Open Banking guidelines for Barclaycard
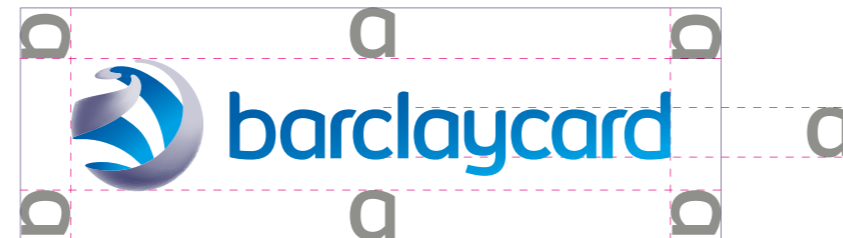
Our primary logo

Our logo exclusion zone

Minimum size: 30mm / 133px

Minimum size: 6.6mm / 30px

Logo variants

Our core logos

Primary logo – used in all possible instances

Secondary logo – used on images or colour backgrounds when the primary logo doesn't stand out

Mono white logo – used when the open world gradient cannot be guaranteed

The Open World

Primary symbol – for use on a white background in small digital space executions where the logo is too small to be legible

Secondary symbol – for use in small digital space executions where the logo is too small to be legible and a colour background means the primary symbol doesn't stand out

Mono white – for use on cyan (only), in small digital space executions where the logo is too small to be legible and the open world gradient cannot be guaranteed (cyan RGB - 0/74/239)