amenti.

BRAND ASSETS · PARTNERS

# Using the amenti. logo

These files are approved for Amenti referral partners. Use them as supplied. If you need a format that isn't here, ask the partnerships team at partners@amentipay.com.







## Which file to use

- **Primary**: on white or light backgrounds.
- **Reversed**: on dark backgrounds, including Abyss navy.
- **Mono**: one-colour printing only.
- **Icon** (a.): profile pictures and small spaces where the full wordmark won't fit.
- **SVG** for print and the web; **PNG** for documents and slides.

## Space and size

- Keep clear space around the logo at least the width of the dot on every side.
- Minimum width: wordmark 80 px on screen or 20 mm in print; icon 24 px or 8 mm.
- Scale proportionally, holding Shift. Never stretch or squash.

## Colours

| Abyss #0D1B2A | Arc #FF5C4A | White #FFFFFF | Deep #1B3A5C |
|---|---|---|---|

## Please don't

- Recolour, outline, shadow or add effects to the logo.
- Remove or move the dot, or write the name in capitals.
- Retype "amenti." in another font.
- Place it on busy photos or low-contrast backgrounds.

## As a referral partner

- Make clear that you are an Amenti referral partner, not Amenti itself.
- Don't create Amenti-branded ads, social accounts or websites without written approval.
- Pair the logo only with approved wording from the partner resources.