

Barion Mini Brand Guide 2018



The logo consists of the word "barion" in a white, lowercase, sans-serif font. The letter "o" is stylized with a circular arrow inside it, indicating a clockwise rotation. The entire logo is set against a solid blue rectangular background.

barion

Official logo, especially when rerefencing the company by 3rd parties



Placement of wordmark in logo



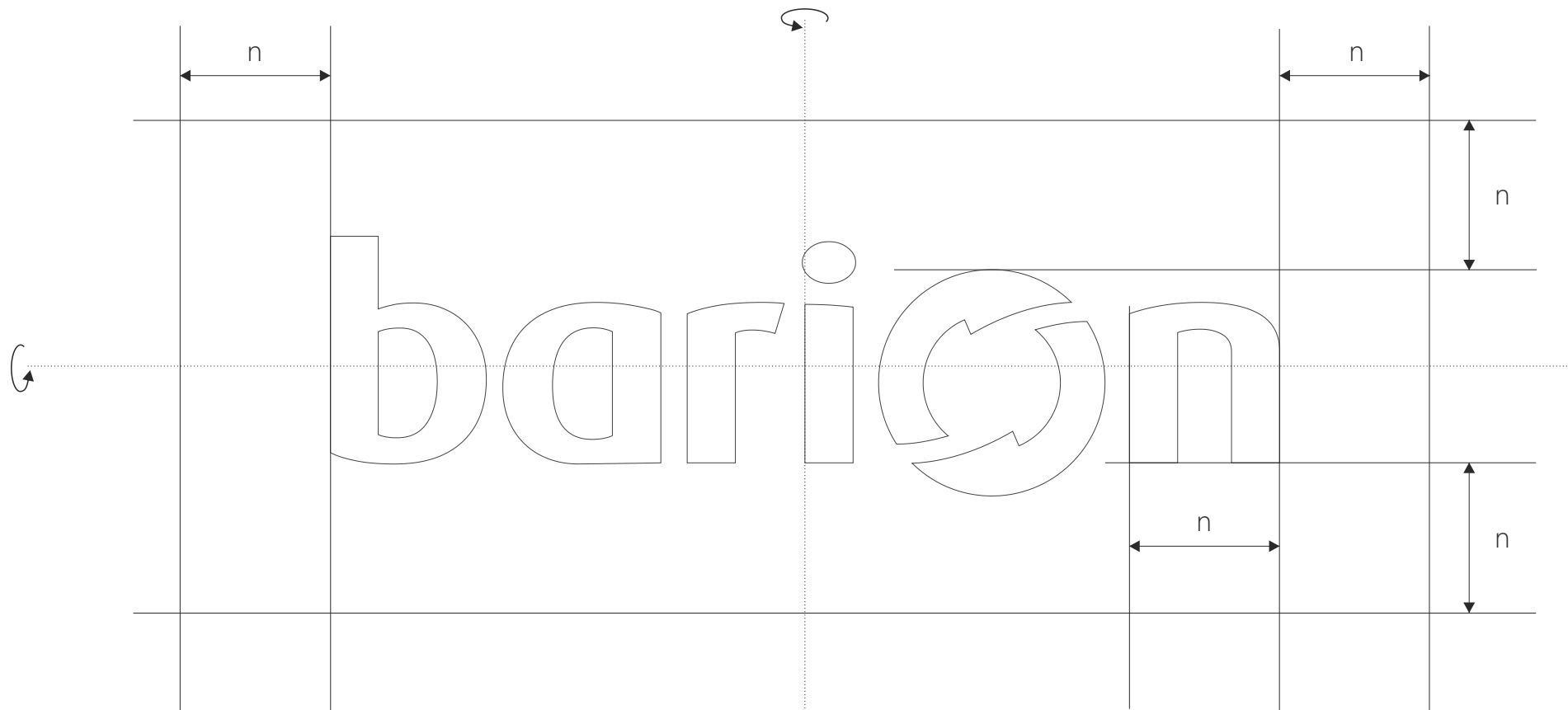
Whitespace around logo



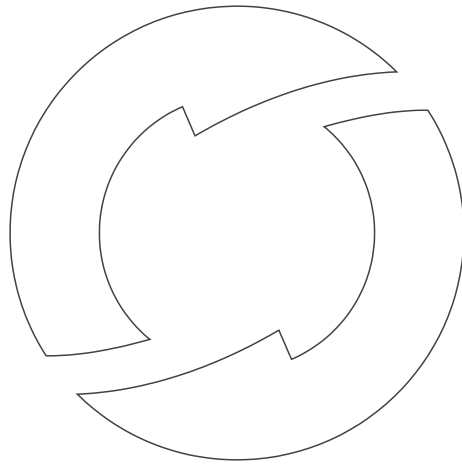
Right and wrong logo placement

barion

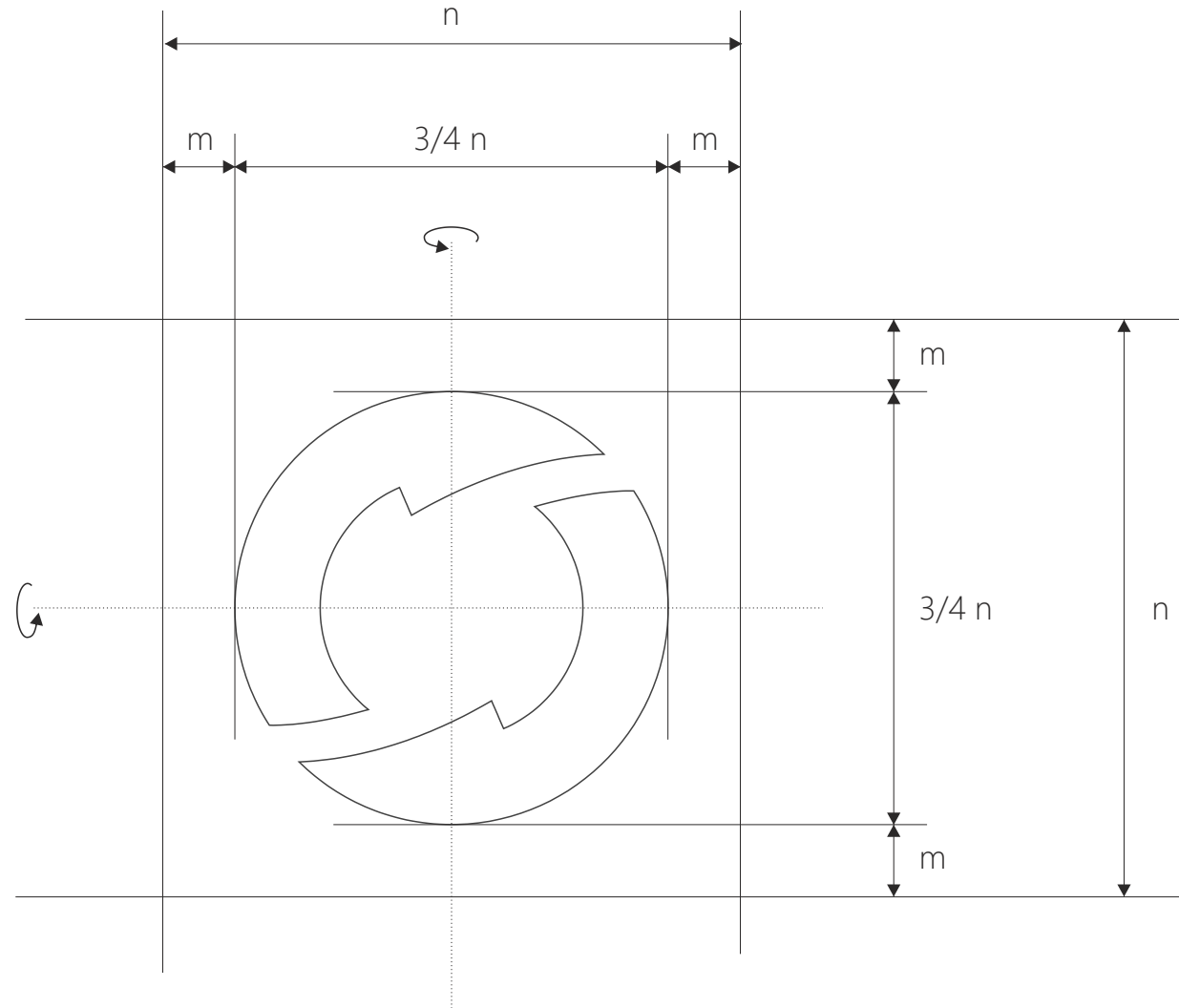
Barion wordmark



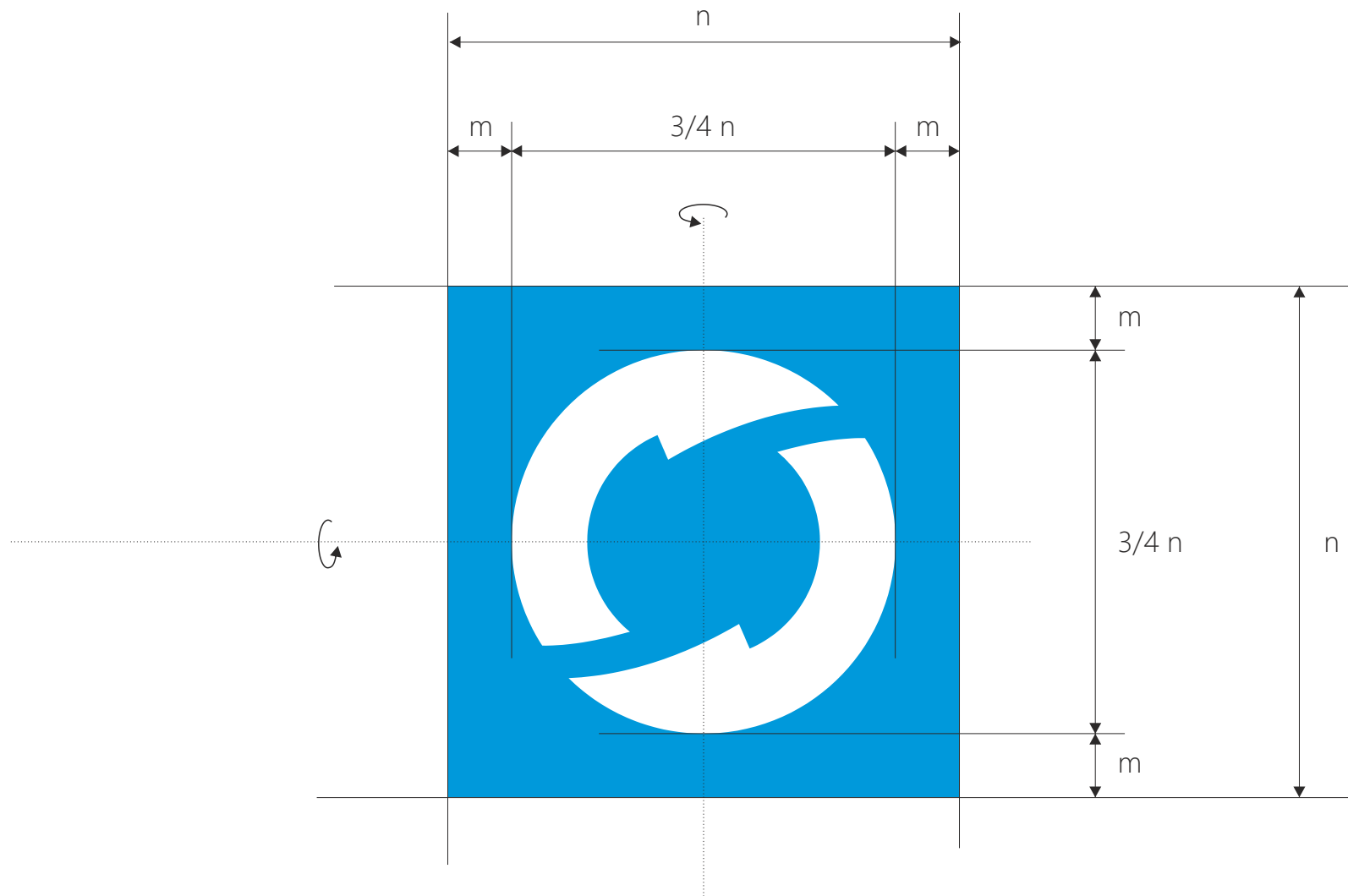
Compulsory whitespace around wordmark, centerlines for alignment



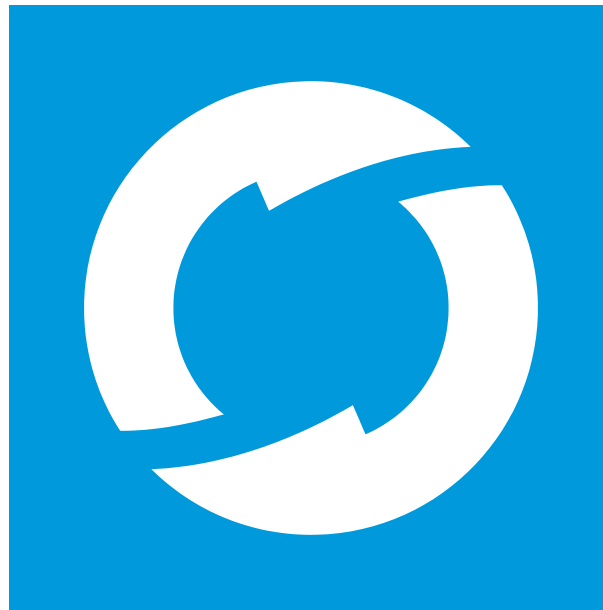
Barion „transaction“ symbol



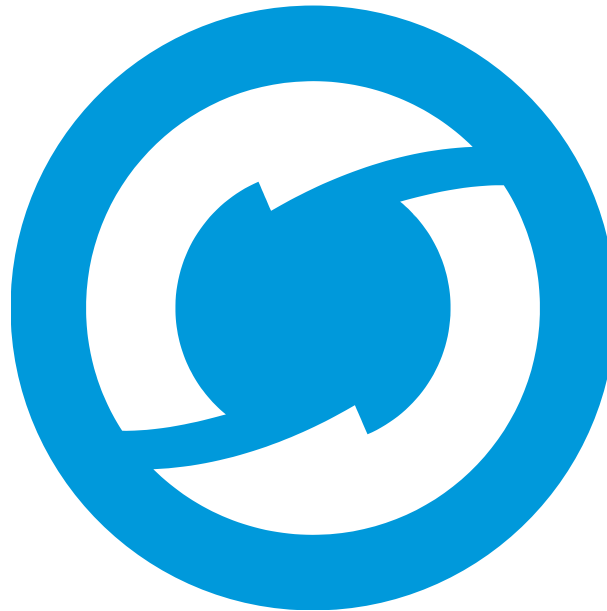
Barion „transaction“ symbol minimum spacing when used standalone way



Barion icon spacing



Barion icon, e.g. as mobile icon, social media avatar



Barion icon, e.g. as round avatar, e.g. in Facebook or chat software



Barion Sky Blue #0097DB

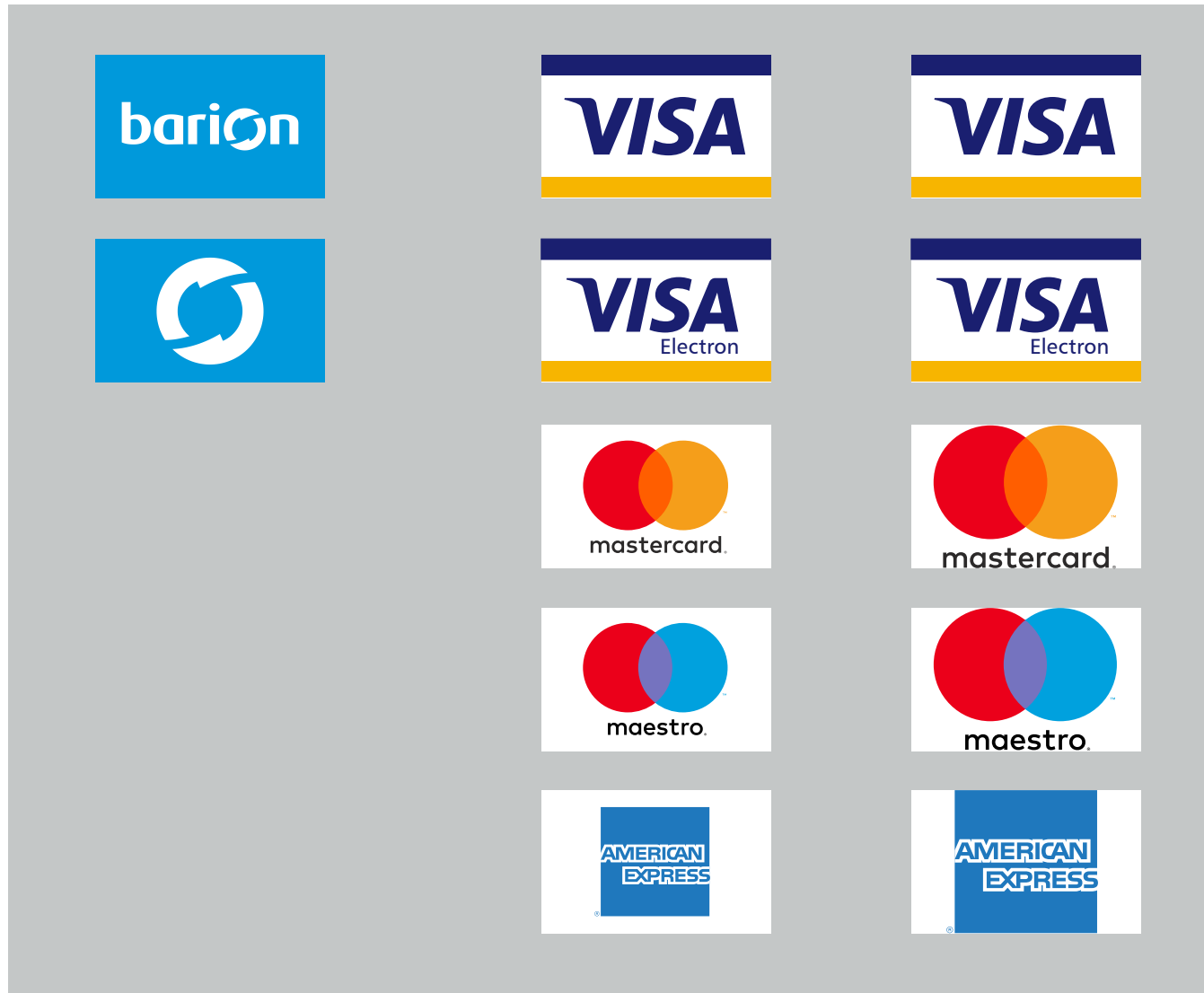
Official blue colorInverse logo

WeblySleek UI Light

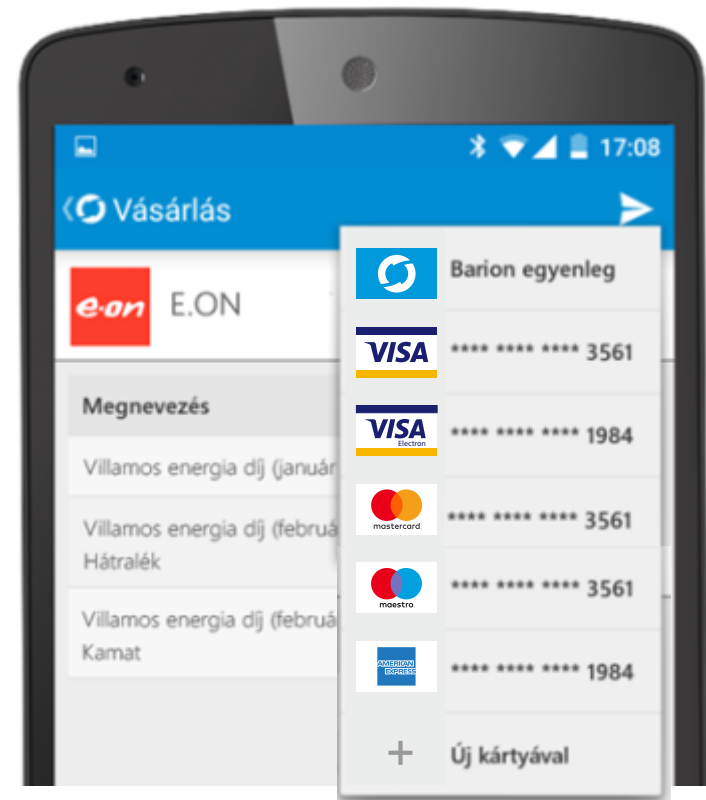
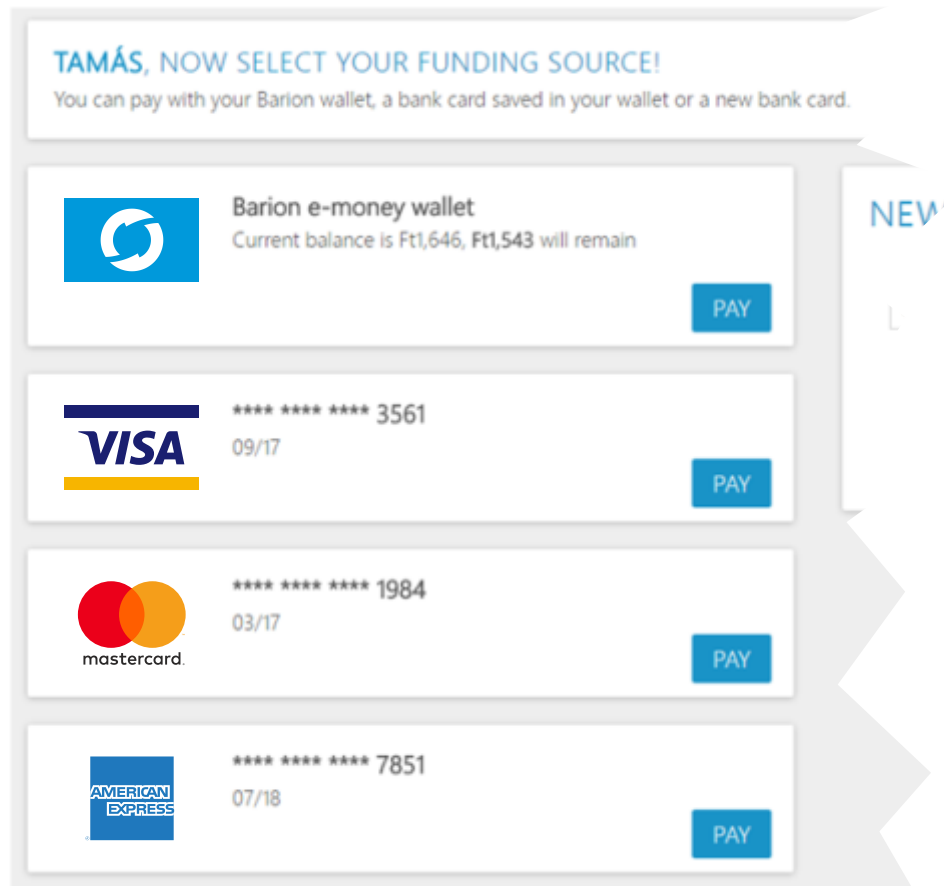
WeblySleek UI Semilight

WeblySleek UI Semibold

Official typeface / font



Funding source logos



Funding source logo application examples
(left: white bg, hires, right: non-white bg, lowres, mobile)



Official Barion acceptor marks on white and color background



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With questions, contact Mr Tamas Biro, head of marketing at tamas.biro@barion.com

www.barion.com