



PayFast logo guidelines



The PayFast Logo

The current PayFast logo has been in use since May 2012. The PayFast logo and variations thereof – such as avatars and graphics – are trademarks and the property of PayFast (Pty) Ltd.

PayFast grants permission to individuals, businesses and charitable causes with an active PayFast account to display the PayFast logo and related graphics on their website.

The permission to use the logo and graphics may be revoked at PayFast's sole discretion at any time.



Use

The PayFast logo and related graphics can be displayed on a website's pages, blog and shopping cart to show potential buyers that they can pay using PayFast, South Africa's most trusted payment gateway.

Consistent use of the PayFast logo reinforces brand recognition and builds customer confidence.



Always scale uniformly. Don't stretch/squeeze (horizontally or vertically).

The logo and artwork should always appear upright.

The logo should appear against a solid, light coloured background to ensure maximum contrast. The ideal colours are #FAFAFA (as on the PayFast website) or pure white #FFFFFF (as on the payments engine).

Don't reconfigure or rearrange the logo.

To ensure legibility, the logo should have a minimum amount of clear space around it. This isolates the logo from distracting elements such as photos, text or patterns.