



THE PRIMARY LOCKUP

Clear. Confident. Recognisably CityPay.

Use the horizontal primary lockup whenever space allows. It combines the CityPay symbol, gold centre and wordmark in their approved relationship.

01 Logo system

Choose the logo by available space, not personal preference.



PRIMARY / DEFAULT



STACKED



SYMBOL

Stacked: narrow or centred layouts. Symbol: avatars, favicons and approved compact placements.

02 Colourways

Select the version that gives the strongest contrast.



PRIMARY



REVERSED



MONO NAVY

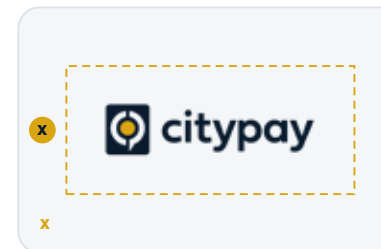


MONO WHITE

Never invent a new colourway or recolour individual parts of the mark.

03 Clear space

Keep the logo separate from type, edges and other marks.



x equals the diameter of the gold centre. Maintain at least x clear space on every side of every logo.

More space is always acceptable.

04 Minimum sizing

Recommended minimums preserve the mark's internal detail.



HORIZONTAL

120 px / 30 mm

STACKED

80 px / 20 mm

SYMBOL

24 px / 8 mm



05 Approved backgrounds

Use the supplied colourway that creates the clearest, most confident result.



LIGHT / PRIMARY



DARK / REVERSED



GOLD / MONO NAVY



PHOTOGRAPHY / USE A SOLID PANEL

06 Protect the mark

Consistency builds recognition. Never redraw, decorate or improvise the logo.



Do not stretch



Do not recolour



Do not add effects



Do not rotate



Do not rebuild



Avoid low contrast

07 Symbol & files



ROUNDED TILE



SQUARE MASTER

Use the rounded tile for avatars and social profiles. Use the square master for application launchers and let the platform apply its mask.

SVG Preferred for web and scalable digital use.

PNG Use only when raster artwork is required.

PRINT Request the approved vector/print master.

Do not recreate a logo from screenshots or website images.

08 Core palette

CITYPAY NAVY

#091A2D

RGB 9 / 26 / 45 / CMYK 95 / 80 / 45 / 55

CITYPAY GOLD

#D9A513

RGB 217 / 165 / 19 / CMYK 0 / 32 / 100 / 0

WHITE

#FFFFFF

RGB 255 / 255 / 255 / Use for reversed marks

BLACK

#000000

RGB 0 / 0 / 0 / Single-colour production