How to use bunq's design assets

bunq

BANK OF THE FREE

Logo Cheatsheet

Never use the rainbow logo. It is poorly readable.

Do not recreate or type out using system typefaces - only use the logo as provided by Design.

On photography we use the white logo, please ensure enough contrast.

Our primary logo is the logo with the white letters against the rainbow background. It's also used as the app icon, and therefore our most visible version of our brand.

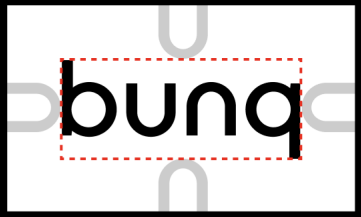
The white logo on the black background can be used when the rainbow version is less impactful or readable. Or when the attention on communication is not needed at the logo, but at something else.

The black logo on the white background can be used when the rainbow version is less impactful or readable. Or when the attention on communication is not needed at the logo, but at something else.

Clearspace

Ensure that there is always enough negative space around our logo. Use a measurement of the bunq 'u' all around as a guideline.

NOTE:
In the specific case of collaborations and co-branding, please use 2x 'u' symbols as a spacer, and ensure the logos are balanced equally visually.



Logo on Photographs

bunq-colors logo should never be used unless on 100% solid white

bunq-colors logo should never be used unless on 100% solid white

Black logo is used on a light area

White logo is used on a dark area

How to refer to bunq

When writing editorial content, always spell “**bunq**” with lowercase letters, and always use “**bank of The Free**“ with lowercase “b”, not “Bunq” or “BUNQ”. Always use “bank of The Free” with lowercase “b” and “The Free”, with our logo being the only exception.

✓

“bunq claims to be the true alternative to traditional banking.

Dutch bank bunq today revealed their new Debit Mastercard.”

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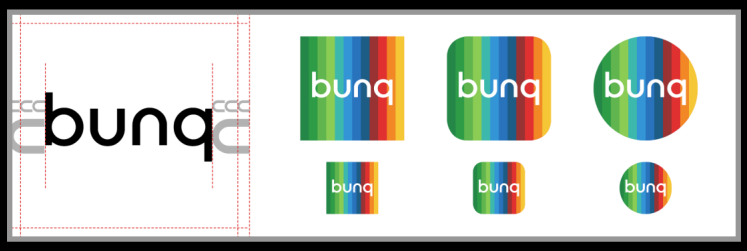
How to use Icons

Social Icons

App icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape. Align the logo center vertically and horizontally of the icon shape. Use 2/3 horizontal U as the padding to the left and right edge of the icon shape. Avoid using the (square) icon where it can't fill the surrounding space.



Our icons represent us in the real world, app stores, stickers, etc. It's important that we keep an unified look throughout our iconography.

Squircle. We tend to prefer this over other icons because of its natural, rounded corners. Note: it's not a rounded rectangle!

Square. To be used where it can take full advantage of the space around it.

Circle. Use it when required by platform or media type. (e.g. Android, Instagram, ...)

Avoid using the (square) icon where it can't fill the surrounding space.

For questions, email content@bunq.com

Color Cheatsheet

Our colors identify us. We wear them proudly, and they stand as a beacon of our diversity from the status quo.

Yellow
HEX: #FAC800
RGB: 250, 200, 0

Deep yellow
HEX: #FAAA00
RGB: 250, 170, 0

Orange
HEX: #FF7819
RGB: 255, 120, 25

Red
HEX: #E63223
RGB: 230, 50, 35

Pink
HEX: #FF2D55
RGB: 255, 45, 85

Fuschia
HEX: #E33095
RGB: 227, 48, 149

Purple
HEX: #C834D6
RGB: 200, 52, 214

Deep Purple
HEX: #A22FB6
RGB: 162, 47, 182

Indigo
HEX: #4B287D
RGB: 75, 40, 125

Deep blue
HEX: #2850AF
RGB: 40, 80, 175

Blue
HEX: #0080FF
RGB: 0, 128, 255

Light blue
HEX: #47BFFF
RGB: 71, 191, 255

Turquoise
HEX: #26C7C3
RGB: 38, 199, 195

Cyan
HEX: #2DE0C7
RGB: 45, 224, 199

Green
HEX: #34CC8D
RGB: 52, 204, 141

Deep green
HEX: #329146
RGB: 50, 145, 70

Deep Black
HEX: #000000
RGB: 0, 0, 0

Fresh White
HEX: #FFFFFF
RGB: 255, 255, 255

Rainbow palette

Our rainbow is a standalone device with custom colors not included in the palette above. These colours are not to be used individually outside of the context of the rainbow device. The rainbow device is not to be altered or recreated in any other way.

How to use Fonts

Font & Pairings

Montserrat is a key element in our brand.

It works to maintain consistency, create clarity, and provide equity to the brand.

It is available via Adobe and Google.

SemiBold - 24pt

sub-title - 12pt

ExtraBold - 24pt

sub-title - 12pt

regular - 24pt

sub-title - 12pt

Medium - 24pt

sub-title - 12pt

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Semibold weight should be paired with Regular weight, and Extrabold weight should be paired with Medium weight.

Headline to subtitle font size: sub-title should be half of headline font size.
eg. 72pt Headline = 36 for the sub-title

Download Links:

Mac users need to follow this tip to install fonts.

For questions, email content@bunq.com