



Logo Guidelines

Barion logo

The Barion logo stands as a foundational pillar of our identity. It serves as the primary visual marker that defines our brand. Our logo embodies our vision and our tech-savvy nature with its sharp edges and dynamic design.

1. The Barion logo

The Barion logo consists of letters and a symbol. It has sharp corners and the icon is the letter O on the word mark. The logo has a very classic, fintech feel.

2. The icon

The Barion symbol represents change and interaction. It’s a representation of the dynamic nature of our goals and our futuristic vision.

1

The Barion logo



2

The icon



Logos in colour

The Barion logo should be employed in solid white when placed on colored backgrounds. Conversely, on white or light backgrounds, as well as on grey backgrounds for contrast compliance, it should appear in Barion's distinctive blue or darkest grey.

1. White Barion logo on blue background

Preferred option

2. Blue Barion logo on white background

On white backgrounds Barion logo is Barion blue

3. White Barion logo on dark grey background

When Barion blue doesn't work, this option can be used

4. Dark grey Barion logo on white background

Used only when blue logo is not feasible or allowed

1

The Barion logo, consisting of the word "barion" in a lowercase sans-serif font with a circular arrow icon integrated into the letter 'o', is displayed in white against a solid blue background.

2

The Barion logo is displayed in blue against a solid white background.

3

The Barion logo is displayed in white against a solid dark grey background.

4

The Barion logo is displayed in dark grey against a solid white background.

Here's how we use it

When people see our icon, they know they can reliably pay for their products and merchants know they've come to the right place to grow their company. In order to retain this sentiment towards the brand, the use of the icon is specific to certain scenarios.

1. The icon position

The icon descends from the logo and its size or position shouldn't be altered.

2. App tile

Barion has a minimal, but clear presence. The logo is to be placed at the centre.

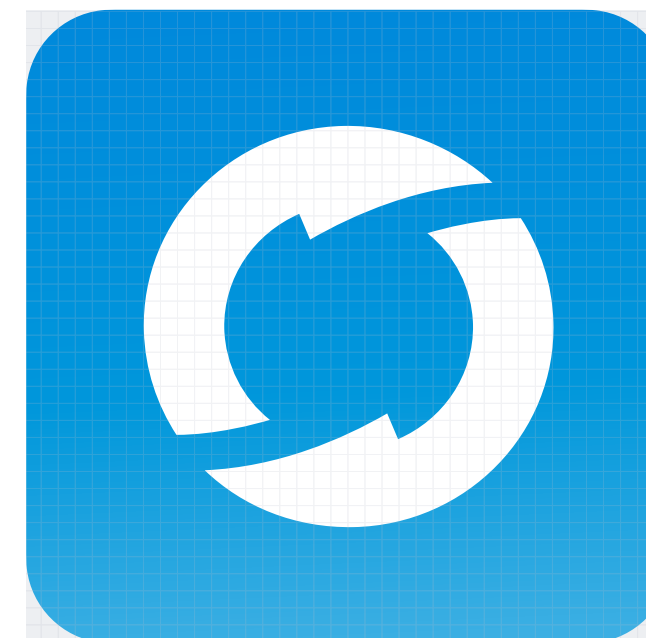
3. Social avatar

For social media, the placement of the logo is the same but optimised for size.

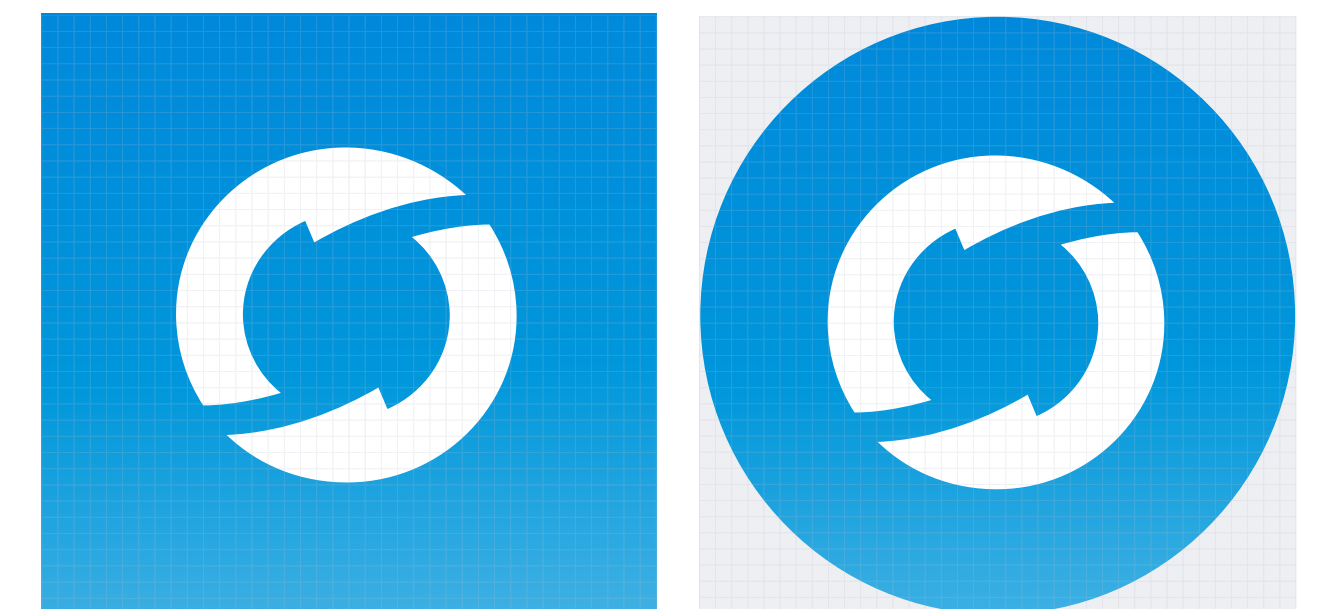
1



2



3



This is how big it should be

It is essential that the Barion logo remain free of all graphics, identities, photography, and typography to ensure the clarity of the identity. We maintain clear space around the logo to ensure legibility and allow for easy recognition.

Minimum logo sizes

- Print - 6mm high
- Digital - 36 px high

Legibility

- For print applications involving offset lithography,
- a vector-based file is required.
- For internal documents that will be printed on
- in-house printers, or will be distributed via email,
- a mid-resolution (150 dpi or higher) RGB, JPEG or png file is required.
- For web-based applications: svg is recommended.



Place it like this

Placing our logo in the corner makes it visible without taking up too much room, especially digitally. This is a principle we follow even in print. However, it could also be placed dead centre if circumstances warrant.



Using them together

Our tagline “Accept. Automate. Grow” is special to our branding, and is sometimes featured along with the logo to give customers the full impact of our brand in a single glance.

However, it’s important to make sure that there is adequate space between the logo and the tagline when used together, so that the logo isn’t crowded or obscured by the text.

barion

Accept. Automate. Grow.

barion

Accept. Automate. Grow.

Accept. Automate. Grow.

Barion and our friends

We are partnered with several acquirers, and banks that help us to spread our mission to the world. Our logo is used in these cases, preferably with a blue background and sufficient space.

1. Horizontal lockup (Bounding box)

When we display partner logo along with ours, we use the same height as the bounding box around our logo. These is a scenario presented in our smart payment banner that is used on merchant websites.

2. Horizontal lockup (without bounding box)

If the bounding box isn't used, then the partner logo takes the over all height of the logo. This is used in scenarios where partners might be presented for marketing purposes.

1



2



Unsuccessful usage examples

While we're all for a bit of rebellion and adventure, our logo isn't the place to channel that zest! Be very vigilant and stick to our guidelines to steer clear of the following missteps:

1. Don't mix colours that don't go together

Always ensure that there is proper contrast between the logo and its background.

2. Don't stretch or rotate the logo

The logo should maintain its given proportions.

3. Don't rotate the Barion icon

Ensure that you don't rotate our icon in anyway.

4. Don't apply effects

Glowing edges, drop shadows and gradients should be completely avoided in our logo.

1



2



3



4

