venmo

Brand Guidelines

Version 1.0 · August 19, 2013

Brand Voice

ESTABLISH TRUST

Ours is the voice of a close friend you trust, whose advice you value, and whose integrity you admire.

FRIENDLY BUT NOT TOO CASUAL

Be down to earth. Write in a style that sounds like you're speaking out loud to a friend, with language choices that resonate well with people from all walks of life.

Word choice should be **friendly, not institutional**. Talk about money the way friends do with each other. Use "pay" whenever possible, "payment" when needed, and "transaction" only when you're able to frame it within everyday terms. Don't use the phrase "financial exchange" or "exchange" when writing about a Venmo payment.

GO A STEP FURTHER

Talk about our products and work in specific ways, not in the abstract. For example, we don't say "We're changing the world"; but instead "Here at Venmo, we build unique features like the global feed and trust that bring people closer together."

Positioning Lines

OVERARCHING POSITIONING LINE
Make and share payments.

FOR OUR USERS
Split a bill in less than a second.

Say something with each payment.

Add personality to your payments.

Guidelines

"Venmo" and "Ven" are not to be used as prefixes in ANY communication internal or external (e.g Venmography).

When referring to our app to users, say either *Venmo* or *the Venmo app*, not *Venmo peer-to-peer*.

Do not use terms that are or can be construed as slang in official communication (NO wanna, gonna, or yo).

Never use profanity in official communication or marketing materials.

QUICK TIPS

Try to make your text personal. For example, signing an email with your name is more personal than with "The Venmo Team." If engineers are speaking at an event, use their names and state specifically who is speaking.

Skip words you don't need. Keep it short and relevant.

Don't boast or use language that sounds like we're bragging about beating competitors.

Avoid overuse of exclamation points.

Example Messaging

BE FRIENDLY BUT NOT TOO CASUAL

Do: Splitting a check is no longer rocket science

Not: Isn't it dumb how hard it can be to split a bill?

DON'T TALK LIKE A BANK.

Do: Send a payment as easily as a text.

Not: A new frontier in financial transactions.

DON'T RELY ON BUZZWORDS TO DESCRIBE BENEFITS.

Do: We believe paying friends should feel, well, friendly.

Not: A seamless, frictionless way to pay friends.

DON'T USE SLANG.

Do: ...and your payment is completely secure.

Not: ...and there's nothing shady about it.

DON'T USE UNECESSARY EXCLAMATION POINTS.

Do: Payments on Venmo are easy to make, free, and secure.

Never: Payments on Venmo are easy to make, free, and secure!

AND PLEASE DON'T SAY "REVOLUTION."

Do: The Venmo app features unique features like "Trust" and the "Global Feed."

Not: Venmo is a payment revolution.

Logo

venmo

This is the primary logo for Venmo and is not to be manipulated in any way. The following pages contain approved variations of this logo. Please refer to the guidelines for color use, variations, clear space, minimum size and incorrect use cases.

The Venmo Logo should never be used inline within a block of text. When Venmo is mentioned in the context of a sentence, never replace the text Venmo with the Venmo Logo.

COLOR SPECS

PMS 279 C	#3D95CE	R 061	C 072
		G 149	M 030
		B 206	Y 001
			K 000

Logo Variations

LOGO IN A CONTAINER

The Venmo logo mark can also be shown with a container around it - however this would be a secondary use case. Please us the Venmo logo without a container where possible. If using a container, it should be a solid color without a stroke/border. The rounded corners should not be more than 3px.

PROFILE IMAGE OR APP BUTTON

When the Venmo logo is to be used in a branded setting, e.g. facebook or twitter pages, a shortened logo mark can be used. Do not use the shortened logo mark in places where Venmo isn't the established brand to avoid confusion.

Logo Colors

The Venmo logo should be used in blue whenever possible, however when it's on a dark background, the logo should be shown in white. In cases where a monotone logo is required, please use the monotone variation shown below.

When used with partner logos where competing colors are present, please use the monotone logo.

LIGHT BACKGROUND
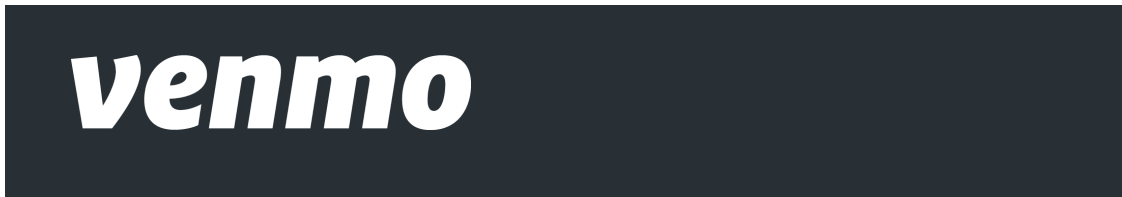
venmo

	PMS 279 C	#3D95CE	R 061	C 072
			G 149	M 030
			B 206	Y 001
				K 000

DARK BACKGROUND

venmo

	White	#FFFFFF	R 255	C 000
			G 255	M 000
			B 255	Y 000
				K 000

MONOTONE

venmo

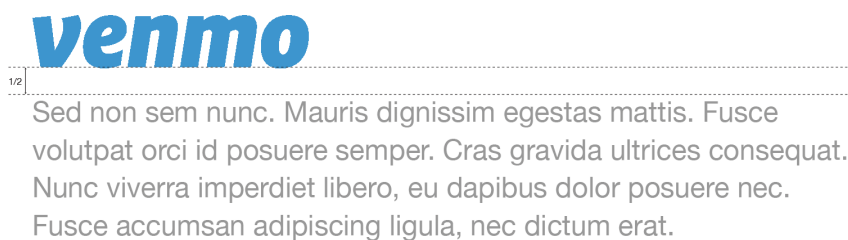|	Black C	#000000	R 000	C 000
			G 000	M 000
			B 000	Y 000
				K 100

Clear space

Please make sure to give ample space around the Venmo logo and any other graphic elements it is placed next to. There should be equal distance given to all edges of the logo and other elements.
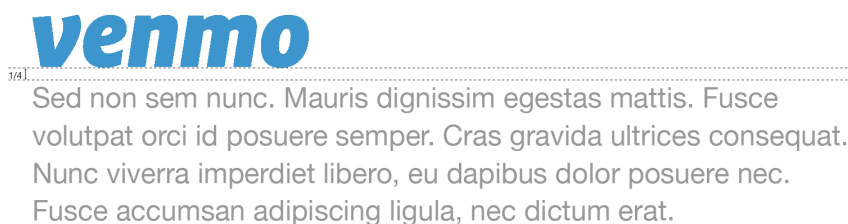
Ideally, please give distance equaling half the logo height between the logo and other elements. At minimum, give at least one quarter the logo height of distance between the logo and other elements.

venmo

1/2

1/4

IDEAL SPACING · 1/2 HEIGHT OF LOGO

venmo

1/2

Sed non sem nunc. Mauris dignissim egestas mattis. Fusce volutpat orci id posuere semper. Cras gravida ultrices consequat. Nunc viverra imperdiet libero, eu dapibus dolor posuere nec. Fusce accumsan adipiscing ligula, nec dictum erat.

MINUMUM SPACING · 1/4 HEIGHT OF LOGO

venmo

1/4

Sed non sem nunc. Mauris dignissim egestas mattis. Fusce volutpat orci id posuere semper. Cras gravida ultrices consequat. Nunc viverra imperdiet libero, eu dapibus dolor posuere nec. Fusce accumsan adipiscing ligula, nec dictum erat.

Minimum size

The Venmo logo should never be used any smaller than .5 inches or 48px wide.

venmo

Please follow the same clear space rules on the previous page at this smaller size.

Incorrect Logo Use

1. Do not use any color other than the approved colors for the logo.
2. Do not distort or space out logo elements.
3. Do not use the container shape as a stroke/hollowed container.
4. Do not change the opacity.
5. Do not add a dropshadow.
6. Do not add a stroke.
7. Do not bevel or emboss.
8. Do not extrude.
9. Do not add type elements in violation of clear space rules.
10. Do not frame in a shape.
11. Do not place on an angle.
12. Do not add a reflection.

Colors

It is important to represent Venmo with branded colors to ensure a consistent experience across the brand. PMS colors should be used whenever possible when creating branded materials.

When faced with creating a co-branded asset, please choose one main accent color with a monotone pallete supporting it (white, black, shades of gray). Address this on a case-by-case basis as partners may require certain colors to be used in branded materials. As a rule of thumb, try not to use more than two accent colors in one asset to avoid visual clutter.
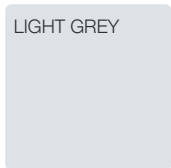
PRIMARY COLOR: VENMO BLUE

	PMS 279 C	#3D95CE	R 061	C 072
			G 149	M 030
			B 206	Y 001
				K 000

SECONDARY COLORS
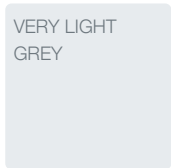
VERY LIGHT GREY	Cool Grey 1 C	#E7EBEE	R 231	C 008
			G 235	M 004
			B 238	Y 004
				K 000
LIGHT GREY	Cool Grey 2 C	#DEE2E5	R 222	C 012
			G 226	M 007
			B 229	Y 006
				K 000
GREY	PMS 444 C	#6E787F	R 112	C 058
			G 124	M 042
			B 124	Y 045
				K 010
DARK GREY	PMS 426 C	#283036	R 038	C 073
			G 039	M 066
			B 041	Y 062
				K 067
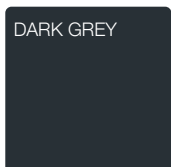
Buttons

When creating buttons for the Venmo brand, please use the logo container shape as the button shape. There will be instances when button shape and/or color can't be affected, so make due with what you can adjust.

BUTTON CONTAINER SHAPE AND COLOR
Copy should be white, bold and centered within the button. Give 15-20px of padding left and right and about 8px of padding top and bottom. (Can use less padding left and right with smaller buttons.) Rounded corners (border radius) should be set at 3px.

BUTTON →

+

TOGGLE BUTTONS
The selected/on state should be in Venmo blue, and the off state should be shown in light gray.

ON | **OFF**

BUTTON CONTAINER SHAPE AND COLOR OPTIONS
Use any combination of these secondary button options.

GREY ↓

← SMALL

LARGE

LARGE GREY

GREEN →

← RED

Primary typeface

Helvetica Neue is the only sans serif typeface to be used. It has been chosen for its ubiquity on modern browsers and devices, as well as it's timeless appearance and ability to fit within different circumstances. Helvetica Neue, when not present for a user, should gracefully fall back to Helvetica and Arial.

HELVETICA NEUE LIGHT

USED FOR BODY COPY
LARGER THAN 8PT / 8PX

ABCDEFGHIJKLMNOPQRSTU
VWXYZ?!@#%£$€1234567890
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE REGULAR

USED FOR BODY COPY
SMALLER THAN 8PT / 8PX
AND HEADLINES

ABCDEFGHIJKLMNOPQRSTU
VWXYZ?!@#%£$€1234567890
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE BOLD

USED FOR HEADLINES
OR IMPORTANT
CALLOUTS

**ABCDEFGHIJKLMNOPQRSTU
VWXYZ?!@#%£$€1234567890
abcdefghijklmnopqrstuvwxyz**

Primary typeface usage

PRINT USEAGE

For body copy, please use either Helvetica Neue Light or Regular. For headlines, please use Helvetica Neue Bold. Helvetica Neue Regular can be used for headlines, but make sure there is enough visual hierarchy between the headline and body copy with size or color differentiations. Helvetica Bold can be use to stress importance on a word, phrase or callout within body copy or captions.

We prefer sentence case typography, and when possible please use left aligned rag right for body copy and headlines.

HEADLINES

HELVETICA NEUE BOLD

BODY COPY, 8PT AND ABOVE

HELVETICA NEUE LIGHT AND REGULAR

CAPTIONS, 7PT AND UNDER

HELVETICA NEUE REGULAR

KERNING & LEADING

The only adjustment we make is to typography at larger sizes. We usually will pull the type in -25 at sizes larger than 20pt. All characters must be optically adjusted to have even spacing.

We prefer between 2-4pts of leading depending on the size and the usage. For example, 10pt font over 14pt leading. Leading varies depending on font size and form factor. Leading should never be so tight that ascenders and descenders touch.

ONLINE USAGE

Please follow the rules for print useage. Use 1.5em line spacing when using Helvetica Neue online. Helvetica Neue should be the default font using the following heirarchy: Helvetice Neue; Helvetica; Arial; Sans-serif.

TYPE COLOR

Type color is dependent on background color. For light backgrounds, headlines should be black and body copy should be grey. For dark backgrounds, headlines should be white and body copy should be grey. Venmo blue can be used on either background, but should be limited to heavily branded collateral.

Secondary typeface

A serif font may be needed when presenting a large text based document to aide in legibility. Please use Georgia when the need for this arises.

GEORGIA NORMAL

USED FOR BODY COPY

ABCDEFGHIJKLMNOPQRSTU VWXYZ?!@#%£$€1234567890 abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD

USED FOR HEADLINES

ABCDEFGHIJKLMNOPQRSTU VWXYZ?!@#%£$€1234567890 abcdefghijklmnopqrstuvwxyz

GEORGIA ITALIC

USED FOR IMPORTANT
CALLOUTS

ABCDEFGHIJKLMNOPQRSTU VWXYZ?!@#%£$€1234567890 abcdefghijklmnopqrstuvwxyz

Secondary typeface usage

A serif font may be needed when presenting a large text based document to aide in legibility. Please use Georgia when the need for this arises.

Please follow Primary typeface usage guidelines for leading and color.

EXAMPLE · LEGAL COPY

We will store certain encrypted data on your device when you use Venmo Touch. This is a session ID and will store information such as the device type, iOS/OS version, OS build fingerprint, and the SDK version of Venmo Touch you are using so that when you are prompted to enter payment information in a Participating App, Venmo Touch can recognise your device and give you the option to use your saved payment information in paying for a purchase within that Participating App. This is not a cookie, but will create a unique ID which we will access from your device to provide you with Venmo Touch.

EXAMPLE · LARGE QUOTE

"You could say that Venmo is the crown jewel of all finance apps"
— Forbes