Logo usage

payfast
by network

Primary Logo

Payfast's new logo is a standalone wordmark made using the primary brand font, Roc Grotesk. The lettering has been customised to fit the unique character of the Payfast brand. The following guidelines indicate how the logo spacing has been determined and indicates the safe zone around the logo.

The logo on primary collateral should always include the "By Network" strapline.
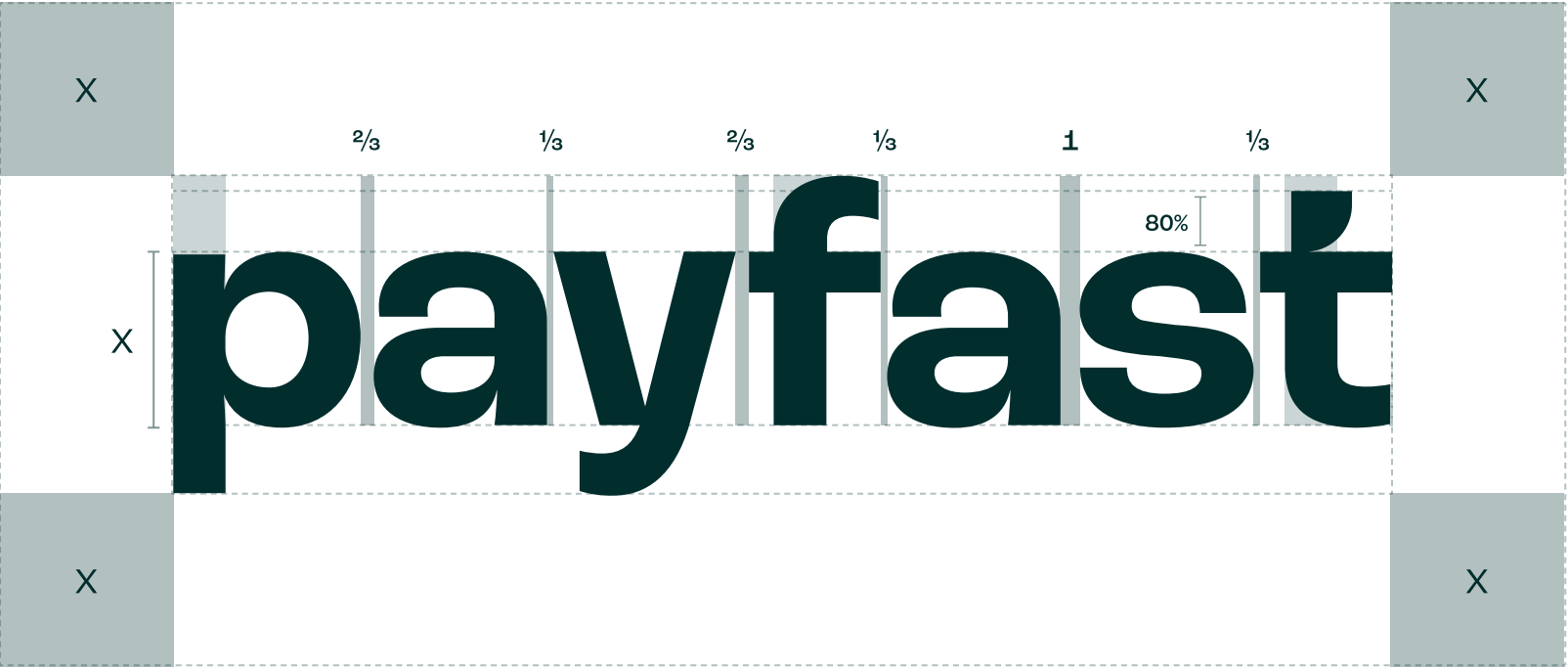
Always adhere to the appropriate spacing around the logo when placing it on any Payfast collateral.

Secondary Logo

As a secondary version of the logo, the Payfast wordmark can stand alone without the strapline but this should only occur when space is limited.

An example of this would be social media avatars where "By Network" may not be visible at smaller executions.

Colour Usage

The Payfast logo can be placed on a few variations of the Payfast colours. It is advised to place the logo on primary brand colours such as the Forest Green, Matcha Tea or Zesty Lime.

When used on Zesty Lime, Matcha Tea and White, the logo is always displayed in Forest Green.

When used on dark backgrounds that is not in the Payfast's colour palette, the logo should be displayed in white.

Only when placed on the Forest Green background can the logo be displayed in Zesty Lime.

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Matcha Tea: **#E8F5D1**

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Zesty Lime: **#DEE965**

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Forest Green: **#022D2D**

Logo displayed in white on other backgrounds outside of our colour palette

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Sizing

For accurate scaling and legibility, the following logo sizes
are recommended. The median logo size is 40px in height,
but the logo can be scaled down to a minimum of 24px
and increased to a maximum of 80px for digital.

For print, the maximum size is relative to the application
but ideally the logo should not smaller than 15mm in height.

80px

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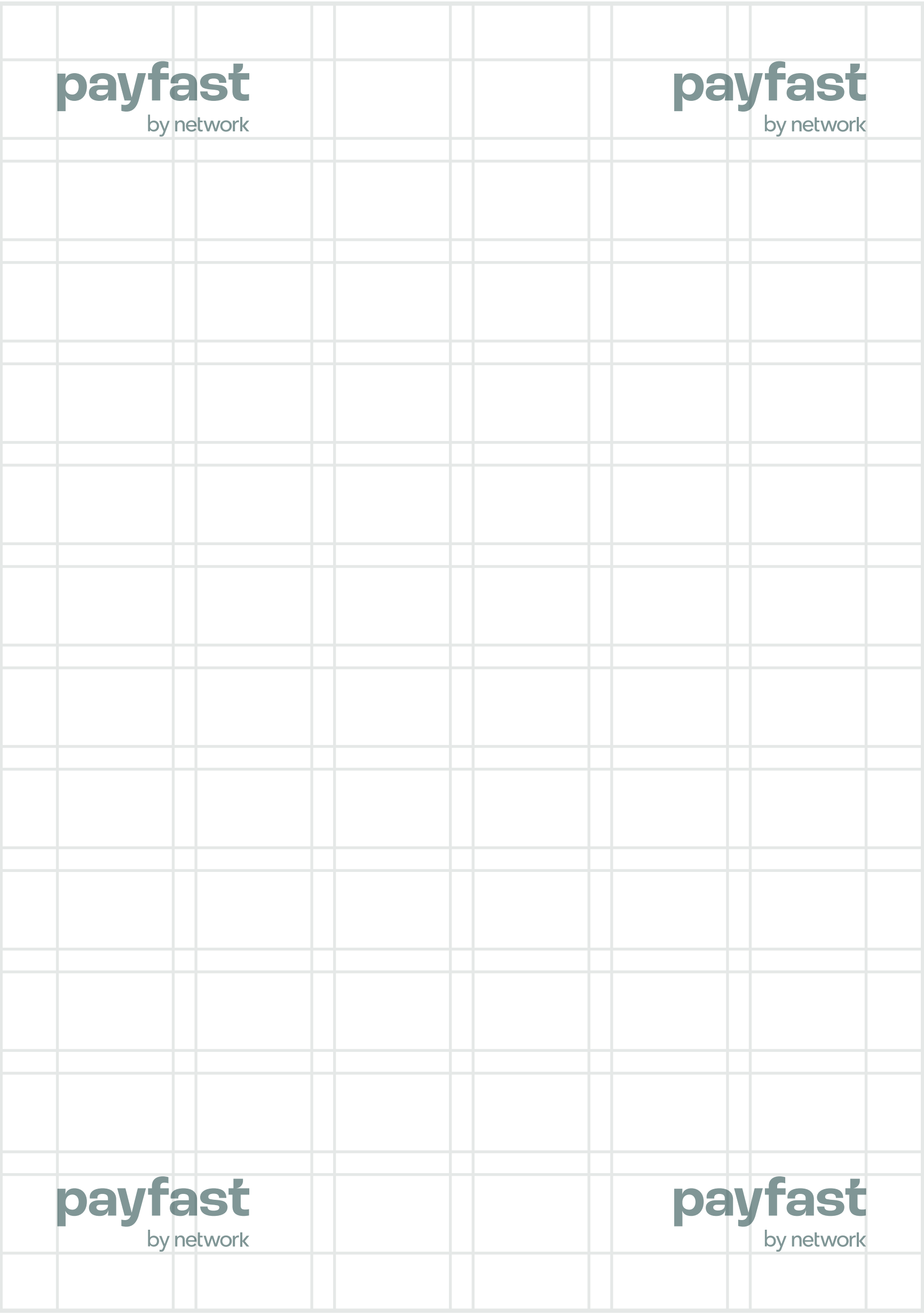by network

40px

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24px

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Logo
Placement

When the logo is placed in a layout, it is advised that it aligns with the page's top or bottom margin.

The logo should also align with the page's left or right margin.

This places the logo at the corner of the page at all times. Ideally the logo should not be used in the centre of a page.

Usage Rules

When using the Payfast logo, the designer must comply with specific usage rules to ensure that the logo is represented correctly.

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✅ **Correct usage**

The logo is scaled correctly and is under 80px but above 24px.

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❌ **Incorrect usage**

The logo cannot be used with a drop shadow even when used on a different colour.

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❌ **Incorrect usage**

The logo may never be used in a secondary colour, only Forest Green and Zesty Lime.

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❌ **Incorrect usage**

The logo cannot be stretched or compressed in any way.

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❌ **Incorrect usage**

The logo can never be outlined in any circumstances.

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❌ **Incorrect usage**

The logo in Zesty Lime may never be used on white due to the low contrast ratio.