

# WORDMARK AND SYMBOL

## Wordmark 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.

The wordmark "GoCardless" is displayed in a bold, yellow, serif typeface. The letters are closely spaced, and the overall style is classic and elegant. The wordmark is centered on a dark red background that has a subtle gradient, being darker at the top and slightly lighter at the bottom.

GoCardless

Wordmark



Symbol

## Wordmark — Primary

Our wordmark is our default logo and apart from instances of 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.

The image displays the primary wordmark 'GoCardless' in a bold, serif typeface. The text is rendered in a vibrant yellow color, which is referred to as 'Dawn' in the style guide. It is centered horizontally and set against a solid black background, creating a high-contrast visual.

## Wordmark —Secondary

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

**GoCardless**

## Our symbol — Primary

Using an optimised version of the G character from our wordmark. Our symbol acts as a shorthand version of our wordmark.

The primary iteration for our symbol uses our Dawn colour as the background colour and our Darkmatter colour for the G.



## Our symbol — Secondary

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



## When we use our symbol

Given that our symbol is the shorthand version of our wordmark. We use the symbol in place of the wordmark where space is of a premium and the horizontal nature of our wordmark is unsuitable.

We use our symbol in place of our wordmark in instances such as; social media avatars, favicons or chatbot icons.



gocardless 

Following ▾

Message

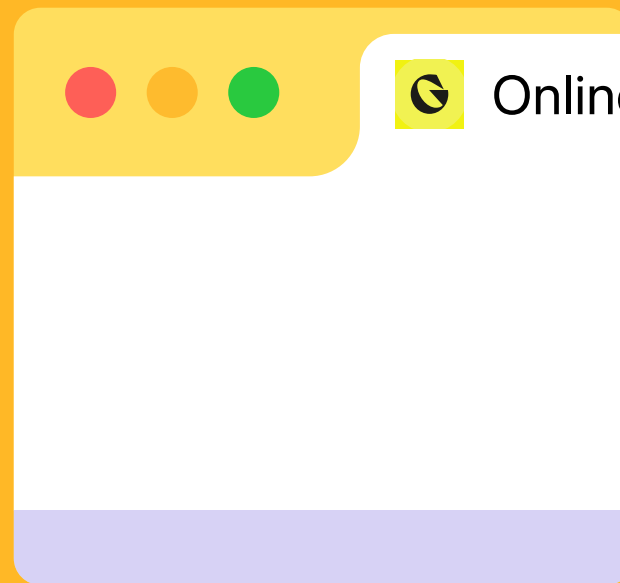
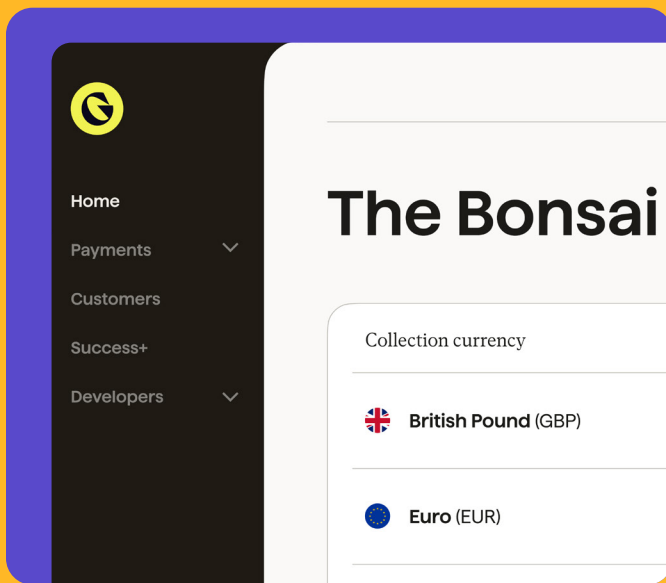
523 posts

3,133 followers

90 following

### GoCardless

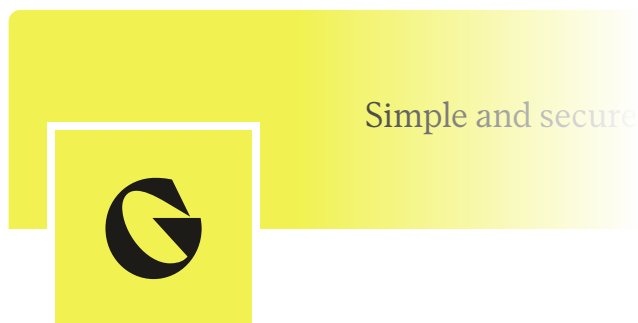
We help businesses, big and small, get paid on time. No late payments, stress or expensive fees. Just simple, secure bank payments.



## Avatars

Certain platforms such as (for example) LinkedIn, chatbots and favicons provide the user with a square canvas to upload their avatar.

To optimise for simplicity and elegance, in these instances, we use a square version that is optimised for these platforms.



Simple and secure

### GoCardless

We help 75,000 businesses get paid on time. No late fees. No interest.  
Just bank-to-bank payments.



Square avatar in use as per platform guidance



Simple and secure

### GoCardless

We help 75,000 businesses get paid on time. No late fees. No interest.  
Just bank-to-bank payments.



There will be a reason why the platform provides guidance.  
We want to avoid any visual defects.



## Wordmark optimisation

There are two versions of our wordmark. Due to the sharp, contrasting letterforms, we have created a version that's optimised for use at the smallest sizes.

As a general rule, the display version should always be used, an example of where the XS version would be used, would be in footers.

Display version

GoCardless

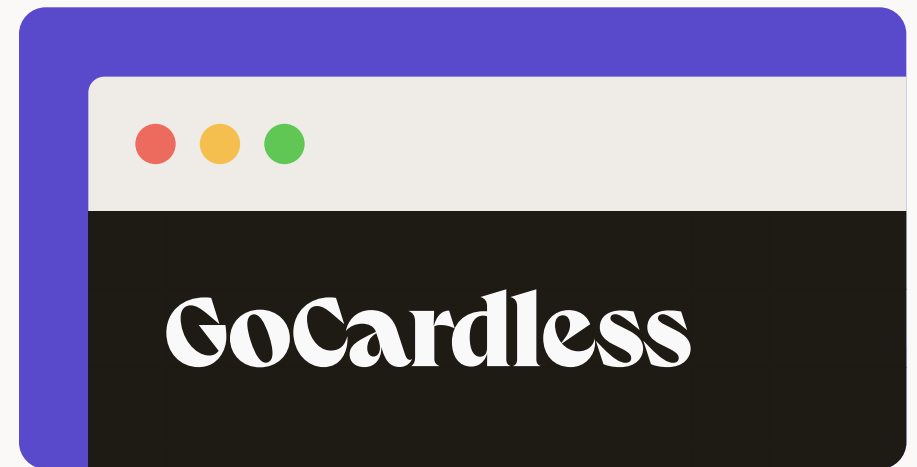
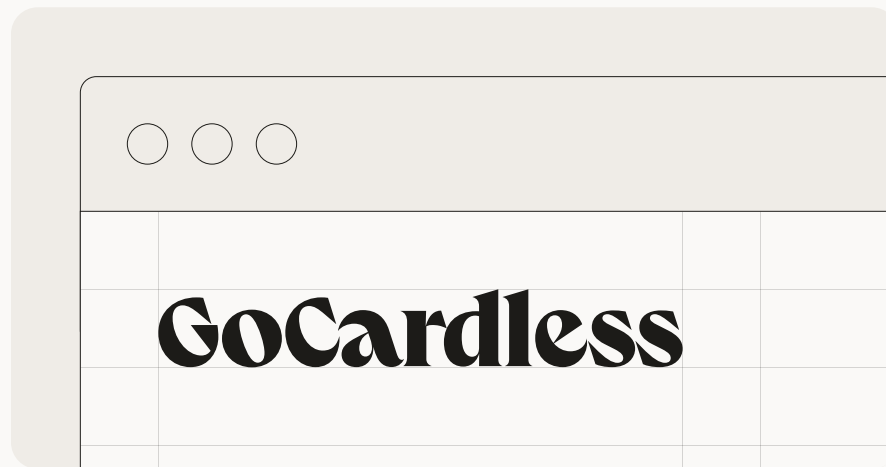
XS version

GoCardless

## Wordmark protection area

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

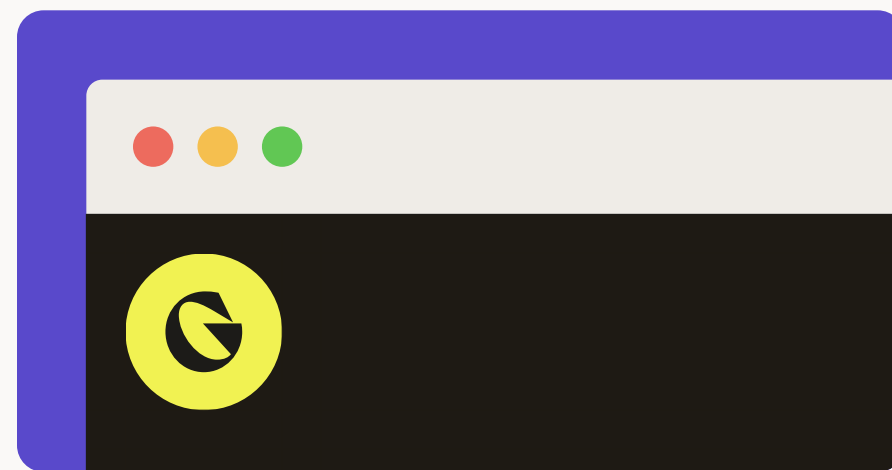
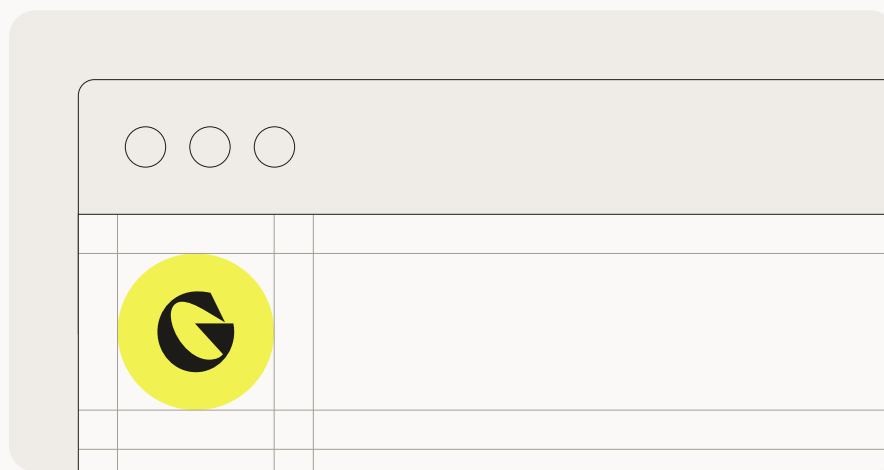
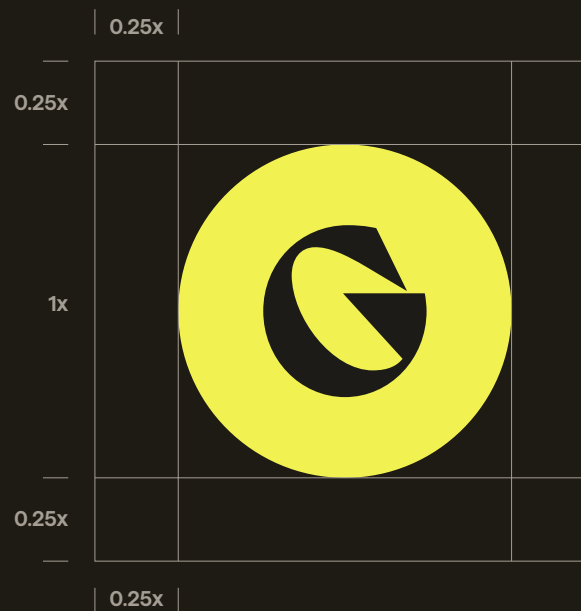
Do not place the wordmark closer to the edge of the page than the protection area allows.



## Symbol protection area

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

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



## Colour treatment

The primary and preferred use of our wordmark and symbol is always in our distinctive Dawn colour, however, when it's needed to be placed on lighter backgrounds, it can be set in Darkmatter and Greystone.

Please see the section on colours for specific colour names and values.

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## Avoidance: wordmark

To maintain the integrity of our wordmark, please be mindful of these quick pointers.



Do not use rogue colours.

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Do not apply effects.

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Do not squash.

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Do not outline.

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Do not rotate.

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Do not create new lock-ups.

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Do not create use the wordmark within a sentence.

And if you con  
**GoCardless** to  
accounting sys  
reconciliation i



Do not use the wrong colour.

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## Questions?

If you have any questions about the application of our brand, please reach out to the Brand Design team.

**GoCardless**

VERSION 1.1

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