



Logo Guidelines

January 2026

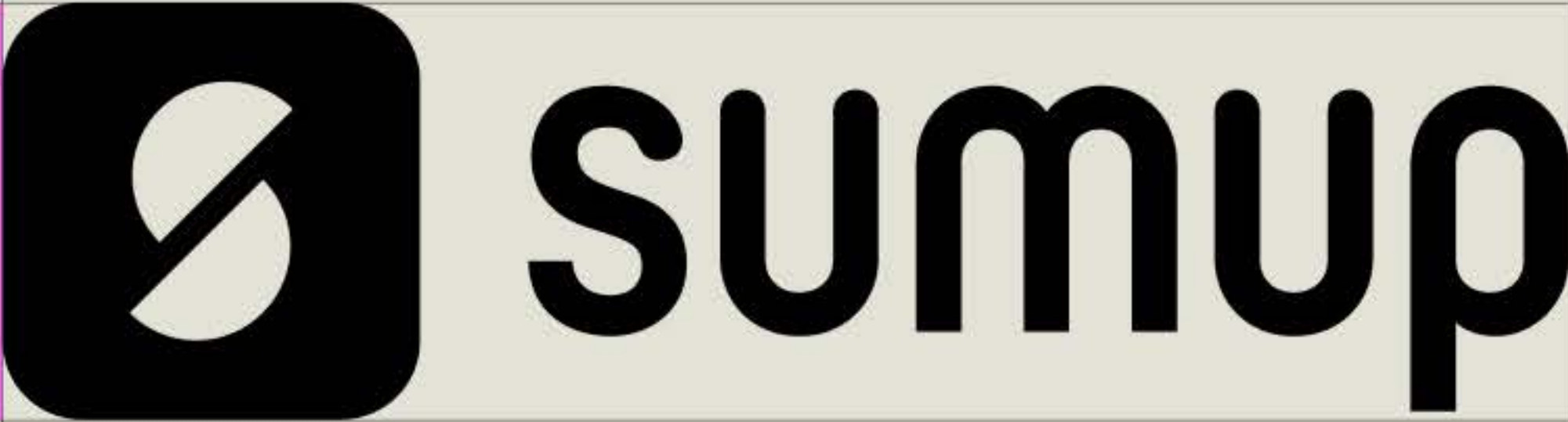
Color

Base available colors are pure black and pure white. Choose color to achieve best legibility. The negative space of the logo icon always stays transparent.



Clearspace

Don't crowd the logo. When placing other elements nearby, ensure minimum clear space for brand consistency.

0.5x		0.5x
0.5x		0.5x
0.5x		0.5x

Minimum sizing

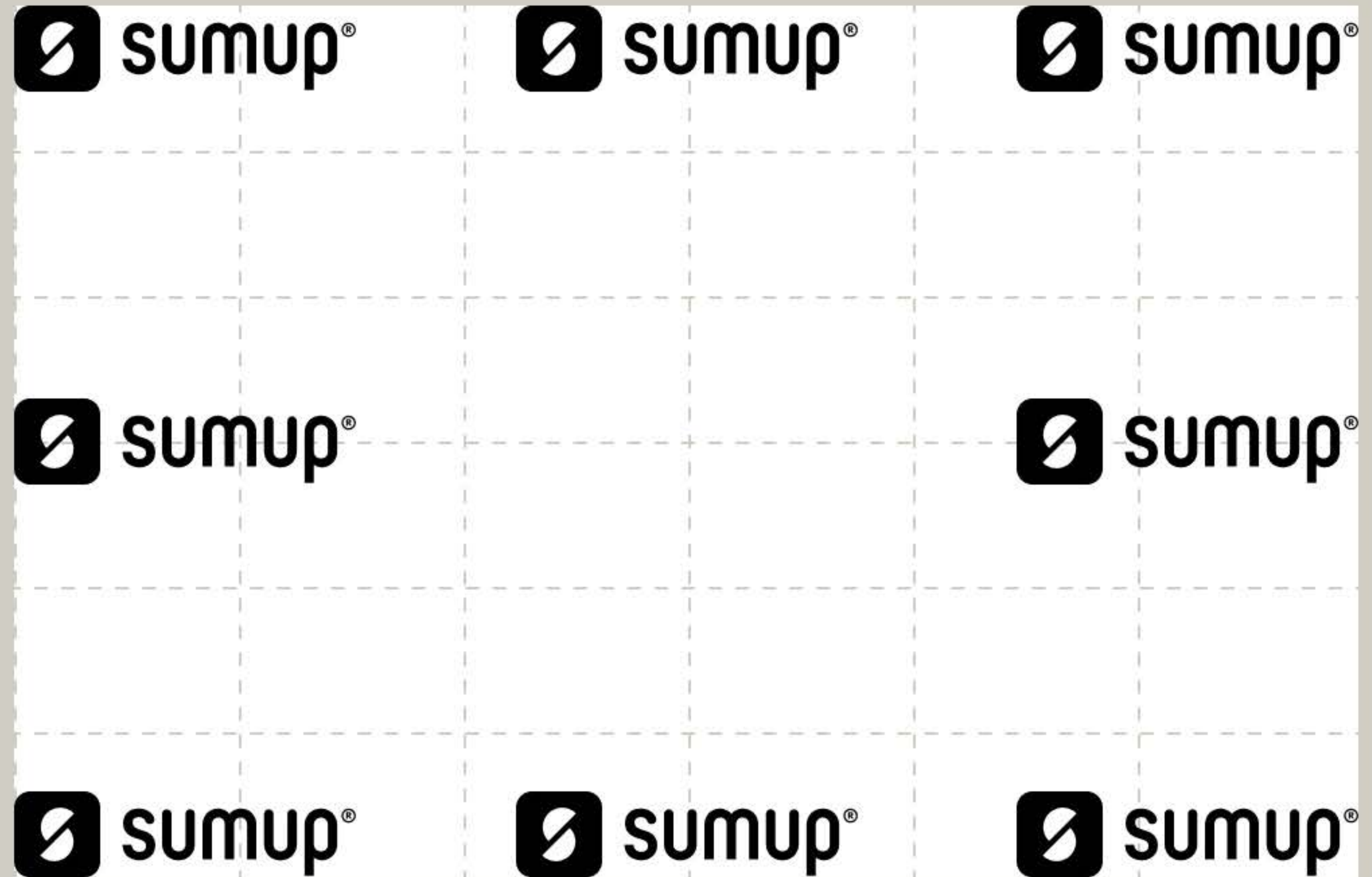
To keep the logo legible and accessible, do not scale it below 60 px wide for digital use or 16 mm wide in print.



←→
60px w
16mm w

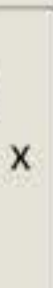
Positioning

We either align our logo to one of the four corners of our composition, or we centre it.



Partnership Lockups

Partnership lockups should be built by placing the SumUp logo on the left and the partner logo on the right, separated by a vertical divider. Use x as the base spacing unit: keep x between the SumUp wordmark and the divider, and 1.5x between the divider and the partner logo.

2x					2x
			sumup®		
		<x>	x	1.5x	
2x					2x



DON'Ts



Don't oversize the logo



Don't change ratio between icon and wordmark



Don't fill the the negative space of the icon



Don't stretch or distort the logo



Don't outline the icon



Don't use the wordmark on its own



DON'Ts



Don't change the logo color



Don't compromise logo contrast



Don't add decorative elements to the logo



Don't apply gradient fills to the logo



Don't rotate the logo



Don't change the logo typeface

For any questions or additional logo variants reach out to: #design-global, @Liza Khokhlova, @Maggie Tang