



Pin Payments

Brand Guidelines

Version 1.1 | March 2024

Our Logo

Logo Construction



The default lockup features the Pin icon and Pin Payments wordmark (In Helvetica Neue Bold font) styled with the red accent colour.

Brand primary colours

Pin Payments Red

Hex: #C11

RGB: 204, 17, 17

Pantone 180C

Pin Payments Blue-Grey

Hex: #567

RGB: 85, 102, 119

Logo Clear Zone



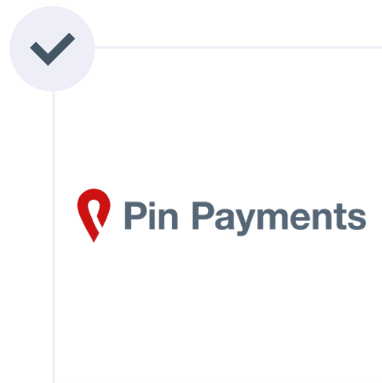
Logo Minimum Size



34 mm / 128 px

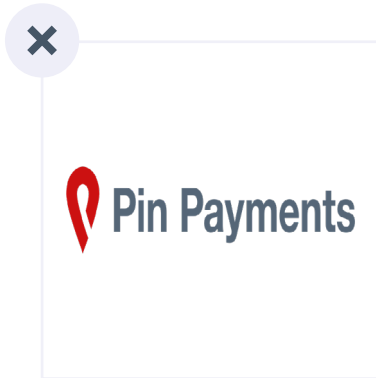
Using the Pin Payments Logo

Correct use of our logo

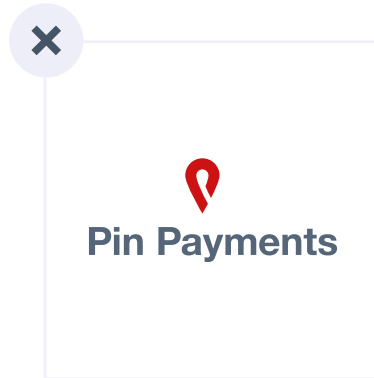


Always show our logo in the best possible light, giving enough clearspace and no modification of the font type and Pin icon.

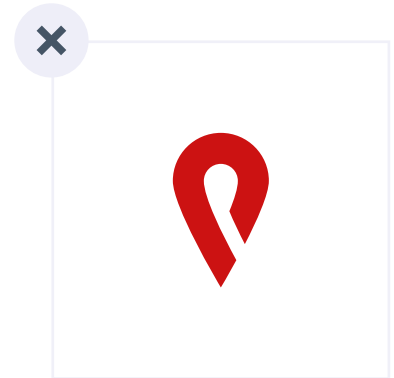
Incorrect use of our logo



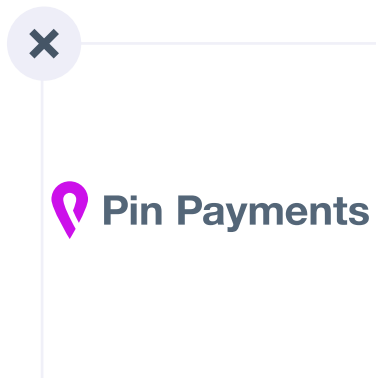
Don't distort the logo



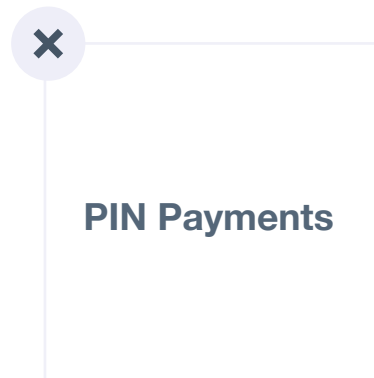
Don't move the Pin icon



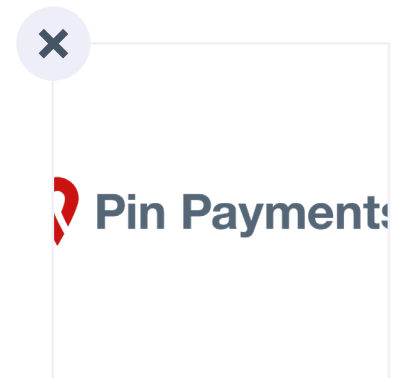
Don't isolate the Pin icon



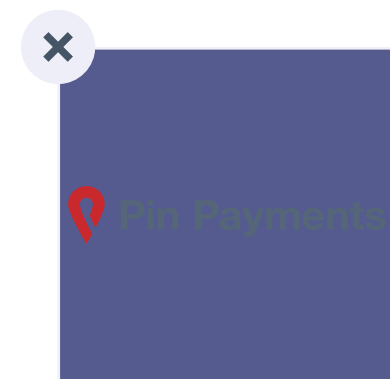
Don't alter the colours of the Logo



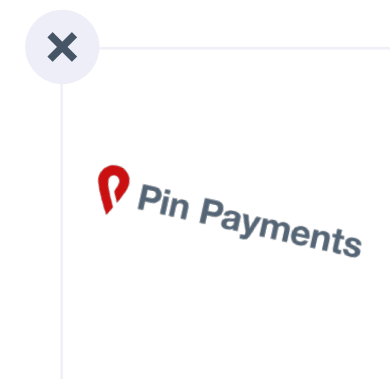
Don't change the Pin Payments logo typography



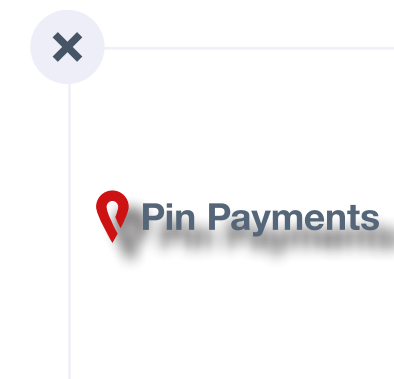
Don't have the icon placed without enough clearspace



Don't place the logo over a background with low visibility



Don't rotate the logo



Don't add any effects to the logo

Using the Pin Payments name

Correct use



Pin Payments

Pin Payments is spelled as two words, capitalised with a space between “Pin” and “Payments” at all times.

Incorrect use



PIN Payments



PinPayments



pinpayments

For any branding inquiries please email
marketing@pinpayments.com