

venmo

Logo guidelines

Logo
Colorways

We only ever show our wordmark
and monogram in two colors:
Venmo Blue or white.

venmo

v

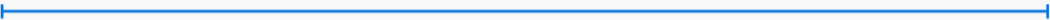
Venmo Blue
#008CFF
R 0 G 140 B 255
PMS 2727 C

venmo

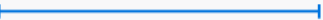
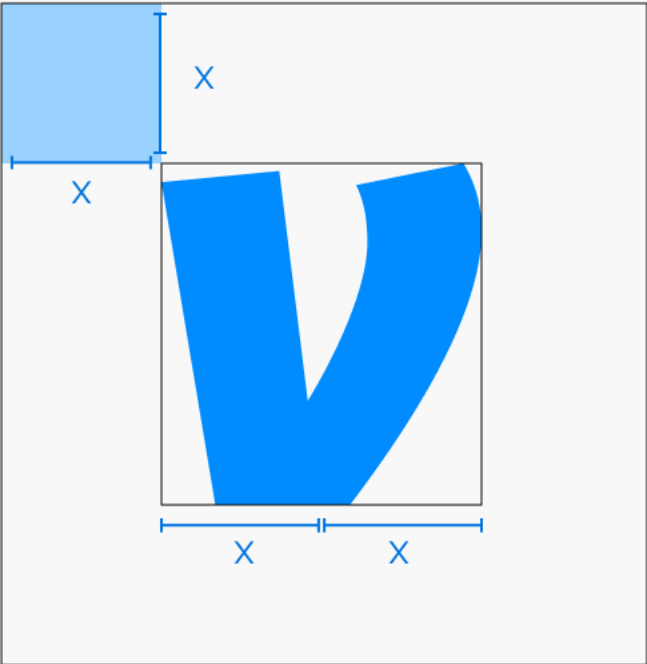
v

Logo
Clearspace & minimum sizes

Our logo is most comfortable surrounded by clearspace. The wordmark needs a minimum clearspace equal to the Venmo ‘V’. The symbol needs a minimum clearspace equal to half of its width. The more room, the better.



Minimum display sizes:
0.5in / 40px width



Minimum display sizes:
0.15in / 10px width

Logo
Don'ts

Here are some pointers on how the logo shouldn't be treated.



✗ Don't use the Venmo logo in a sentence.



✗ Never present the Venmo logo at an angle.



✗ Don't apply other brand colors to the Venmo logo that is not our Primary Blue.



✗ Do not use logo and background colors that do not have enough contrast against each other.



✗ For applications with small real estate (i.e. app icons and avatars), do not use the full Venmo logo, use the V symbol.



✗ Do not apply drop shadow effects to the logo