

# [Public] Onramp brand guidelines

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

## Copy

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 crypto using Stripe
Buy using Link	Buy using Stripe
Buy crypto using Link by Stripe	Buy crypto with Stripe
Buy Ethereum using Link by Stripe	Buy crypto with Link by Stripe
Buy SOL using Link	Buy crypto from Link
... using Link	Buy crypto from Stripe
... using Link by 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/spbh4mt4mb6sszjx5bt8>

## **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.

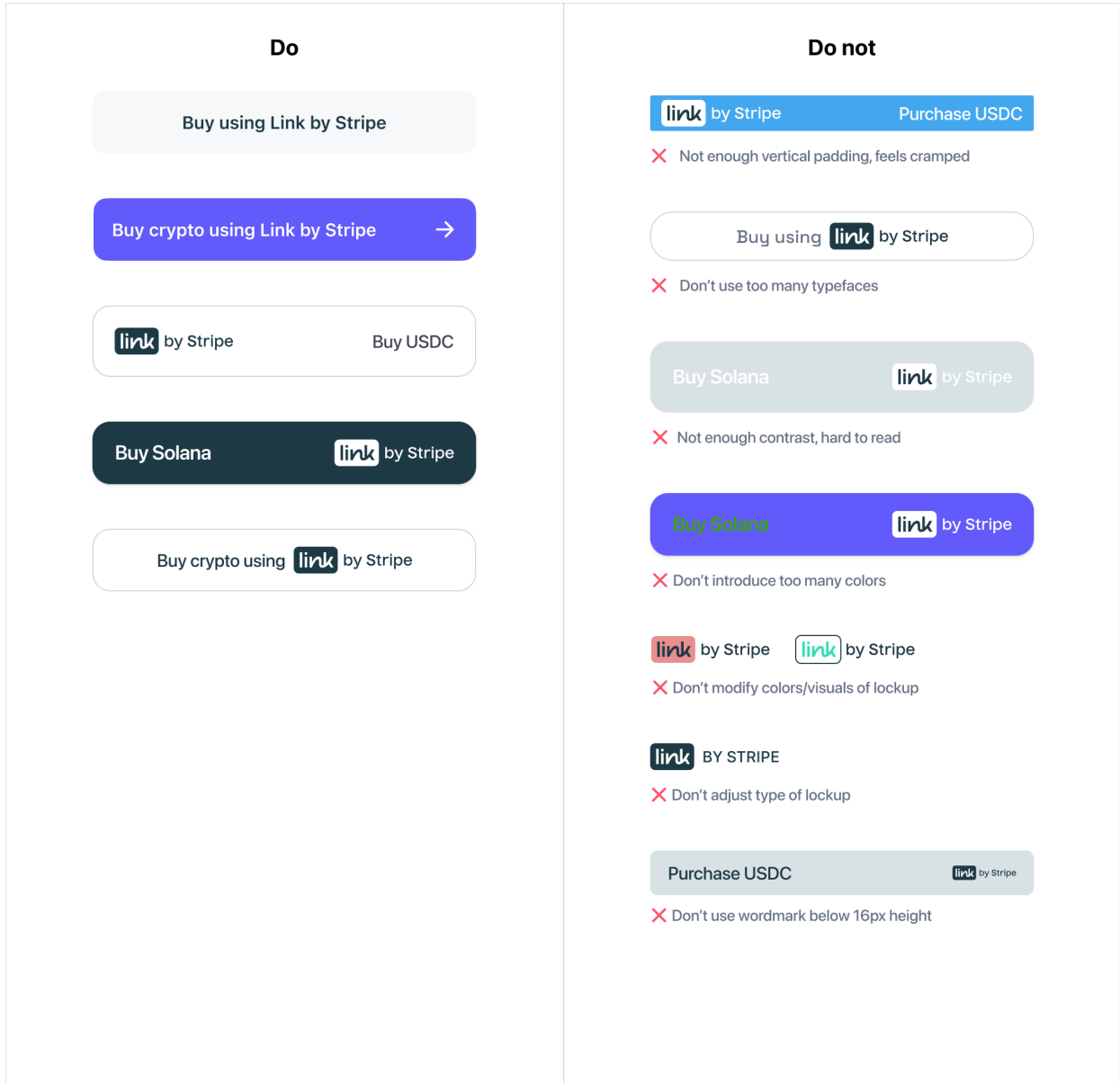
Buy SOL using Link by Stripe

Buy using Link by Stripe

Buy crypto using Link by Stripe

Buy using Link by Stripe

Buy crypto using Link by Stripe



### 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 USDC  
Ways to buy

[Redacted] →

**link** by Stripe →

[Redacted] →

You need more USDC  
Ways to buy

[Redacted]

**link** Link by Stripe  
Pay with credit, debit, bank account

[Redacted]