency across marketing channels, including:

- an overview of the Revolut Pay brand and its benefits
- Revolut-approved marketing assets and templates

All partner-led creatives, including marketing materials and promotional assets, must be reviewed and pre-approved by the Revolut Pay brand team before publication or release. Our standard response time is 1–3 business days not including revisions, so please plan ahead.



Logo

Co-branding

Visual templates

Logotype

Use our pre-approved Revolut Pay logotype to ensure cohesive communication and clear legibility. The logo lockup is designed in dark and light formats.

Select the 'Download' button to access our lockup files.

[Download](#)

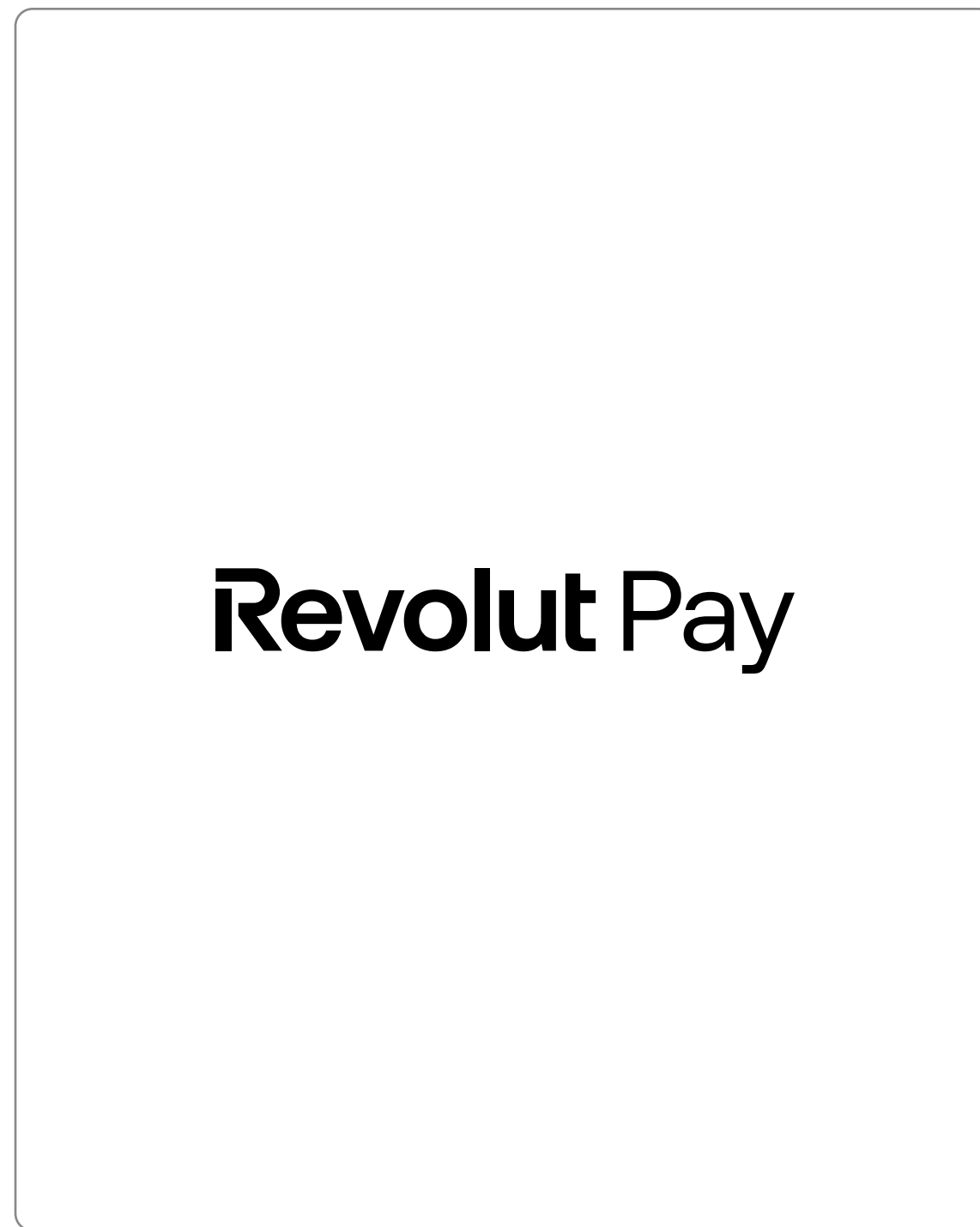
Revolut Pay

Logotype versions

We strive for clear visibility of our logo in all formats. The positive version of the logo is to be used on lighter backgrounds or images. The negative version of the logo is to be used on darker backgrounds or images.



Negative version on dark backgrounds



Positive version on light backgrounds



Negative version on dark tones in images

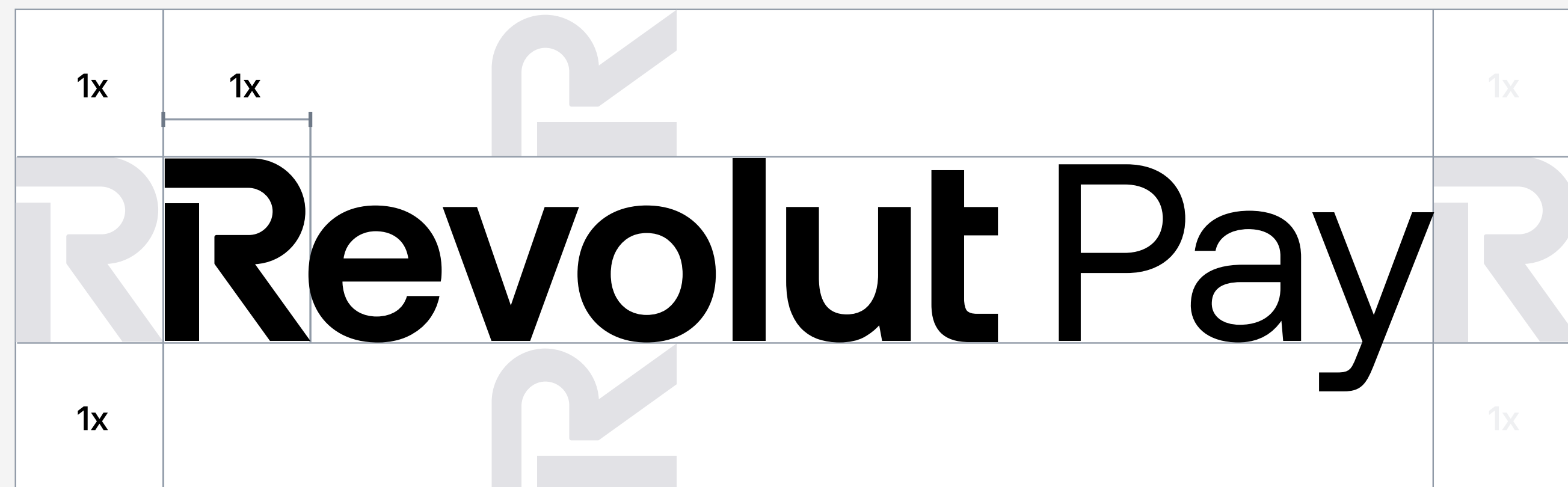


Positive version on light tones in images

Logotype clearspace

It's important to maintain a clear space around our lockup to prevent surrounding design elements from interfering.

The dimensions of this clear space are based on the width and height of the 'R' in our word mark.



Logotype minimum size

For legibility, the word mark can never appear smaller than 130px.

In instances where our main logotype can't be used due to a lack of space, use our Revolut word mark to represent Revolut Pay. This can be found on www.brand.revolut.com



Revolut Pay

130px

Incorrect logotype examples



✘ Do not stack the logo or change the logo lockup



✘ Do not change the font of the logo lockup



✘ Avoid using the logo in low contrast



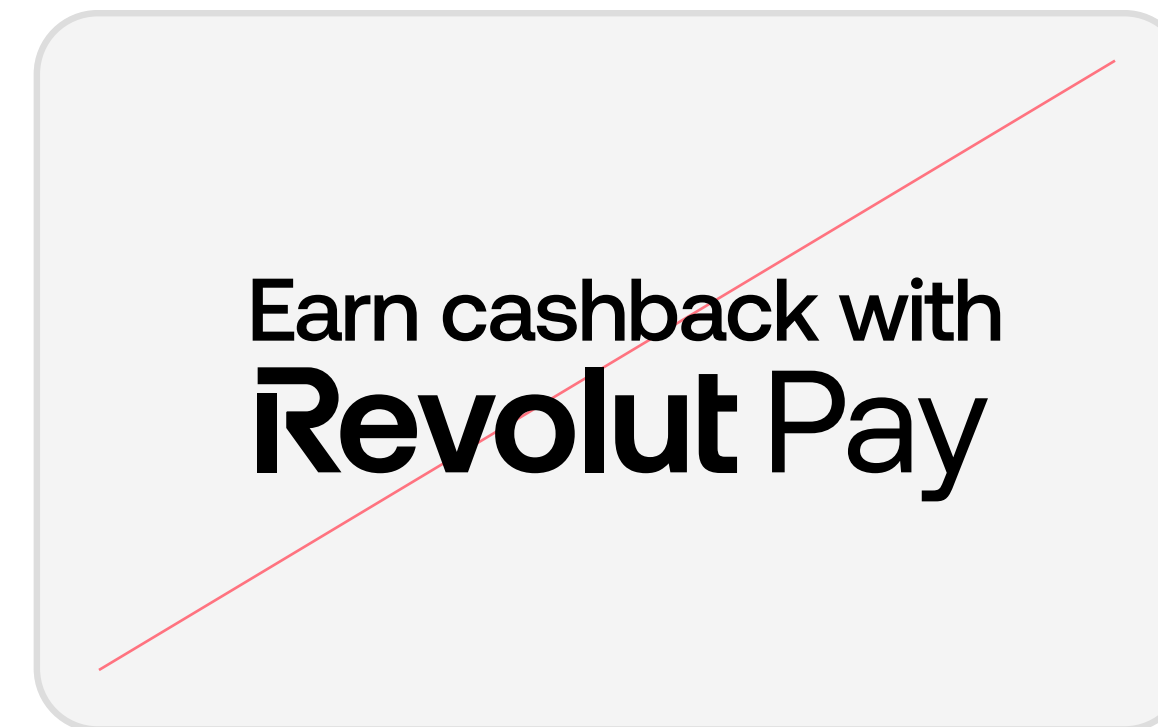
✘ Do not use colours apart from the corporate colours



✘ Do not apply any visual effects (shadow, glow, etc.) to our word mark.



✘ Do not rotate or stretch our word mark.



✘ Do not mix the RevolutPay wordmark with other copy.



✘ Do not place our wordmark on busy backgrounds or on low contrast backgrounds

Logo

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Co-branding

Easily promote Revolut Pay to your customers at checkout by displaying your business branding next to Revolut Pay logos.


Your branding should always appear first in lockups and take the visual lead. The Revolut Pay brand plays a supporting role and comes second.




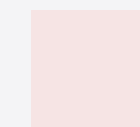
Co-branding logo lockup

Due to variations in partner logos, individual consideration may be necessary for each lockup. The provided grid offers guidance for ensuring consistency.

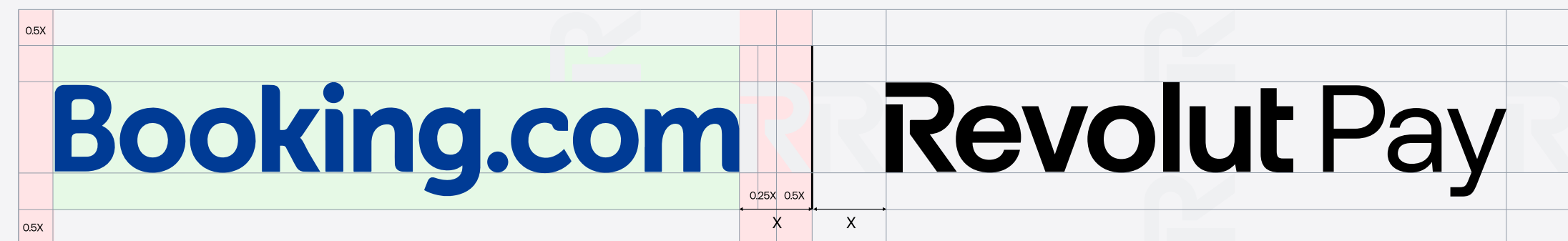
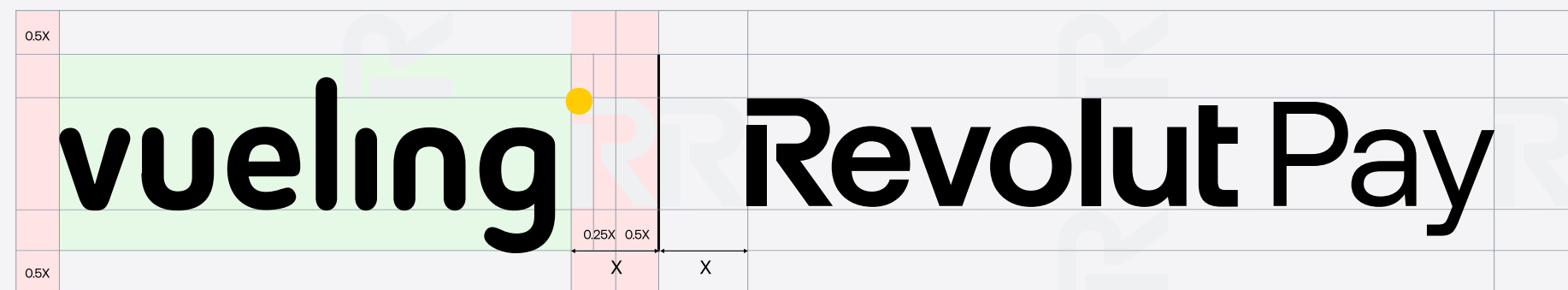


 Partner logo to be position in this area as a default

 Partner logo can be expanded in this zone if necessary

 Partner logo should not be expanded in this zone

Co-branding logo lockup examples



Logo

Co-branding

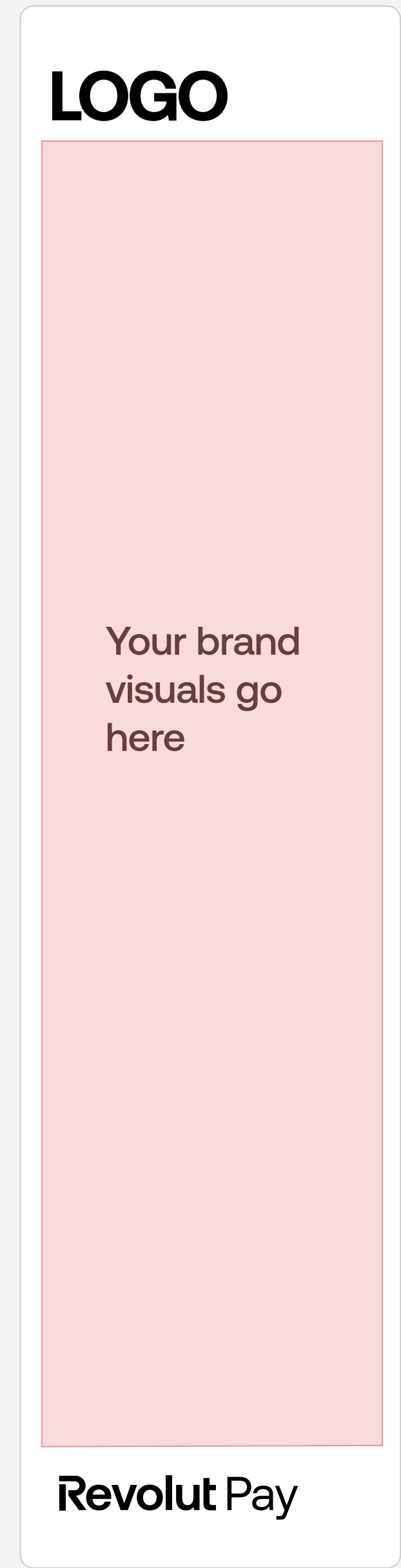
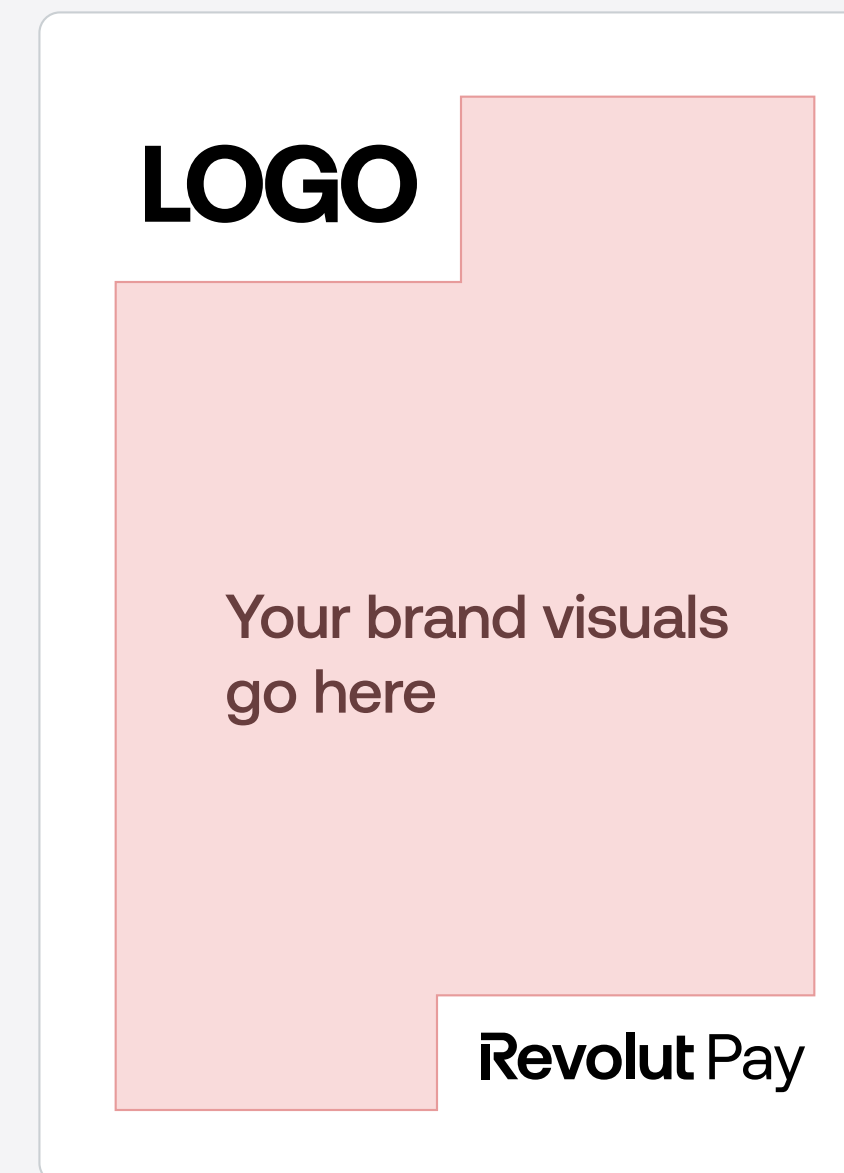
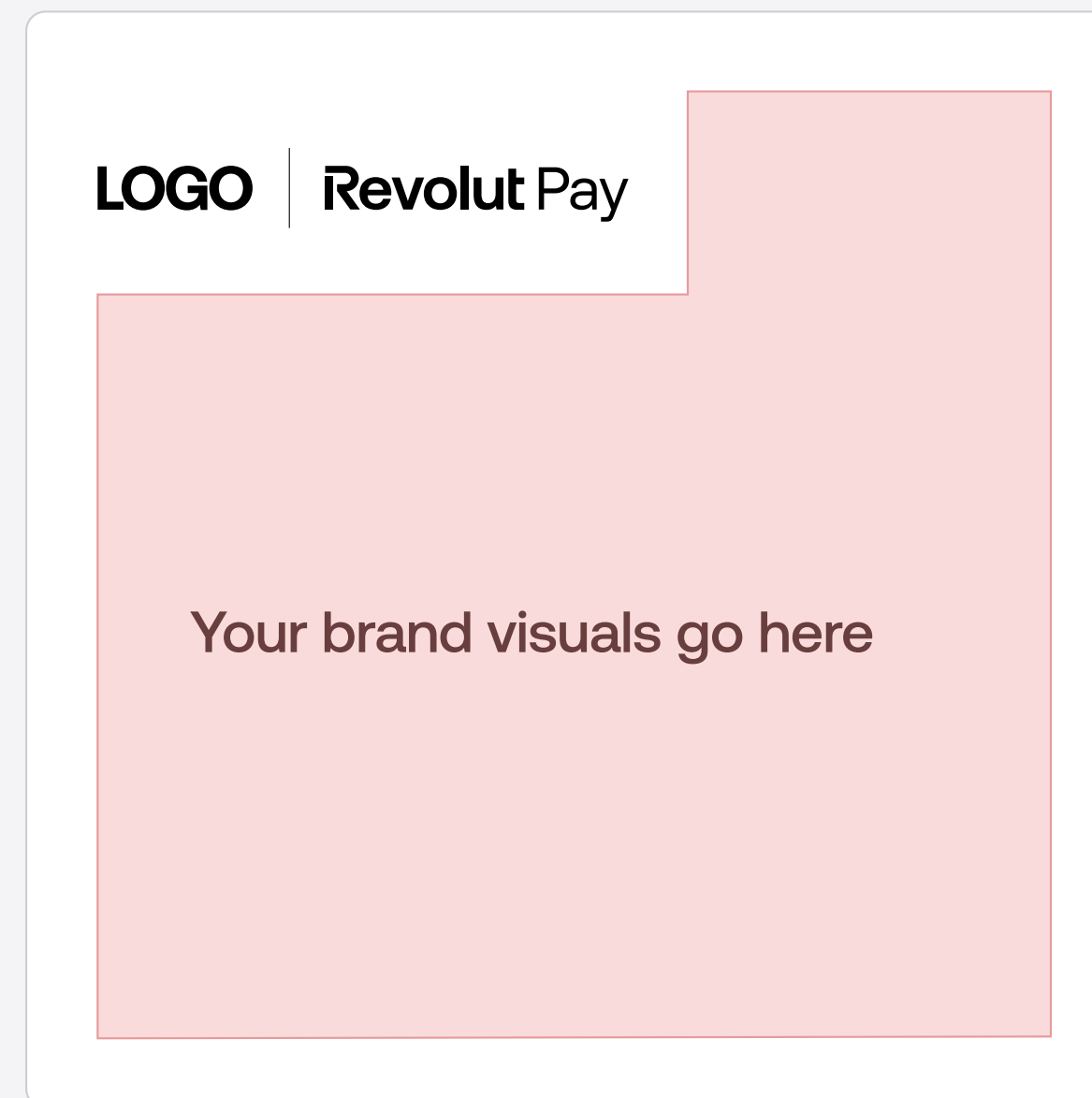
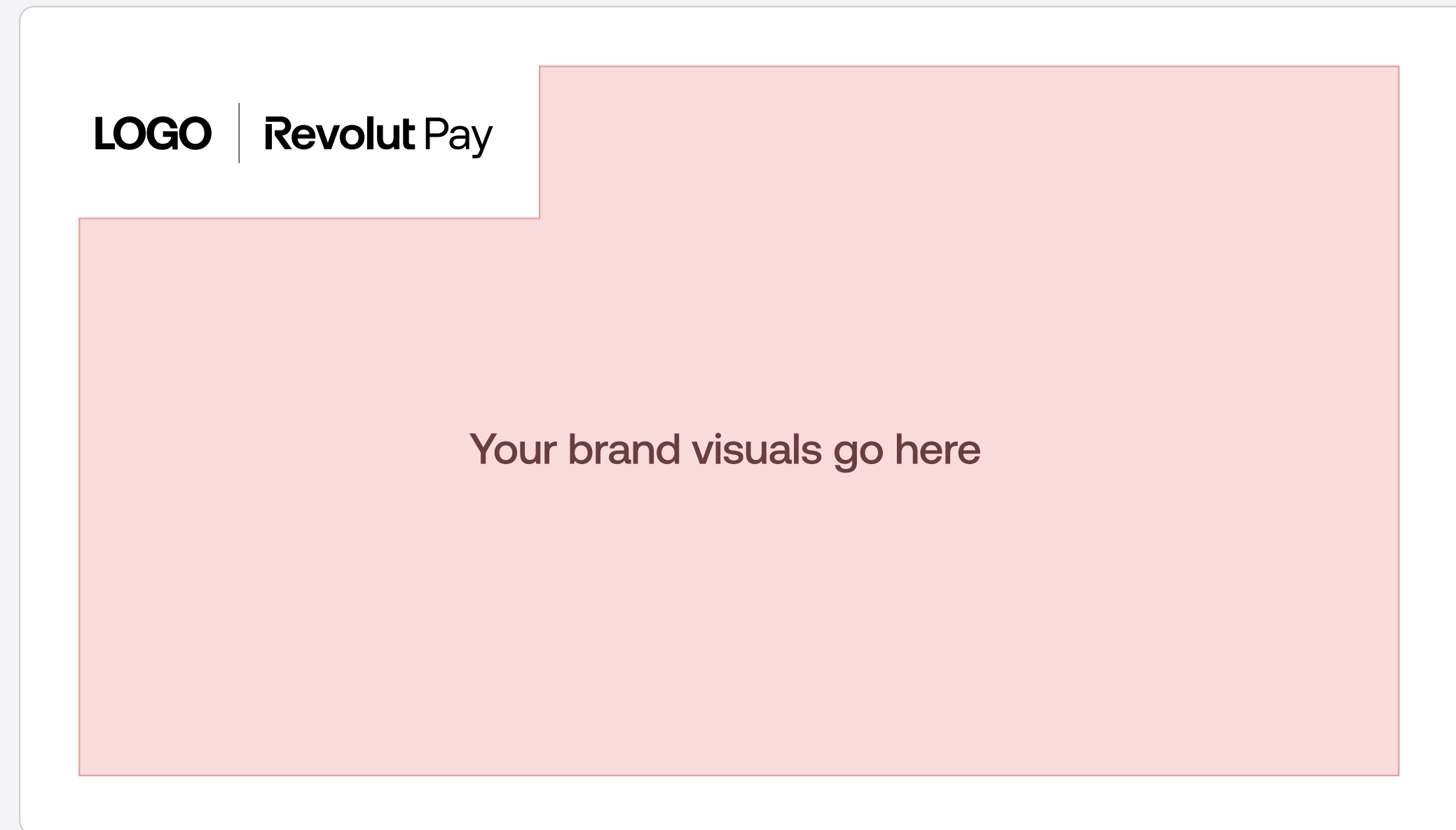
Visual templates

Asset templates: using the partnership logo lockup

When featuring Revolut Pay in a marketing asset alongside your brand, use one of the recommended co-branding layouts shown. These ensure both brands appear clearly and consistently across all partner communications.

Your brand should always take the lead in partner-led materials. Revolut Pay plays a supporting role, appearing as a secondary brand element within the layout.

The area marked “Your brand visuals come here” represents the primary creative zone owned by your brand.

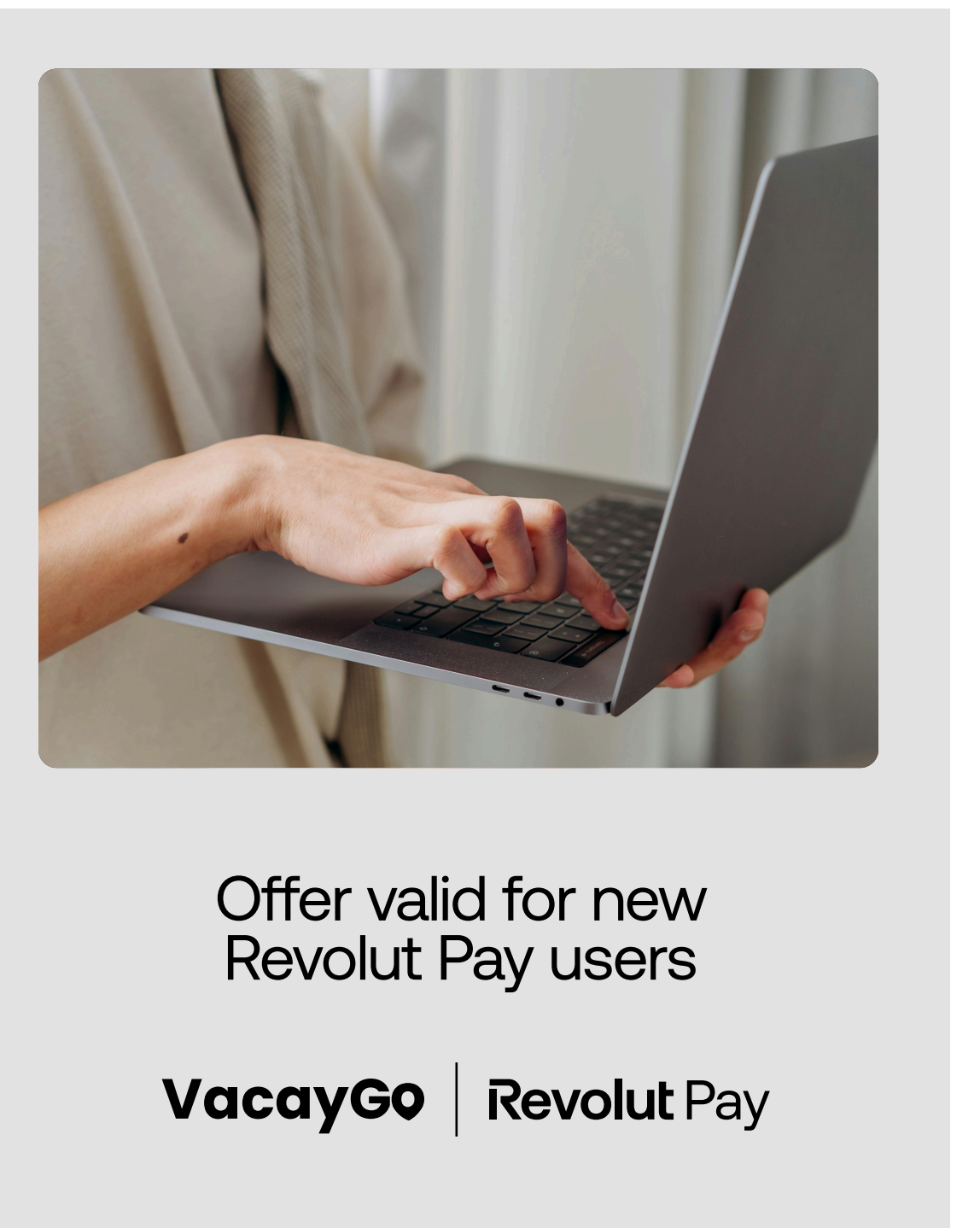
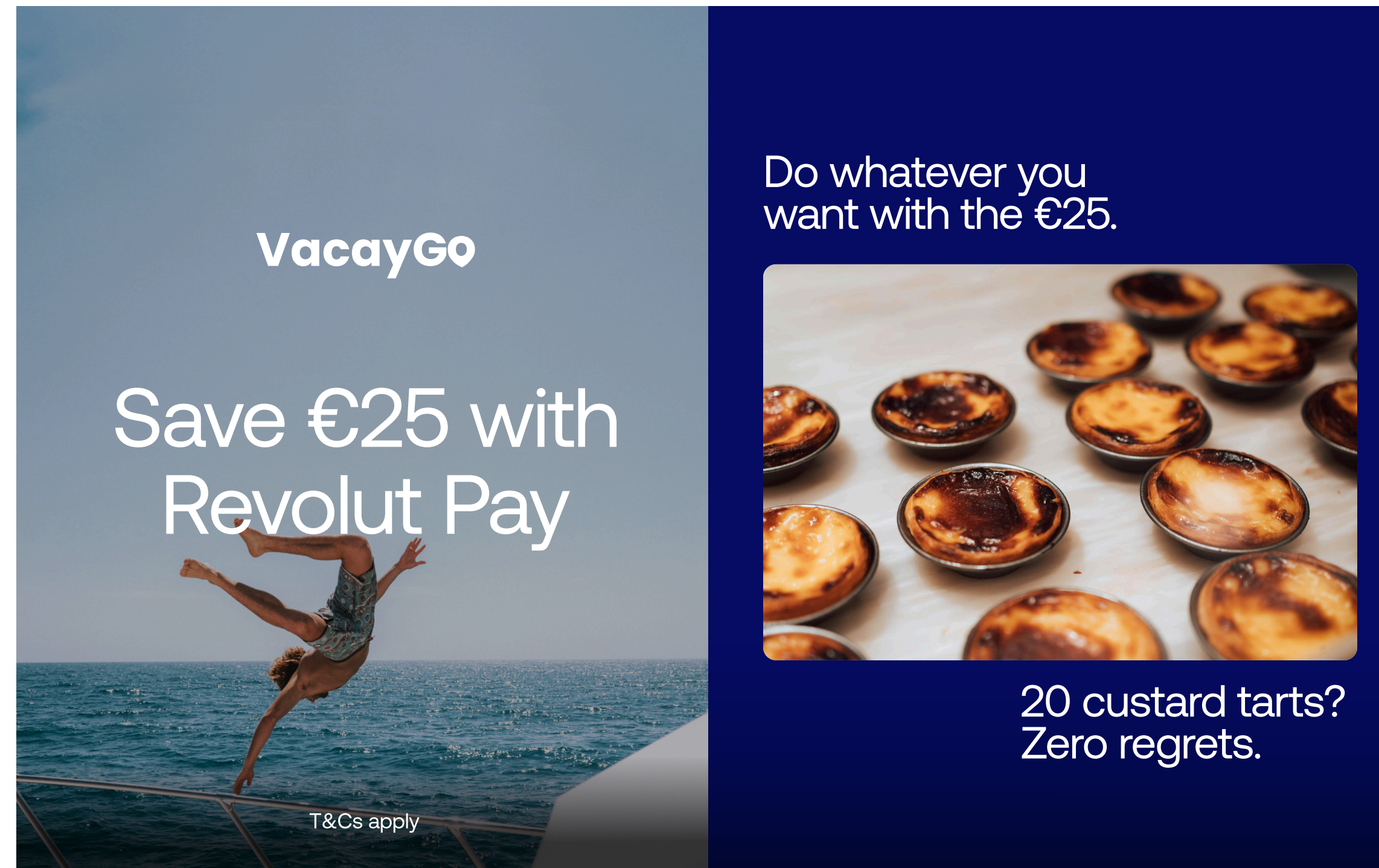


Asset templates: social media

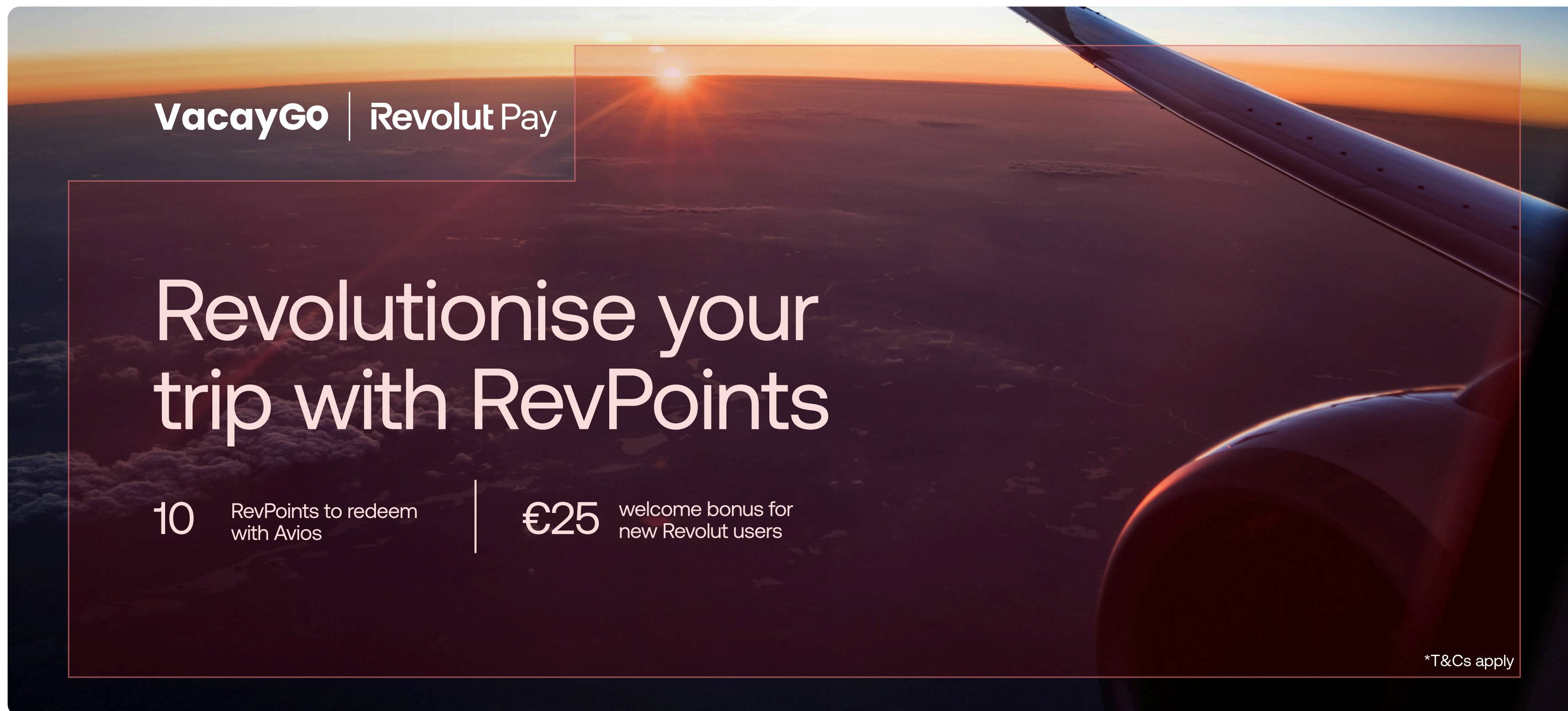
SCENARIO 1 :
Single social media post with logo lockup



SCENARIO 2 :
Carousel social media post with Revolut or Revolut Pay mentioned in the copy



Asset templates examples: banner ads



- ✓ • Revolut Pay can be mentioned either in the logo lockup or in the copy text

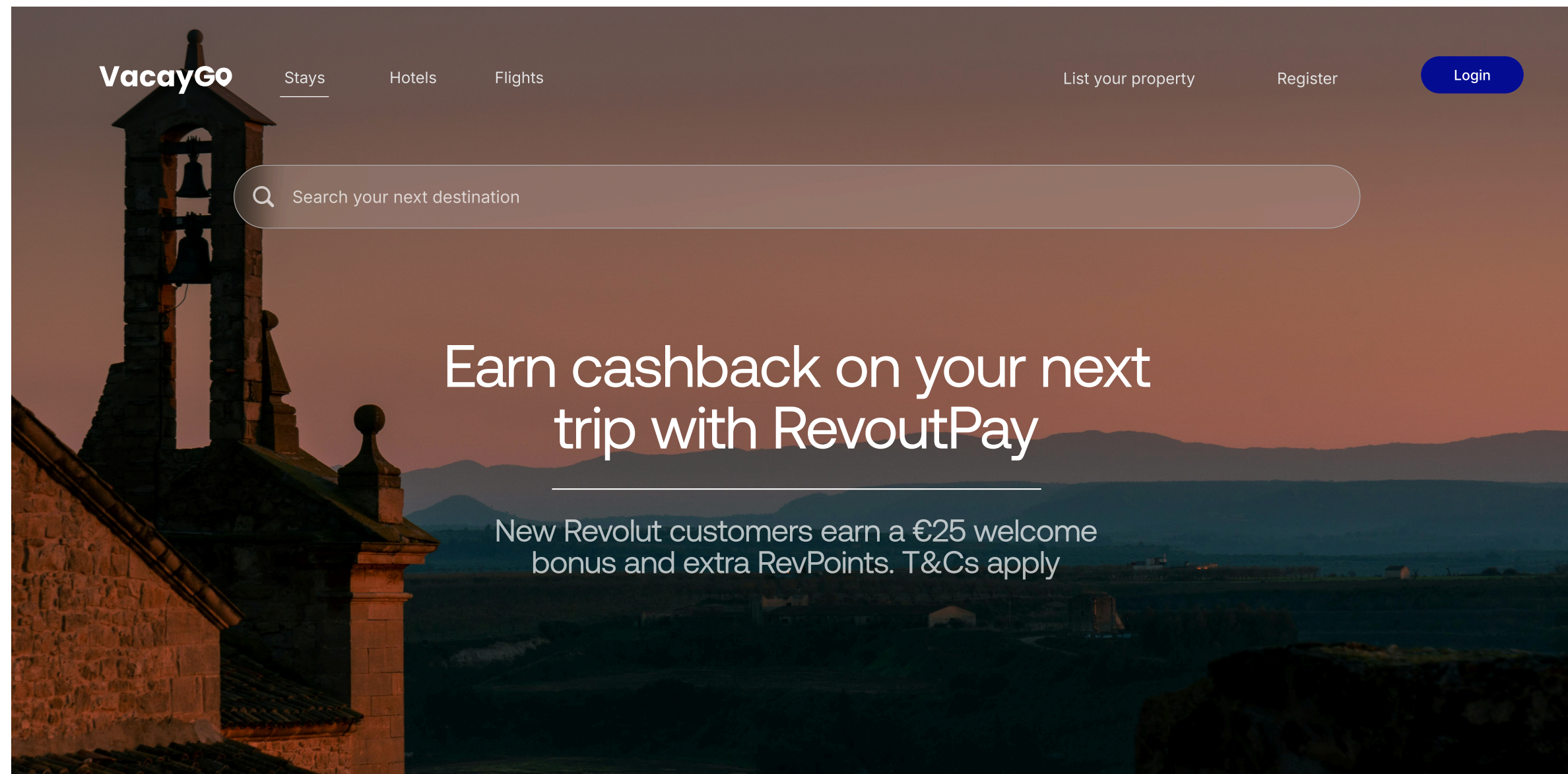
- ✗ • Do not use any Revolut visuals when creating assets for Revolut Pay and RevPoints
- Do not include Revolut UI, 3D artwork, or images without consulting the Revolut Pay brand team

Compliance checklist:

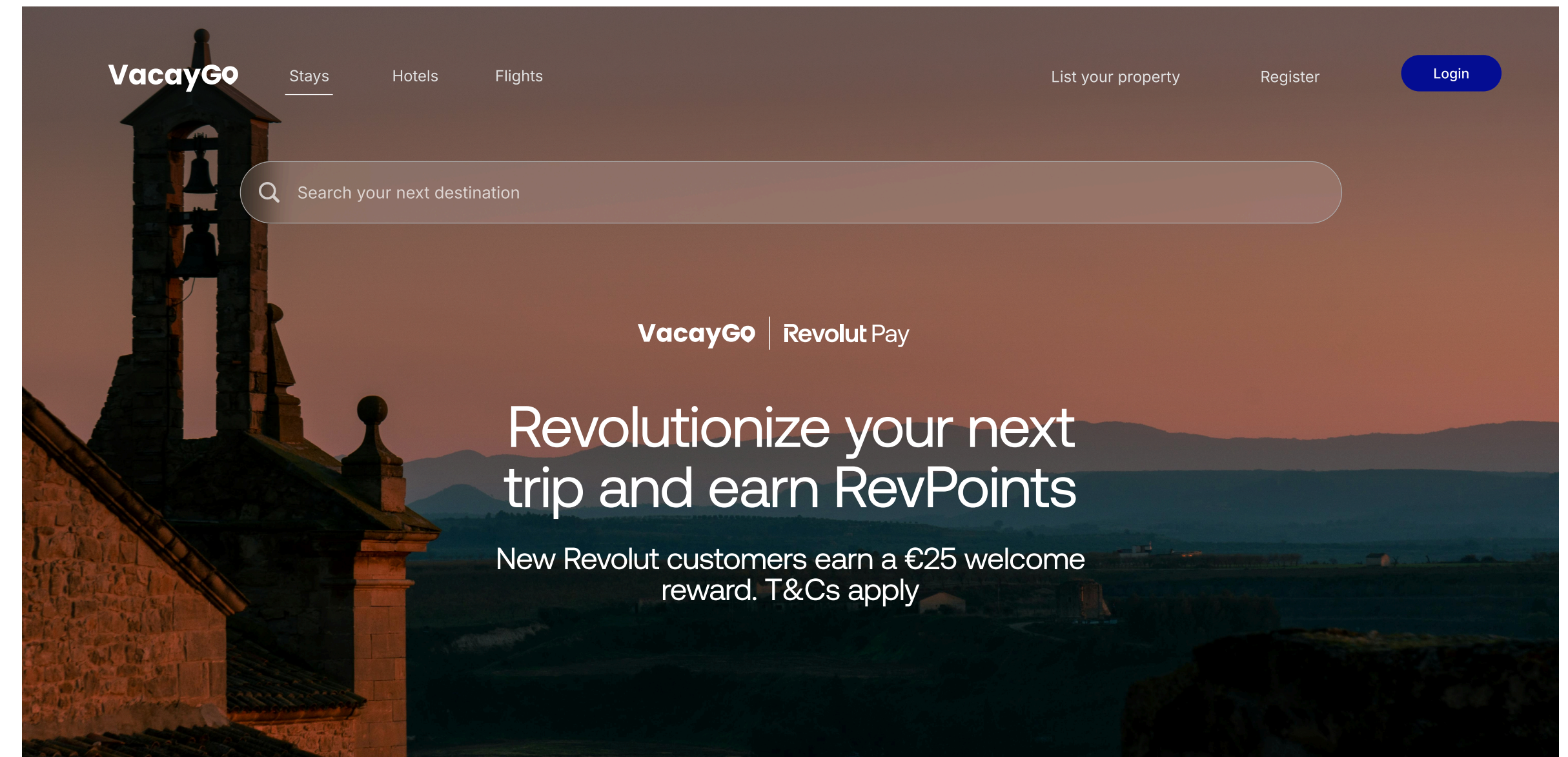
- 'T&Cs apply.' must be displayed across all assets where a promotion, offer, or incentive to sign up to Revolut, or use Revolut Pay is included.
- 'T&Cs apply.' must be added to text on a webpage when the text outlines a promotion, offer, or incentive to sign up to Revolut or use Revolut Pay.

Asset templates examples: webpages, homepages, and landing pages

SCENARIO 1 :
Webiste with Revout Pay and RevPoints mentioned in the copy



SCENARIO 2 :
Website with partnership logo lockup and RevPoints mentioned in copy

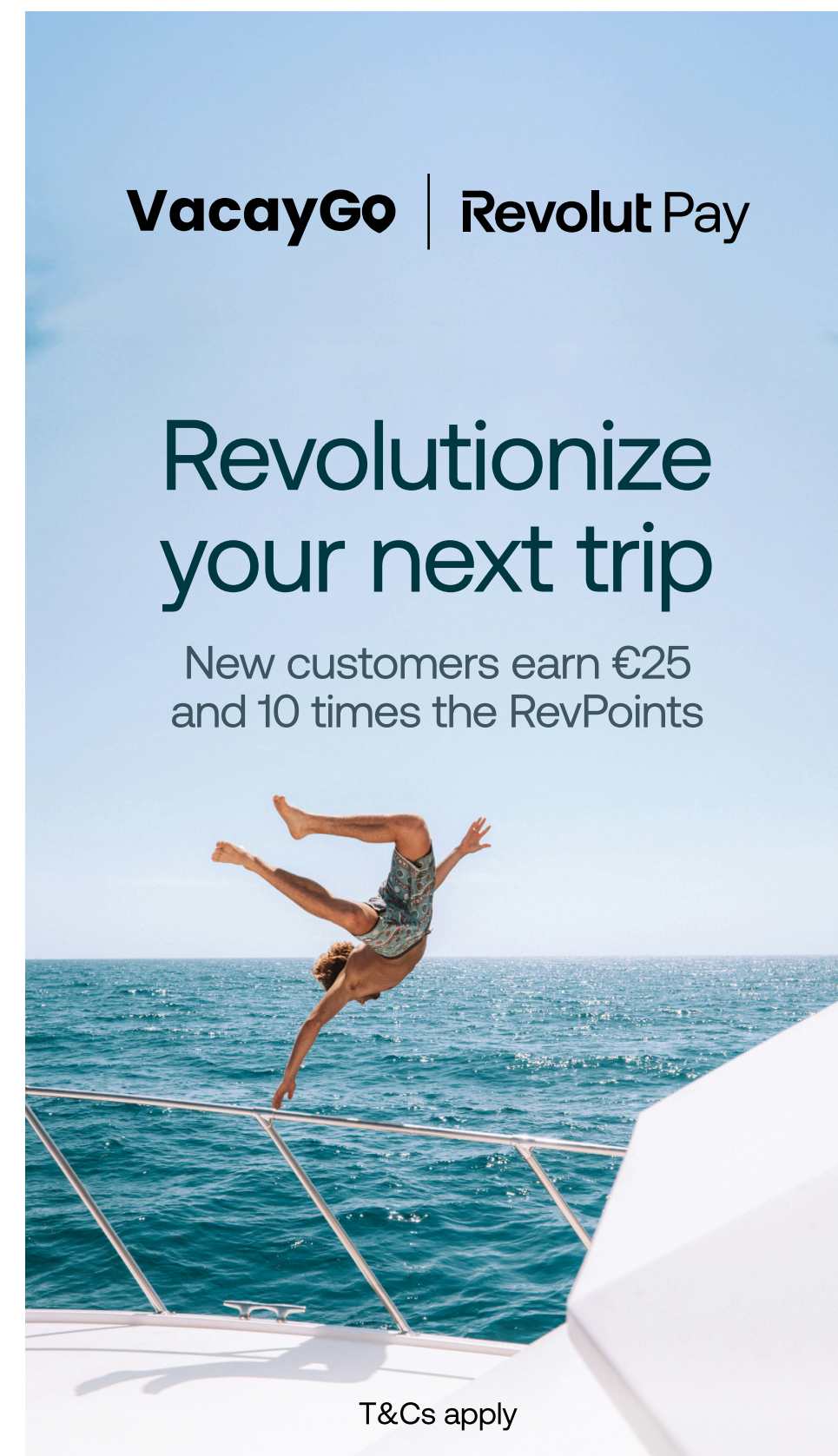


Asset templates examples: website banners and vertical ads

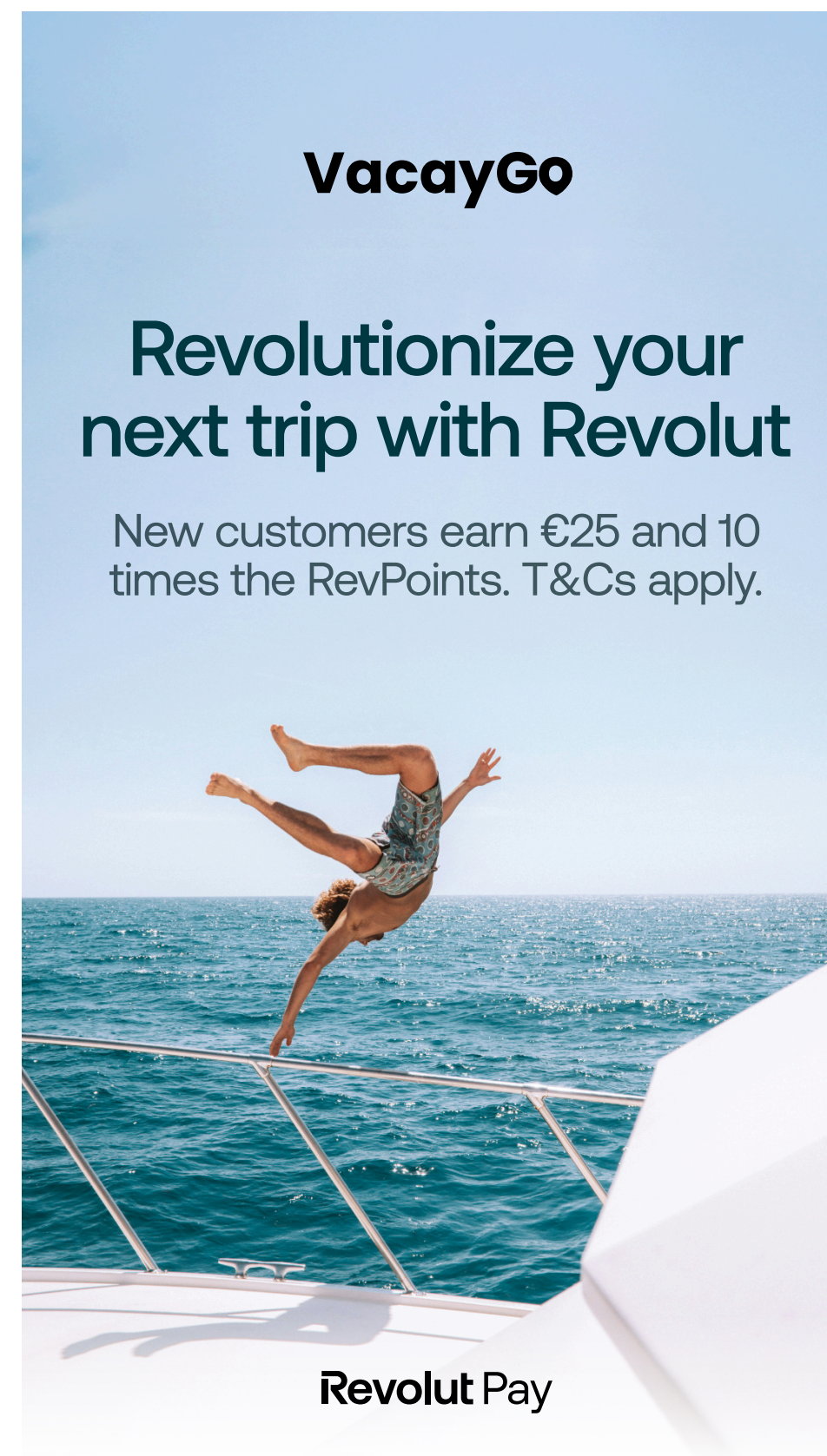
SCENARIO 1 :
Ad banner with Revolut Pay in copy



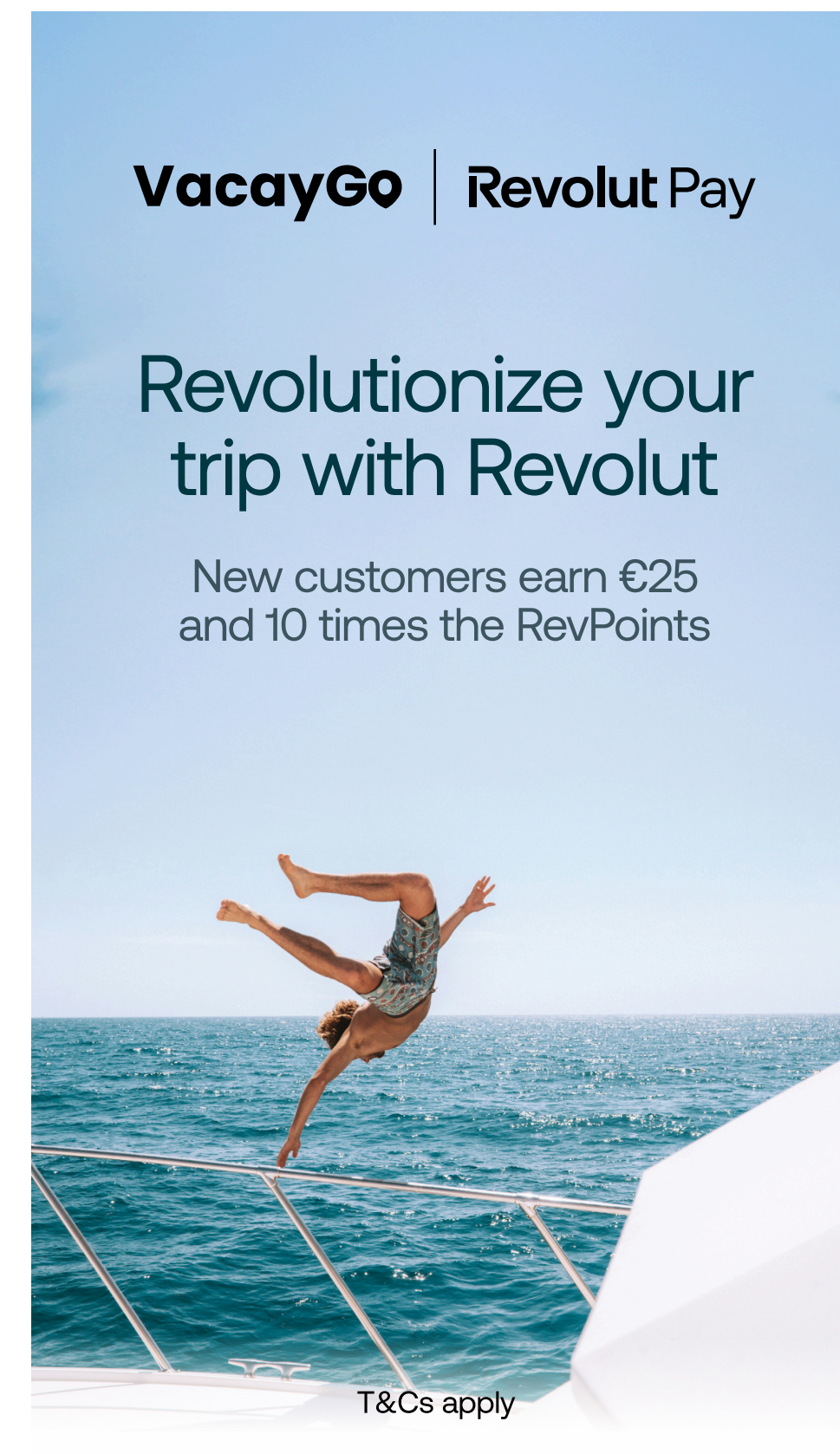
SCENARIO 2 :
Ad banner with Revolut Pay logo lockup



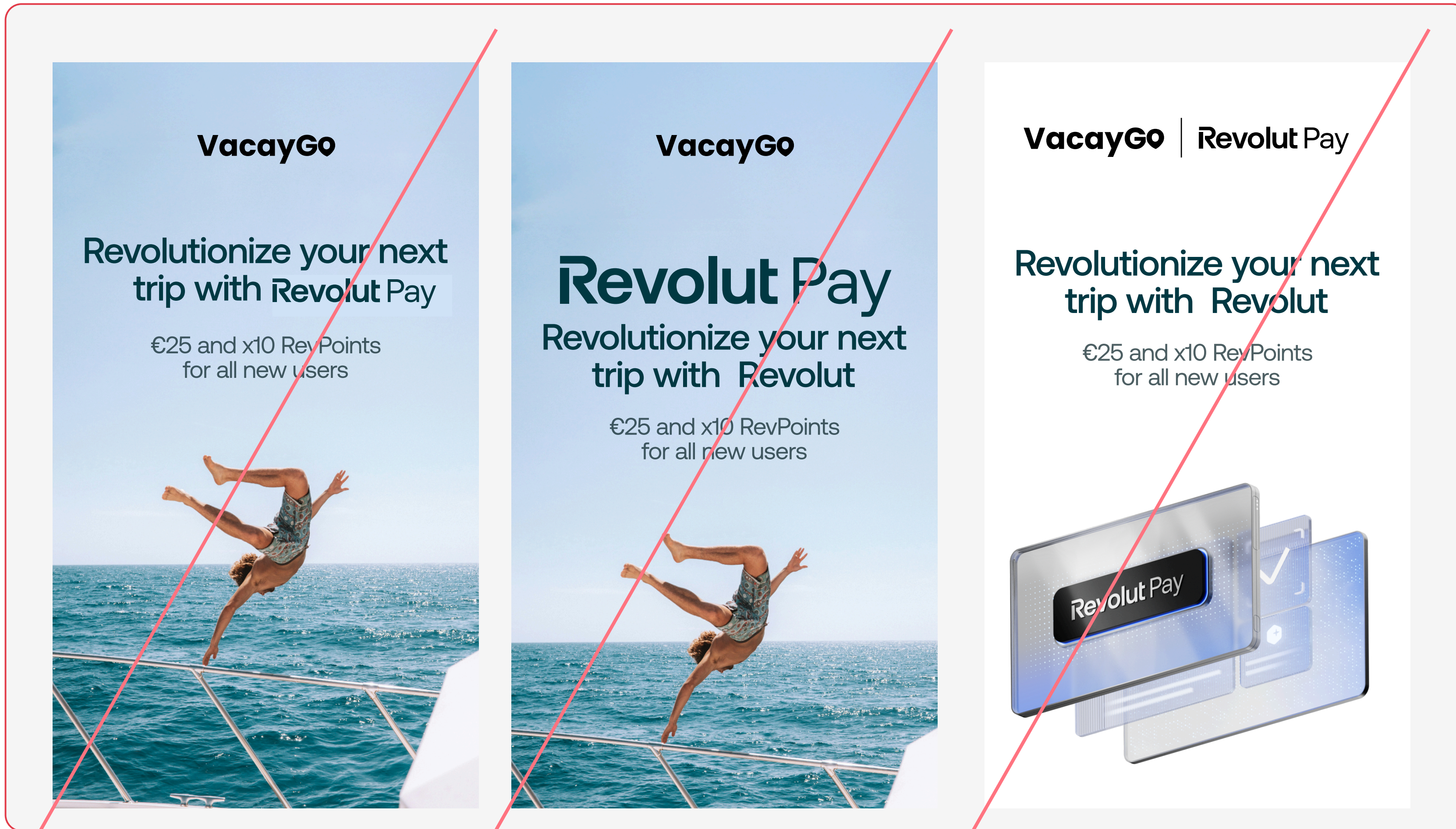
SCENARIO 3 :
Ad banner with Revolut Pay independent
of the partner logo



SCENARIO 4 :
Ad banner with Revolut Pay logo lockup,
Revolut and RevPoints in the copy



Asset templates don'ts



- ✘ Do not Revolut Pay, Revolut, or RevPoints logos as part of the body copy
- Do not increase the size of the logo or change the proportion from the grid provided
- Do not use Revolut brand visuals, 3D, UI, or any images without consulting the Revolut Pay brand team