gopay

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01
Logo

The GoPay logo

logogram   wordmark

Our logo is a central element of our brand identity. It consists of two components: the logogram and the wordmark. The logogram features a simplified wallet with a keyhole, symbolizing the secure money management our brand stands for.

To ensure consistency and maintain a professional appearance across all applications, please follow these guidelines whenever using the logo.
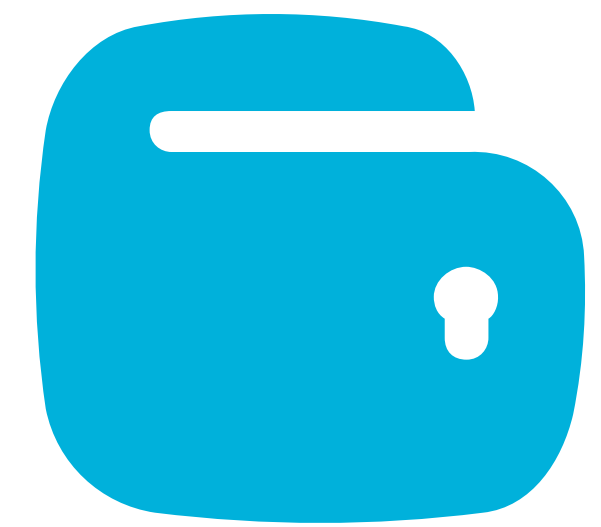
Logo lockups

Horizontal
Preferred for most marketing & branding materials as it offers the clearest & strongest brand presence.

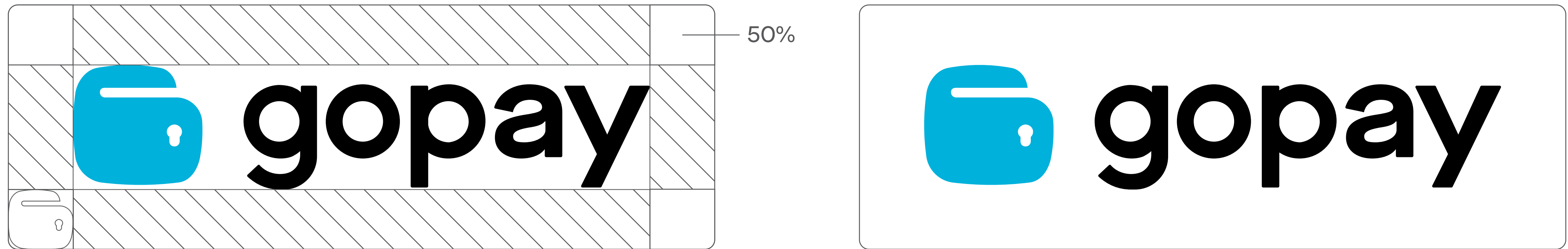**Vertical**
Rarely used, reserved for extreme banner formats.

Logogram
Mainly in-app related context where the wordmark cannot appear.

We use three logo lockups for different contexts.
Whenever possible, use the horizontal lockup first to maintain consistency and visibility.

Horizontal logo

50%

The horizontal logo is the primary and most frequently used lockup.
It combines the logogram and wordmark in one format and must always be used as a whole. Use this version across all materials to ensure strong brand recognition and visual consistency in both print and digital formats.

Always maintain the original proportions and clear space around the logo to preserve its integrity.
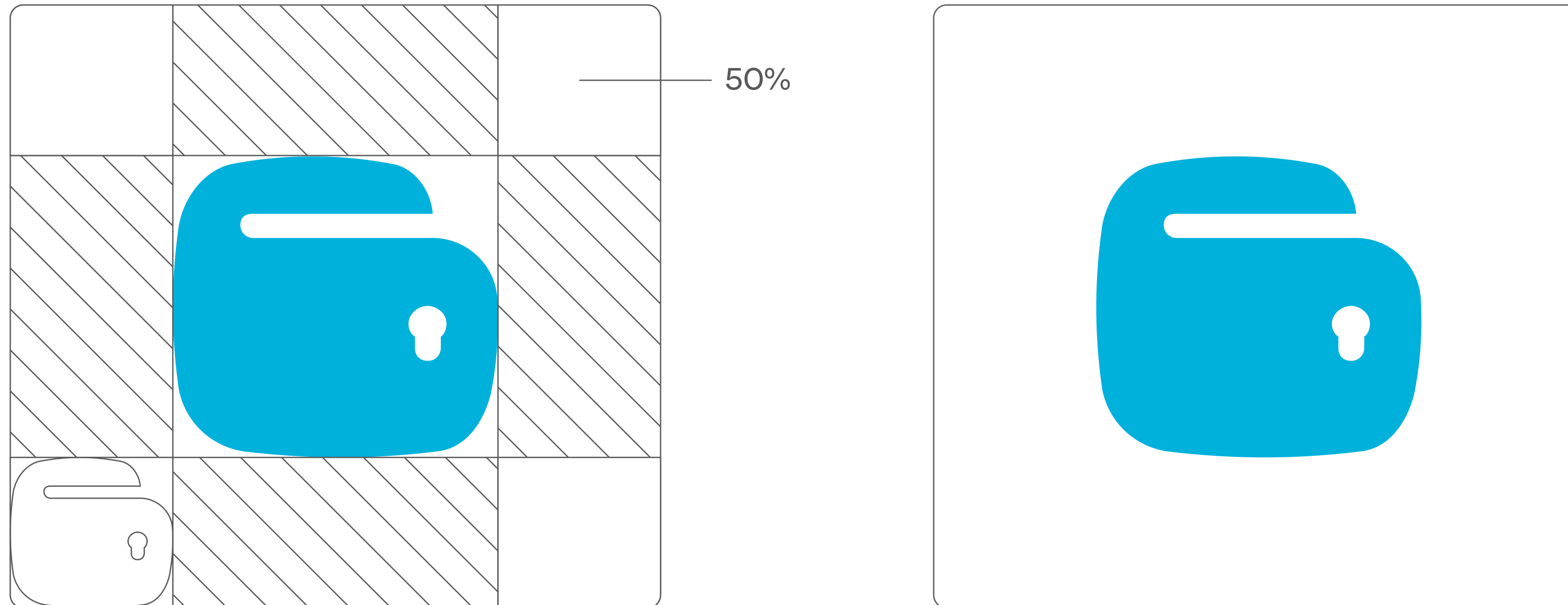
Vertical logo

The vertical logo is an alternative lockup.
It is reserved for situations where the horizontal version does not fit, such as extremely tall or narrow formats. The logogram is placed above the wordmark while maintaining their unified relationship.

Use this version sparingly, and only when layout constraints require it.

Logogram

The logogram is a simplified version of the logo.
It may be used on its own in limited digital contexts, such as app icons or payment widgets, where space does not allow for the full logo.This version ensures recognition at small sizes but must **never replace the full logo** in primary branding or marketing materials.

Use the logogram-only version only when the full logo cannot be accommodated, and never pair it with the wordmark as a separate element.

Logo misuse

❌ Do not rotate.

❌ Do not stretch.

❌ Do not distort.

❌ Do not use pill.

❌ Do not use wordmark alone.

❌ Do not change logogram color.

❌ Do not change font.

❌ Do not use old logo.

❌ Do not add shadow.

Minimum sizes

 gopay

GoPay logo should never be smaller than 100px wide in digital or 50mm in print.

GoPay logogram should never be smaller than 22px wide in digital or 20mm in print.
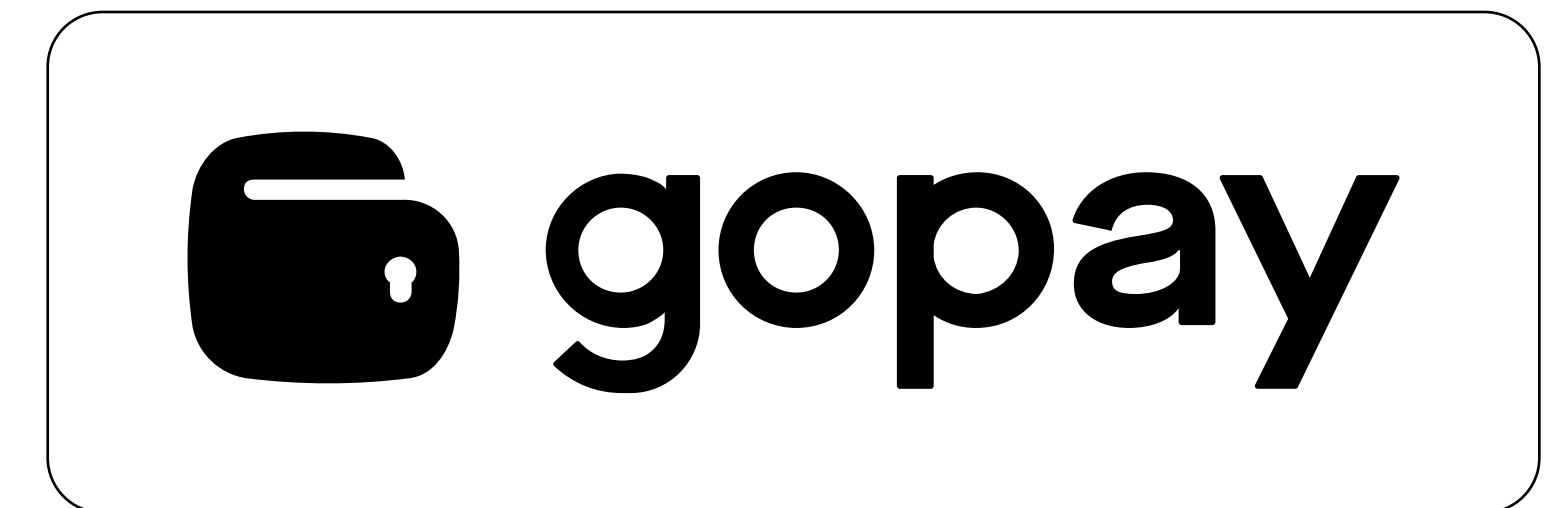
Logo color variations

Primary logo

Reversed logo

Monochrome logo white

Monochrome logo black

The GoPay logo is available in several color variations. Refer to the following slides for guidance on which version to use. The choice mainly depends on background color and contrast.

Logo color variations BW spectrum

These examples show the appropriate GoPay logo variations across the black-and-white spectrum.
Always choose the version that ensures the best contrast and legibility against the background.
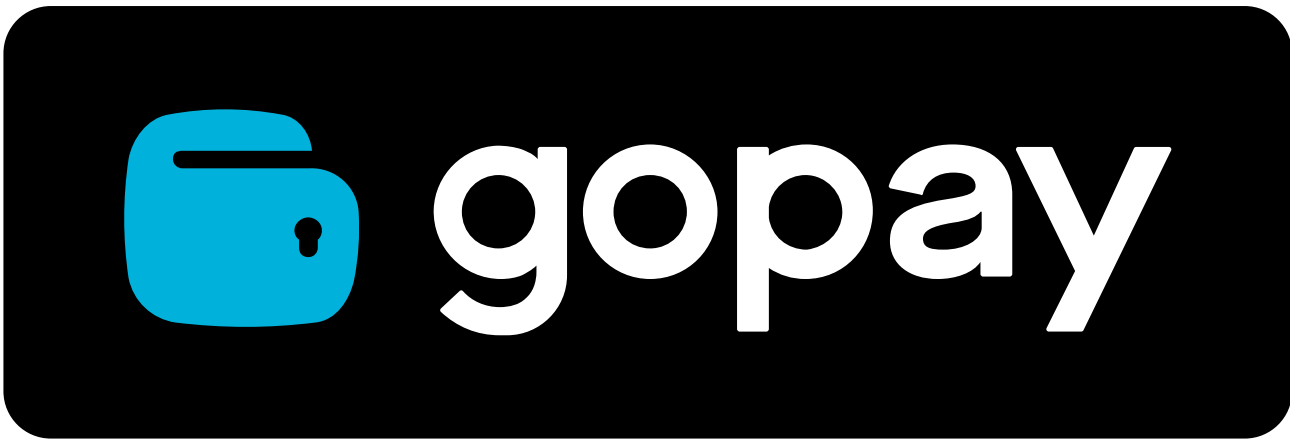
Background black 100%
Use blue-white GoPay logo

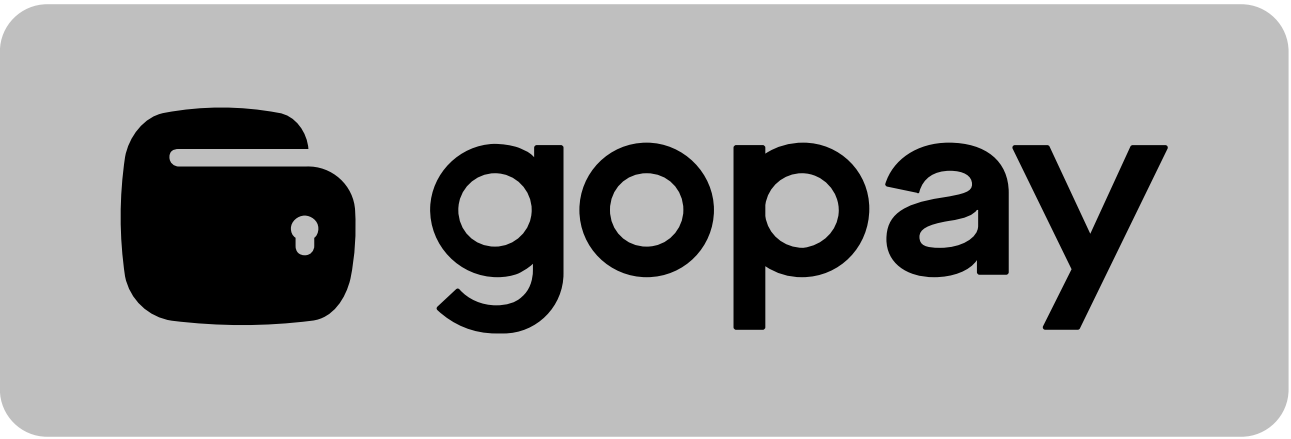Background black 85%
Use blue-white GoPay logo

Background black 70%
Use all white GoPay logo

Background black 55%
Use all white GoPay logo

Background black 40%
Use all black GoPay logo

Background black 15%
Use all blackGoPay logo

Background white 100%
Use blue-black GoPay logo

Logo color variations Colored backgrounds

These examples show the appropriate GoPay logo variations on colored backgrounds. Always choose the version that provides enough contrast to stay clear and legible. A contrast checker is used to ensure the logo stands out against the background.
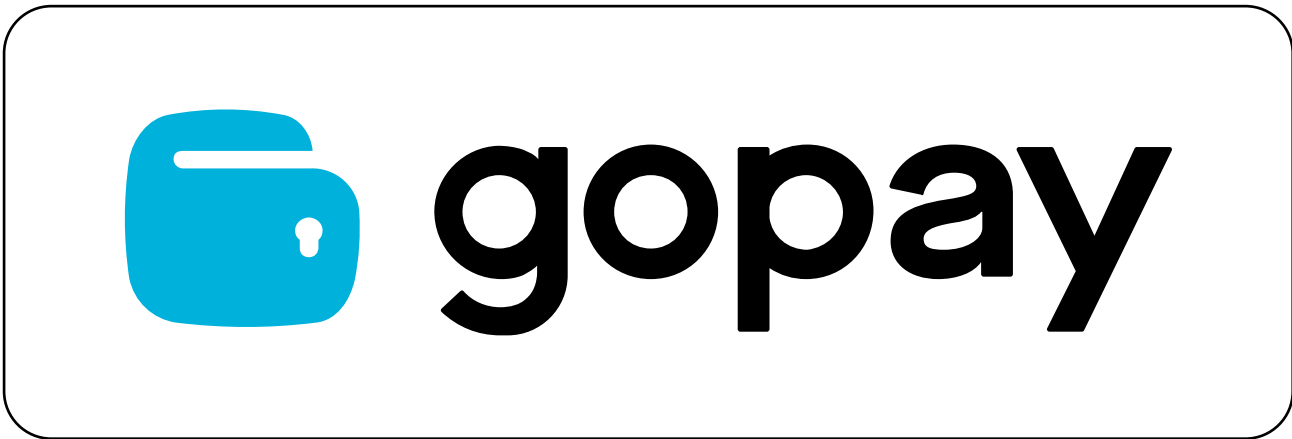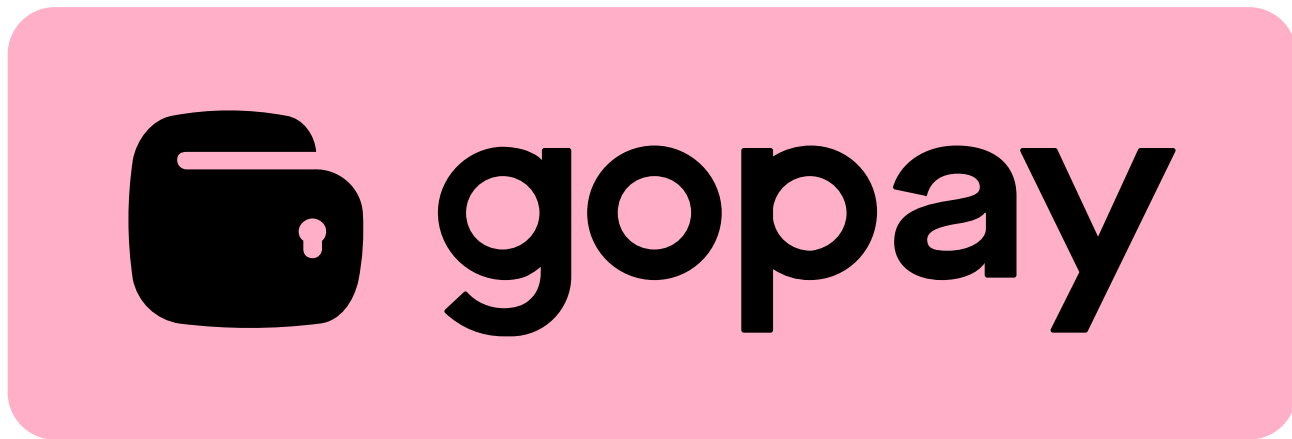

Blue–black on white
Contrast ratio 21:1

Black on green
Contrast ratio 12.31:1

Black on light gradient
Contrast ratio 12.31:1

Blue–white on black
Contrast ratio 21:1

Black on pink
Contrast ratio 12.53:1

Black on light gradient
Contrast ratio 16.19:1

Blue–black on yellow
Contrast ratio 16.19:1

White on cobalt
Contrast ratio 7.09:1

White on dark gradient
Contrast ratio 7.09:1

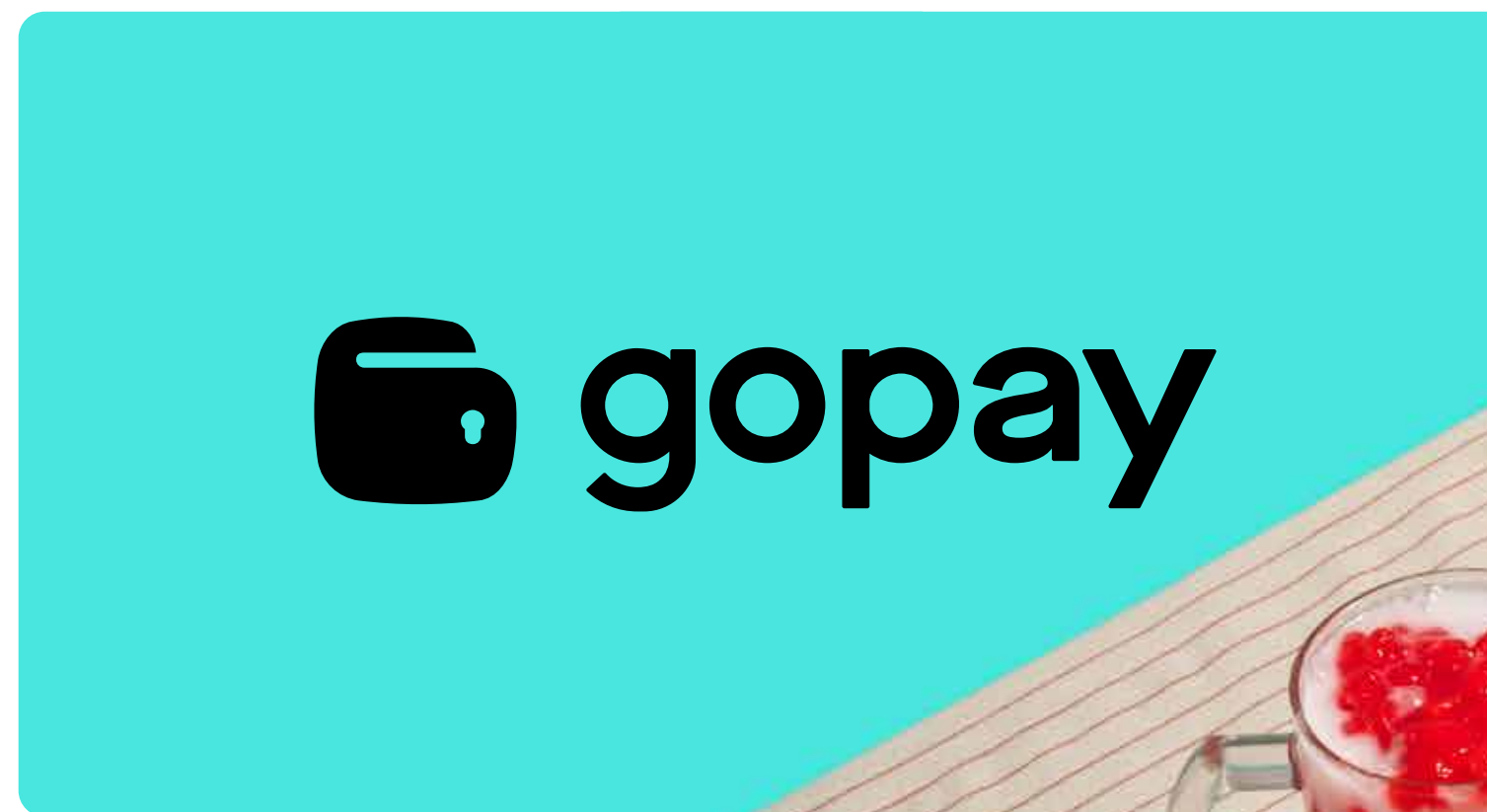# Logo color variations Special treatments

Use the primary logo on white and light backgrounds.

Use the monochrome white logo on dark gradient backgrounds.

Use the monochrome black logo on light gradient backgrounds.

Keep clear space around the logo on image backgrounds.

Use the monochrome white logo on dark patterened backgrounds.

Use monochrome black logo on light patterned backgrounds.

02
Brand font

Brand fonts

Use the Rupa font family only when necessary. Rupa Sans is designated for all body copy, while Rupa Serif is reserved for headings and highlights. However, for brand communications, we recommend adhering strictly to your official brand fonts.

Rupa Serif

Title font

Rupa Sans

Alternative title font

100 rb

Denom font

This sentence showcases the full range of characters in the Rupa Sans font family, demonstrating its clarity and versatility for body copy and captions.

Caption, paragraph/body copy font

Lettercasing

✅ Dos

GoPay　　　*GoPay*　　　**GoPay**

❌ Don'ts

GOPAY　　　gopay　　　Gopay

goPAY　　　goPay　　　Go-Pay

In some cases, communications may not require the logo, and simply typing the brand name is sufficient. When typing GoPay, always use camel case—capitalizing both the "G" and "P" to maintain brand consistency. The font style may follow your brand's typography system and can vary based on context, such as using **bold** or *italic*, as long as the camel case is preserved.

03
Co-branding

Partnership guidelines

50% X

X Height 50% from X
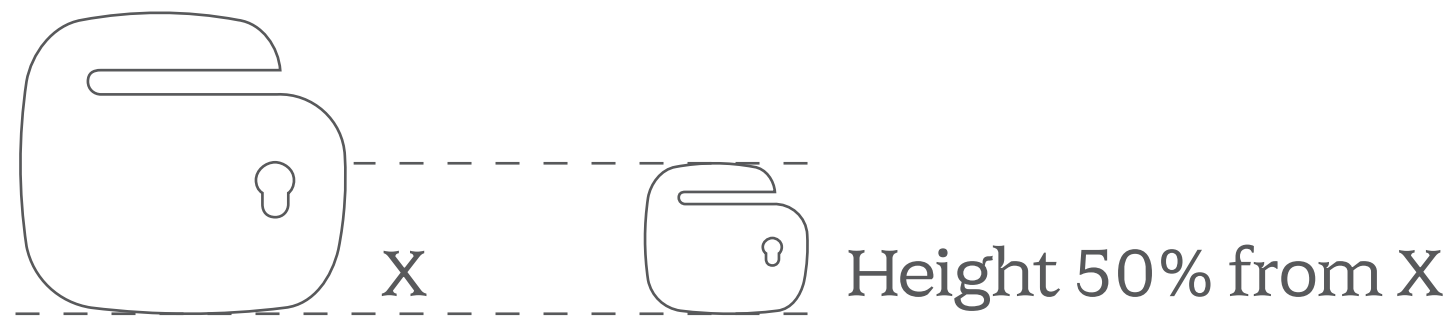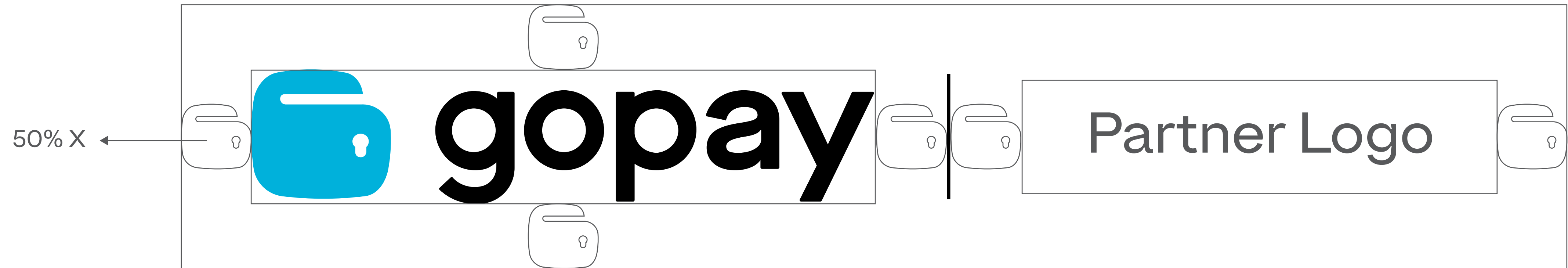
Great partnerships start with respect and shared values. That means treating our partners' brands with the same care we give our own—showing them accurately, sticking to what we've agreed on, and keeping communication open and professional. When we stay consistent, respectful, and true to our word, we set the stage for long-term success together.

Oh, and don't forget—always keep the right clear space and margin, just like the guide above shows!

Partnership lockup

#00AED6   #000000   #000000   follow brand color
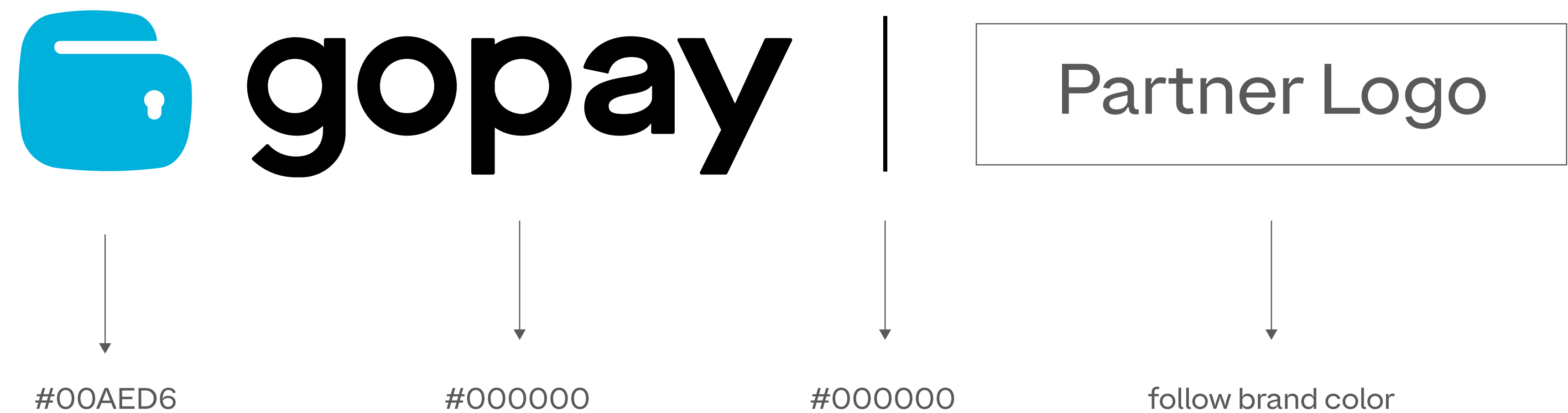
GoPay is placed first in the lockup to reflect. The partner brand logo should match GoPay's logotype height, with the width adjusted accordingly. A thin black line in the middle helps separate the two, clearly showing the relationship while still treating both as equal partners. Placing the logos side by side keeps the layout clean, balanced, and easy to read—just like any great collaboration should feel.
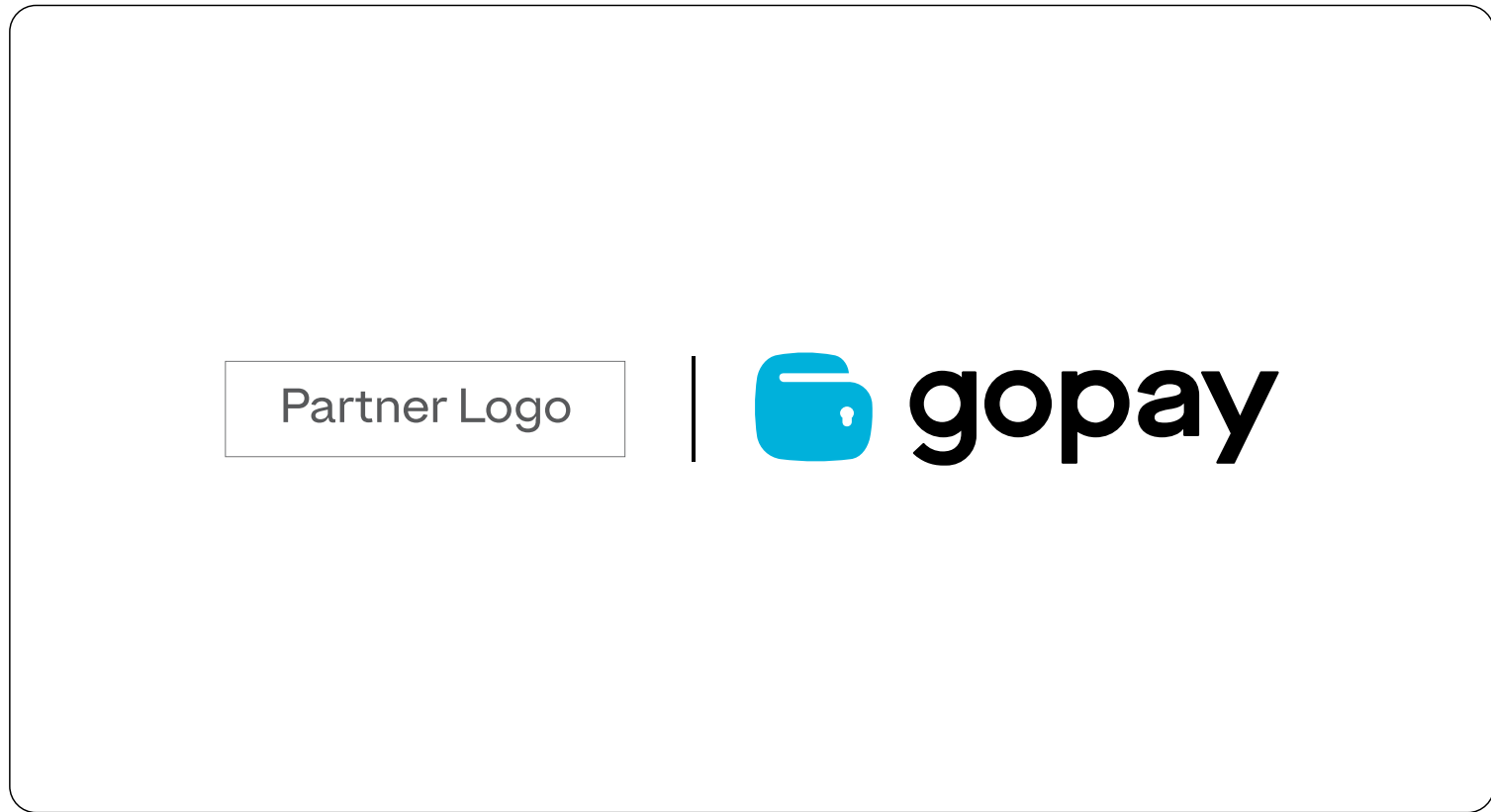
Partnership lockup

Always prioritize using the full-color lockup. But if the background makes it hard to do that, the GoPay logo and divider can be shown in full black or full white instead. Just make sure everything stays clear and easy to read, good contrast always comes first!
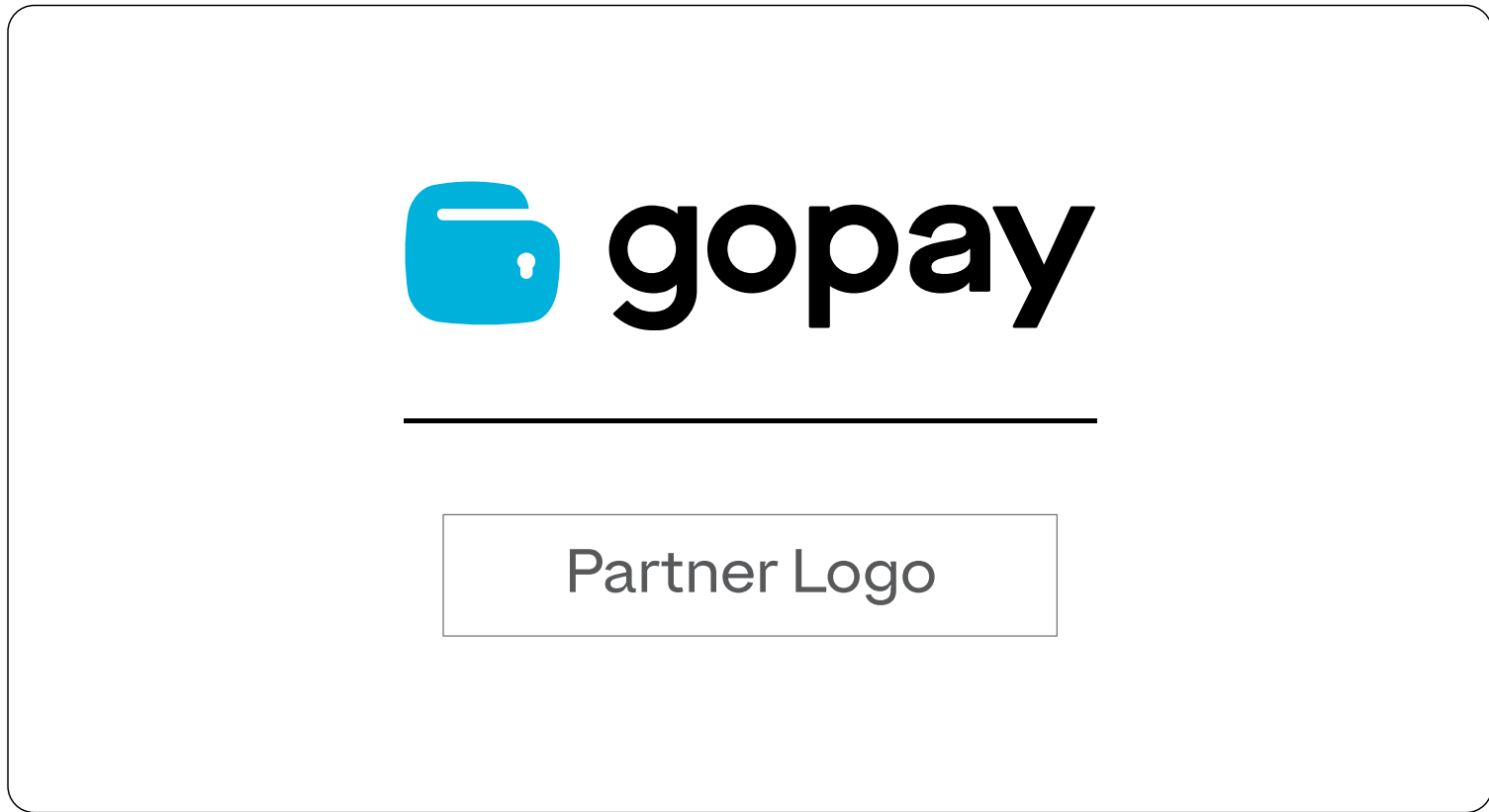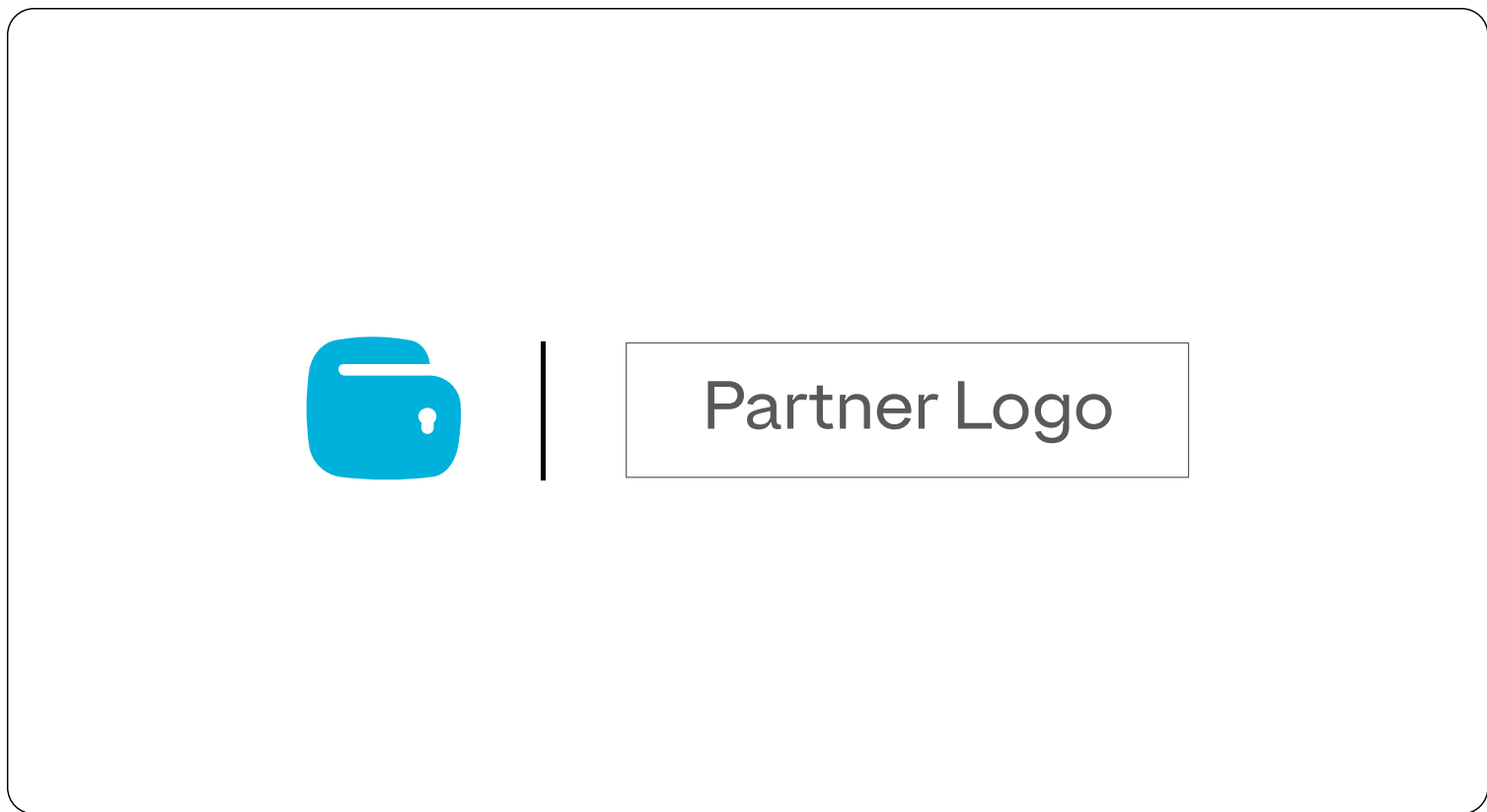
Partnership lockup
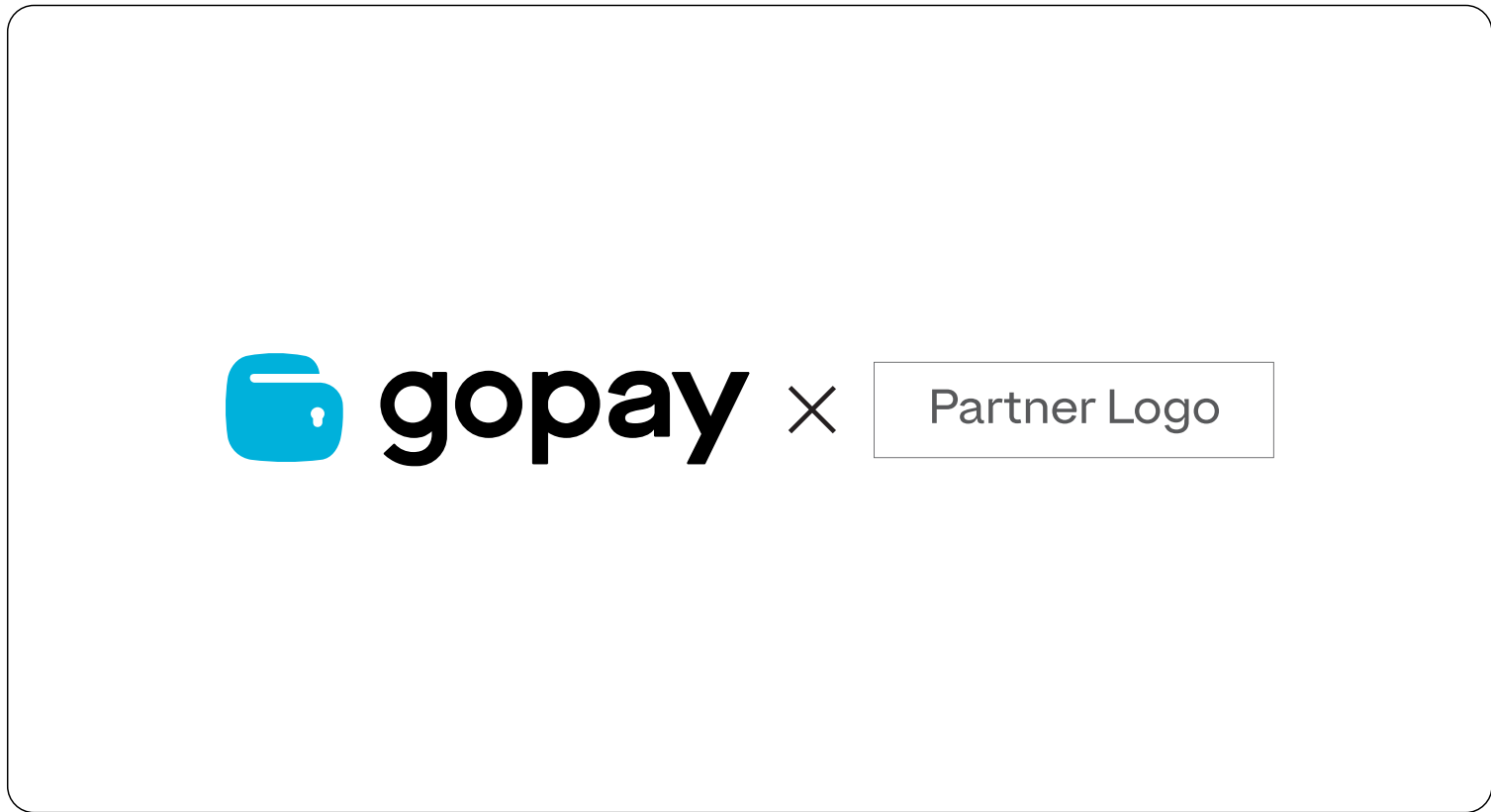
❌ Change the divider line with other shape.
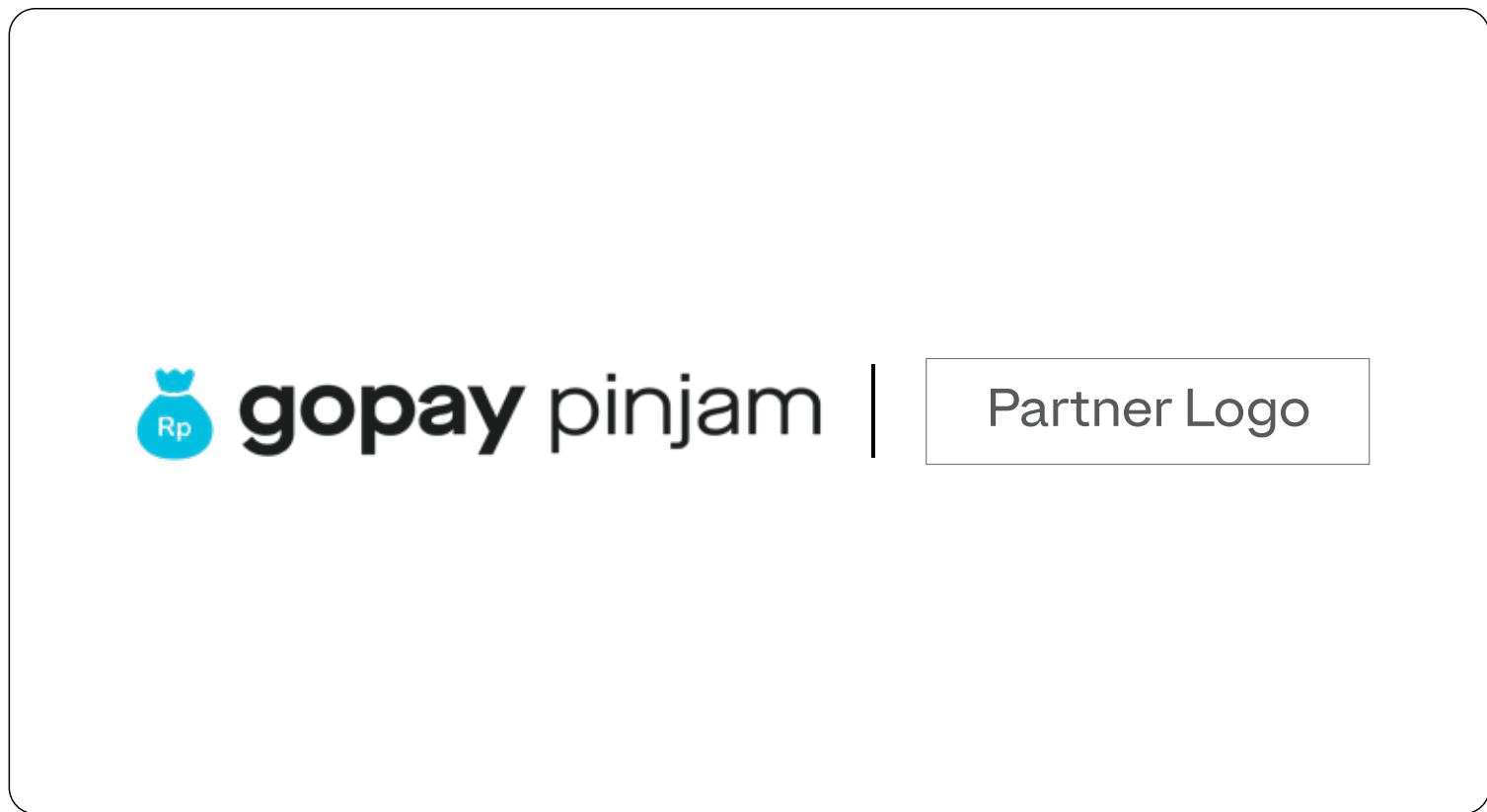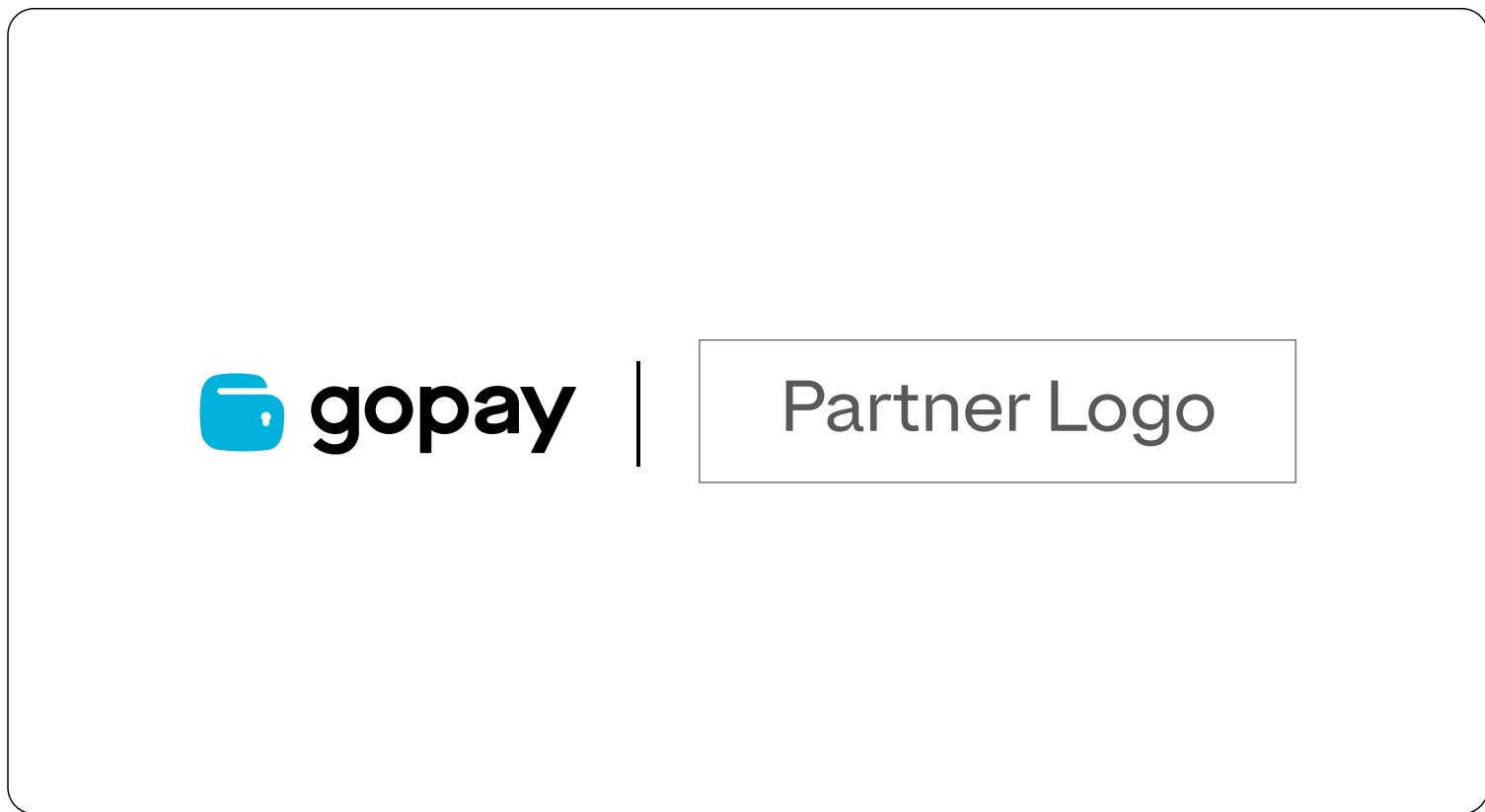

❌ Switch the hierarchy.

❌ Make the lockup in different construction.

❌ Only using GoPay logogram. Always use the full logo of GoPay.

❌ Co-brand with GoPay products, features, or campaigns.

❌ Make sure both logos are the same size. Keep it balanced for a clean and fair look.

Partnership lockup on KV

Lockup height 7% from artboard

gopay | Partner Logo

Lorem ipsum dolor sit amet, consectetur adipiscing elit

5.000rb

Apply the lockup in all communication materials. Layout and margins can follow each brand's guide, as long as the GoPay + partner logos are clear and proportionally sized. Ideally, the lockup height should be at least 7% of the artboard height.

Placement is flexible, top left, right, center, or bottom – all good, as long as it follows the partnership rules and GoPay comes first.

Partnership lockup on KV

gopay | Partner Logo

Lorem ipsum dolor sit, amet consectetur elit
5.000rb

✅ Put the lockup on top left of KV.

gopay | Partner Logo

Lorem ipsum dolor sit, amet consectetur elit
5.000rb

✅ It doesn't have to be top-left—as long as it follows the brand's KV layout guide, it works!

Lorem ipsum dolor sit, amet consectetur elit
5.000rb

gopay | Partner Logo

✅ Always making sure the lockup is put in the KV prominently clear.

Partner Logo

Lorem ipsum dolor sit, amet consectetur elit
5.000rb

gopay

❌ Separate the logos.

Lorem ipsum dolor sit, amet consectetur **gopay** | Partner Logo
5.000rb

❌ Place the lockup within the headline or copy area.

gopay | Partner Logo

Lorem ipsum dolor sit, amet consectetur elit
5.000rb

❌ Rotate the lockup.

Logo placement & lettercasing

gopay

Lorem ipsum dolor sit,
amet consectetur elit
5.000rb

✅ Using the latest GoPay logo without any effect.

gopay

LOREM IPSUM DOLOR SIT,
AMET ELIT GoPay Coins
5.000rb

✅ Following partner brand's typography guidelines combined with camel case on "GoPay" & title case for GoPay products.

gopay

Lorem ipsum dolor sit,
amet consectetur elit GoPay
5.000rb

✅ Always use the right lettercasing when typing GoPay inside body copy.

gopay

Lorem ipsum dolor sit,
amet consectetur elit
5.000rb

❌ Use the old GoPay logo and add drop shadow or any other effects and stylizations.

gopay

LOREM IPSUM DOLOR SIT,
AMET ELIT GOPAY COINS
5.000rb

❌ Not using the right lettercasing for GoPay and its products.

gopay

Lorem ipsum dolor sit,
amet consectetur elit gopay
5.000rb

❌ Use GoPay logo inside body copy.

gopay