# [Public] Onramp brand guidelines

Reach out if you have any questions or would like feedback on adhering to the guidelines.

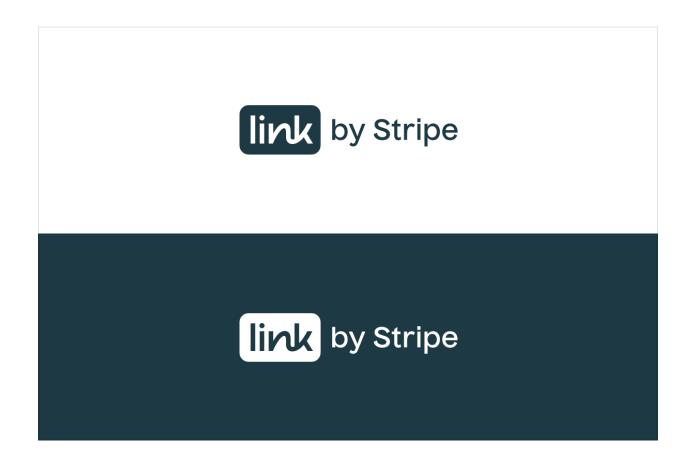
# Сору

When introducing Stripe's Onramp in your own product, please use the "Link by Stripe" copy and follow these guidelines. Our goal with these guidelines is to provide a more consistent user experience when they are introduced to the onramp within your product.

Do	Don't
Buy crypto using Link Buy using Link Buy crypto using Link by Stripe Buy Ethereum using Link by Stripe Buy SOL using Link using Link using Link by Stripe	Buy crypto using Stripe Buy using Stripe Buy crypto with Stripe Buy crypto with Link by Stripe Buy crypto from Link Buy crypto from Stripe Purchase crypto Get crypto

### Logos

Please use the *Link by Stripe lockup* if you'd like to use a logo in your UI, as this brand treatment aligns with the Onramp interface. We have provided a few different variations as alternates.



Download assets here: https://brandfolder.com/s/spbh4mt4mb6sszikx5bt8

# **Buttons + Sample Usage**

When directing users to the onramp in a modal or a new window, use clear copy with your own button styles that make the handoff to the onramp feel like an extension of your product.

Buy SOL using Link by Stripe

Buy using Link by Stripe

Buy crypto using Link by Stripe

Buy using Link by Stripe

Buy crypto using Link by Stripe

<ul> <li>by daing Link by Stripe</li> <li>to using Link by Stripe</li> <li>Buy USDC</li> <li>Buy USDC</li> <li>Buy Solana</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Not enough contrast, hard to read</li> <li>Buy Solana</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Not enough contrast, hard to read</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Not enough contrast, hard to read</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Not enough contrast, hard to read</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Not enough contrast, hard to read</li> <li>Buy Solana</li> <li>Buy Stripe</li> <li>Don't introduce too many colors</li> <li>Don't introduce too many colors</li> <li>Don't introduce too many colors</li> <li>Don't modify colors/visuals of lockup</li> <li>Don't adjust type of lockup</li> </ul>	Do	Do not
y crypto using Link by Stripe → Buy using Ink by Stripe C Buy Solana Ink by Stripe Buy crypto using Ink by Stripe Buy Colana Ink by Stripe Cont' Introduce too many typefaces Buy Solana Ink by Stripe Buy Solana Ink by Stripe Buy Solana Ink by Stripe Buy Solana Ink by Stripe Cont' Introduce too many typefaces Buy Solana Ink by Stripe Cont adjust type of lockup	Buy using Link by Stripe	link by Stripe Purchase USDC
Link by Stripe   Buy USDC   y Solana   Link by Stripe   Buy crypto using [ink by Stripe]   Buy crypto using [ink by Stripe]   Link by Stripe		X Not enough vertical padding, feels cramped
by Stripe Buy USDC     by Solana link by Stripe     Buy crypto using link by Stripe     Buy crypto using link by Stripe     Con't introduce too many colors     Link by Stripe     Con't introduce too many colors     Link by Stripe     Con't introduce too many colors     Link by Stripe     Con't adjust type of lockup     Purchase USDC	y crypto using Link by Stripe $ ightarrow$	Buy using link by Stripe
Solana Link by Stripe   Buy crypto using Link by Stripe Link by Stripe   Word enough contrast, hard to read   Buy Solana   Link by Stripe   X Don't introduce too many colors   Link by Stripe   Link by Stripe   X Don't modify colors/visuals of lockup   Link BY STRIPE   X Don't adjust type of lockup   Purchase USDC		X Don't use too many typefaces
Solana Link by Stripe   Buy crypto using Link by Stripe X Don't introduce too many colors X Don't introduce too many colors Introduct too many colors X Don't modify colors/visuals of lockup Introduct type of lockup Purchase USDC	by Stripe Buy USDC	Buy Solana
Buy crypto using link by Stripe <ul> <li>             Lon't introduce too many colors         </li> </ul> <li>             Link by Stripe             Link by Stripe             Link by Stripe             Lon't modify colors/visuals of lockup         </li> Link BY STRIPE                Link Dy Stripe of lockup                     Purchase USDC	y Solana link by Stripe	X Not enough contrast, hard to read
<ul> <li>Don't introduce too many colors</li> <li>Lirk by Stripe index by Stripe</li> <li>Don't modify colors/visuals of lockup</li> <li>Lirk BY STRIPE</li> <li>Don't adjust type of lockup</li> </ul> Purchase USDC INTER Stripe index by Stripe S		Buy Solana link by Stripe
Con't modify colors/visuals of lockup      Iirk BY STRIPE      X Don't adjust type of lockup      Purchase USDC      III by Str	Buy crypto using link by Stripe	X Don't introduce too many colors
Image: BY STRIPE         X Don't adjust type of lockup         Purchase USDC		
Purchase USDC		
X Don't use wordmark below 16px height		Purchase USDC
		X Don't use wordmark below 16px height

Showing multiple ways to purchase crypto If you need to show multiple ways to purchase crypto in your app, please use the provided assets in a way that makes your introduction of the brand consistent with the onramp experience.

When presenting multiple Onramp providers

You need more U Ways to buy		You need more USDC Ways to buy
	<i>&gt;</i>	• —
link by Stripe	<i>→</i>	Link by Stripe Pay with credit, debit, bank account
	<i>→</i>	• ==