

Logo cheat sheet

The bunq logo is a fixed brand asset, use approved versions only. Include the rainbow and tagline where you can. Find more elaborate guidelines and ready to use logo assets on brand.bunq.com.

When in doubt, ask your contact at bunq. They're happy to help you!

bunq with a lowercase b

Spell "bunq" in lowercase to keep its point symmetry intact. Always use "bank of The Free" with lowercase "b" and "The Free", with our logo being the only exception. Don't write "Bunq" or "BUNQ".

Logo Component

bunq
BANK OF THE FREE

Rainbow



Logo Safe Space

Give the logo room to breathe.



On solids
Keep 1 lowercase b all around.



Over the rainbow
Wrap the b and q tails around green and red bars. Wider ratios require a specific treatment, contact us.

App / social media icon

Align the logo horizontally and vertically over the rainbow. Use the safe space for rainbows. Always fill the entire space with rainbow, don't leave a padding on either side.



Squircle
We prefer this over other icons because of its natural rounded corners.



Circle
Use when required by platform or media type (Android app icon or social media avatars).



Square
Use only when it can take full advantage of the space around it.

Using the logo



Primary logo is white on the bunq rainbow



White on dark backgrounds



Black on light backgrounds



Over photo that keeps it legible.

Logo don'ts



Don't rainbow fill the logo



Don't recolor the logo



Don't stretch the logo



Don't over visually busy backgrounds

Partner Lockup

- Default to include bunq tagline 'BANK OF THE FREE'
- Default light over dark, fallback dark over light
- Partner word mark to use bunq n-height
- Partner logo mark to use bunq word mark height
- Maintain 1 bunq b clear space around the bunq logo

