



Brand Guidelines

Pay by Bank Marketing Assets

April 8, 2026

Learn About Brand Guidelines

01 Artwork & Spacing

How to optimize provided assets within brand guidelines

02 Sizing & Color

Details for image sizing and background colors

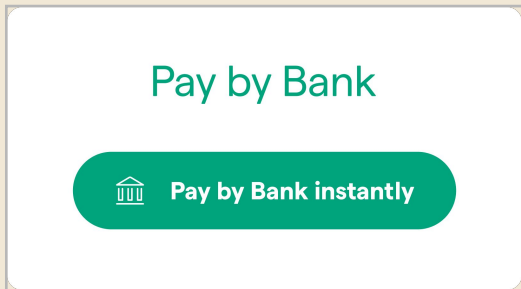
03 Incorrect Logo Usage

Examples of best practices for logo use and what not to do

Artwork & Spacing

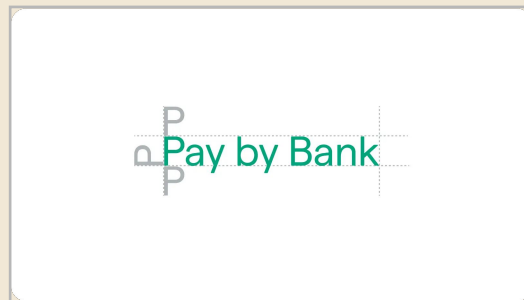
Artwork

The Pay by Bank branding is available as a wordmark and button only in white & Pay by Bank green. Do not create your own version of the logo or modify it in any way. Use only the artwork provided by Dutchie. Pay by Bank Green color code is **#00A47C**.



Clear Space

A minimum area of clear space must always surround the Pay by Bank logo. This area of isolation allows the logo to stand out by keeping any copy, graphics, or other visual elements clear.



Sizing & Colors

Logo Size

Minimum sizing of our logo is defined in pixels for digital applications and inches for print applications. These rules specify the smallest size in which the logo can be used and remain legible.

Minimum Size

Digital

The smallest logo size for digital works should be **126px wide and @72DPI** for best clarity.

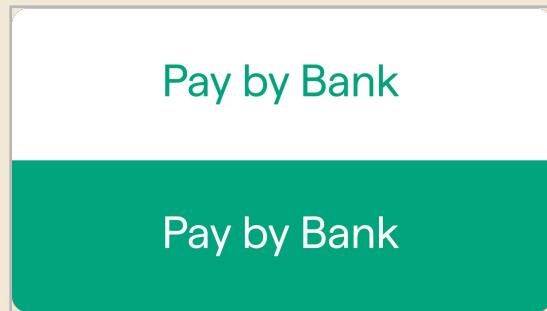
Minimum Size

Print

The smallest size the logo should be for printed materials to remain legible is **1" wide @ 300DPI**.

Background Color

Pay by Bank logo and wordmark should always be highlighted, either using the green logo against an untextured white background or the white logo against the approved Pay by Bank Green (#00A47C) background.



Incorrect Logo Usage

Don't

- ✗ Create your own version of the Pay by Bank logo
- ✗ Distort the logo in any way (flipping, animating, rotating)
- ✗ Alter the colors of the logo or add filters or other visual effects
- ✗ Imitate Dutchie's typography in your marketing communications
- ✗ Add more text to the logo itself
- ✗ Abbreviate the name Pay by Bank

Do

- ✓ Only use logos provided by Dutchie
- ✓ Use the logo when promoting Pay by Bank among your customer base
- ✓ In your messaging, use your own brand's typical font
- ✓ Spell "Pay by Bank" as two capitalized words in written marketing materials

Questions on Pay by Bank digital & email marketing assets?

Let's talk, email us: support@dutchie.com