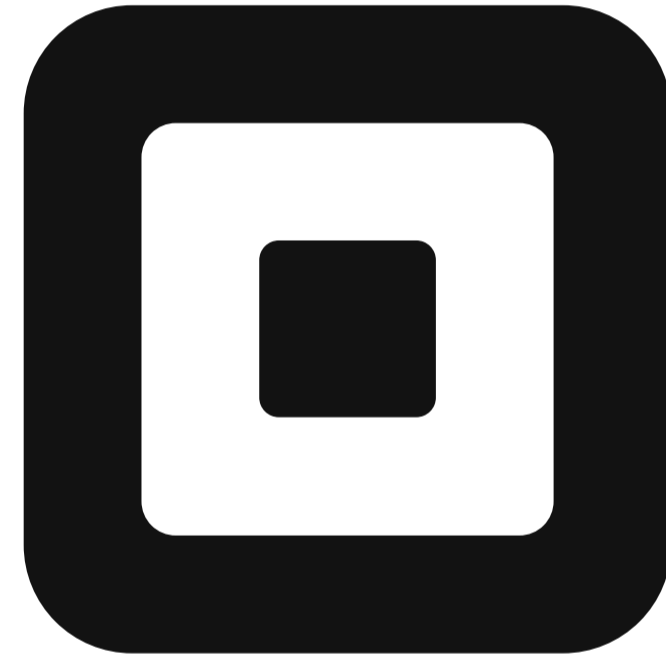# Square Logo Guidelines

External

Our logo

The Square logo is one of the most visible aspects of our brand. It combines our jewel and wordmark. Across disciplines and media, it represents our belief and mission of being fair and square.
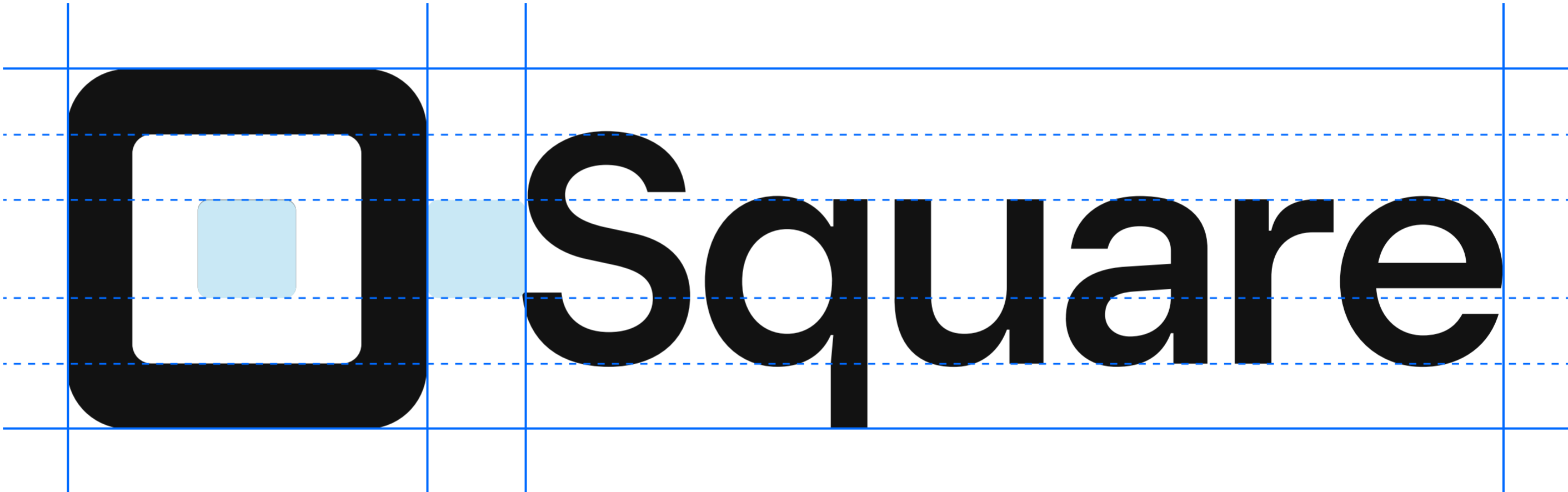
Our logo is proprietary. It can only be used by third parties with our express, written permission.

Logo architecture

We designed our logo to allow visual balance between the jewel and wordmark. The cap height and baseline of the letters are center aligned to the interior counter space of the jewel.

Clear space and minimum size

To establish clarity and consistency, minimum clear space is required around the logo.

The space requirement above, below, and beside the logo is equal to three times the small middle square of the jewel. In this manner the ratio of clear space around the logo remains the same, regardless of the size of the application.

Minimum sizing is required to maintain readability across all applications. The minimum height requirement applies to the height of the entire logo.

Follow the clear space rules when placing the logo near the edge of any document, print or digital.


Minimum size — print

Minimum size — digital

0.3in

17px
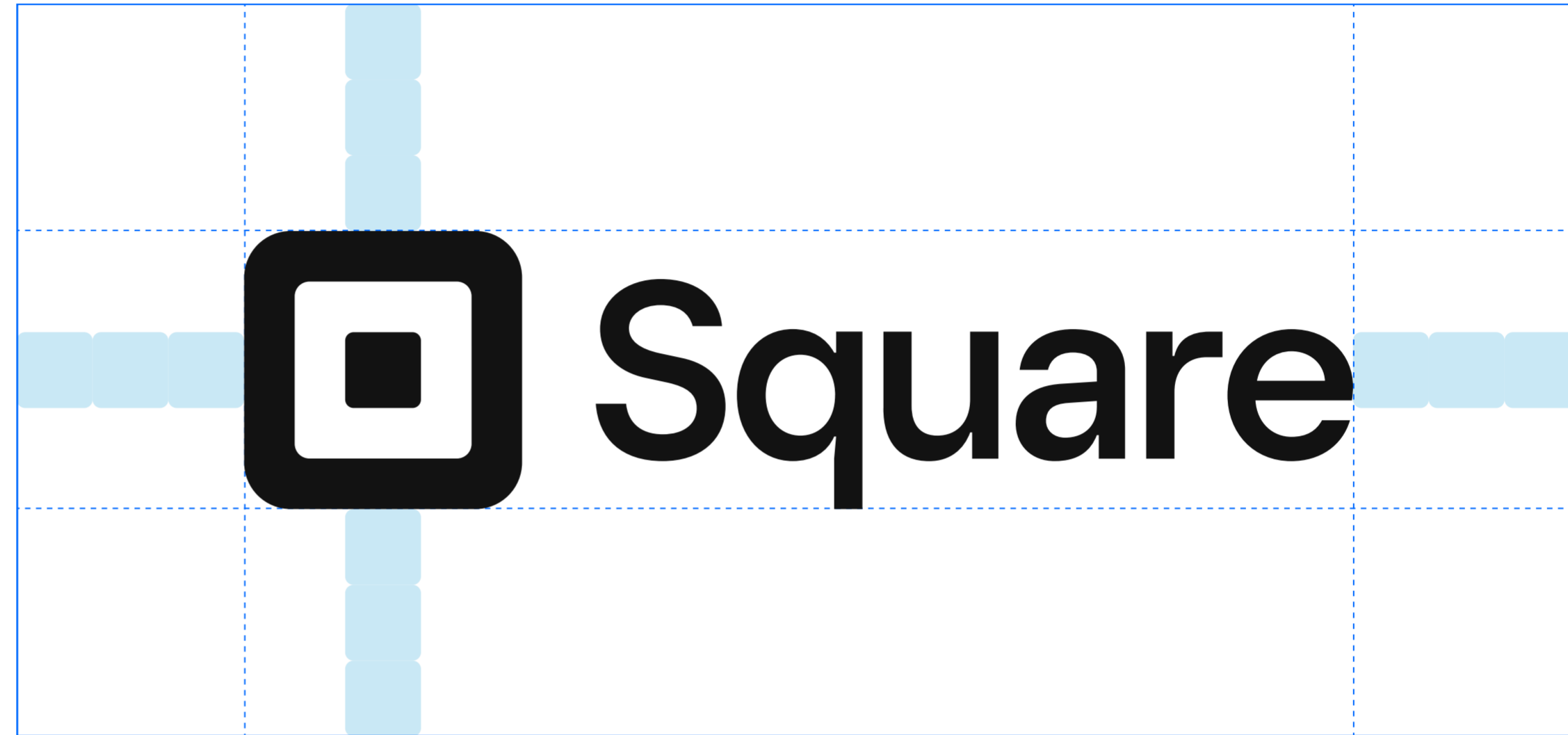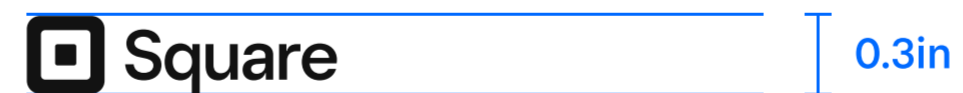
Logo — incorrect usage

Consistent brand presentation is key to our success. The following examples highlight a variety of incorrect uses of the Square logo.

① Never change to colors other than specified.

② Never add strokes.

③ Never stretch the mark in any direction.

④ Never rotate or tilt.

⑤ Never apply a gradient.

⑥ Never apply additional effects.

⑦ Never separate, stack or change the order of the jewel and wordmark.

⑧ Never combine with any other graphics.

⑨ Never use the wordmark without the jewel.
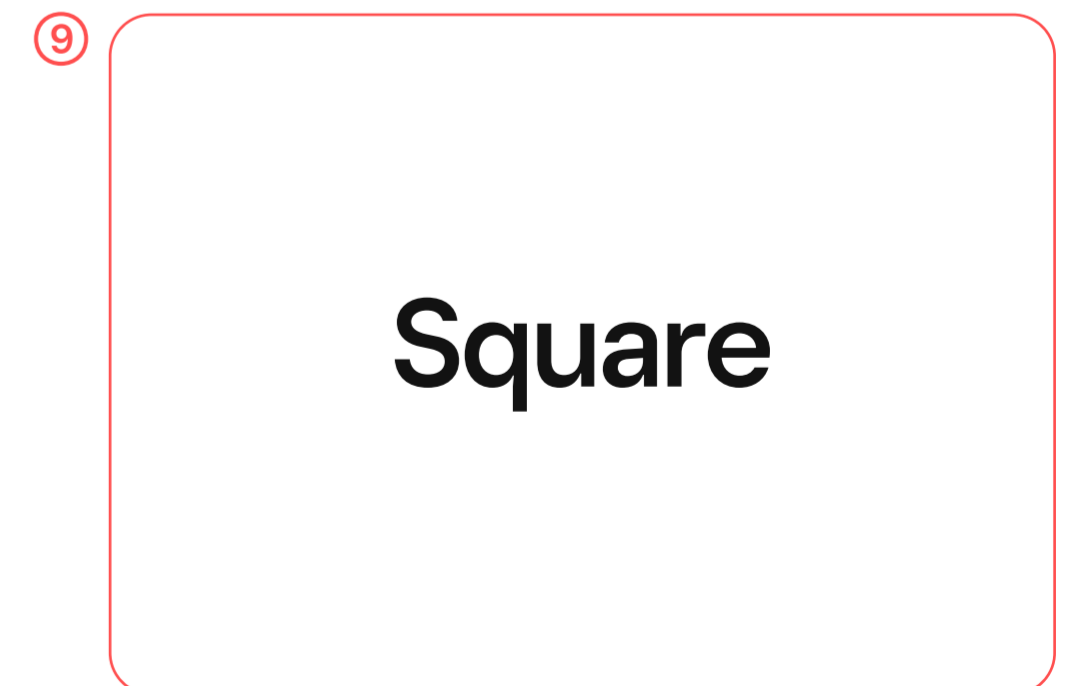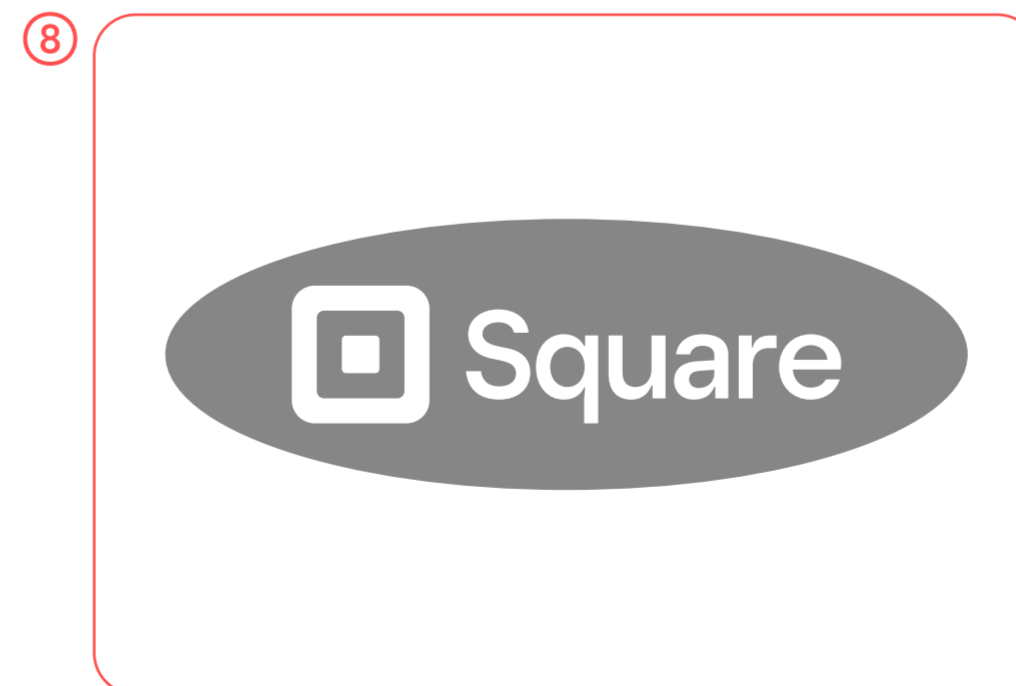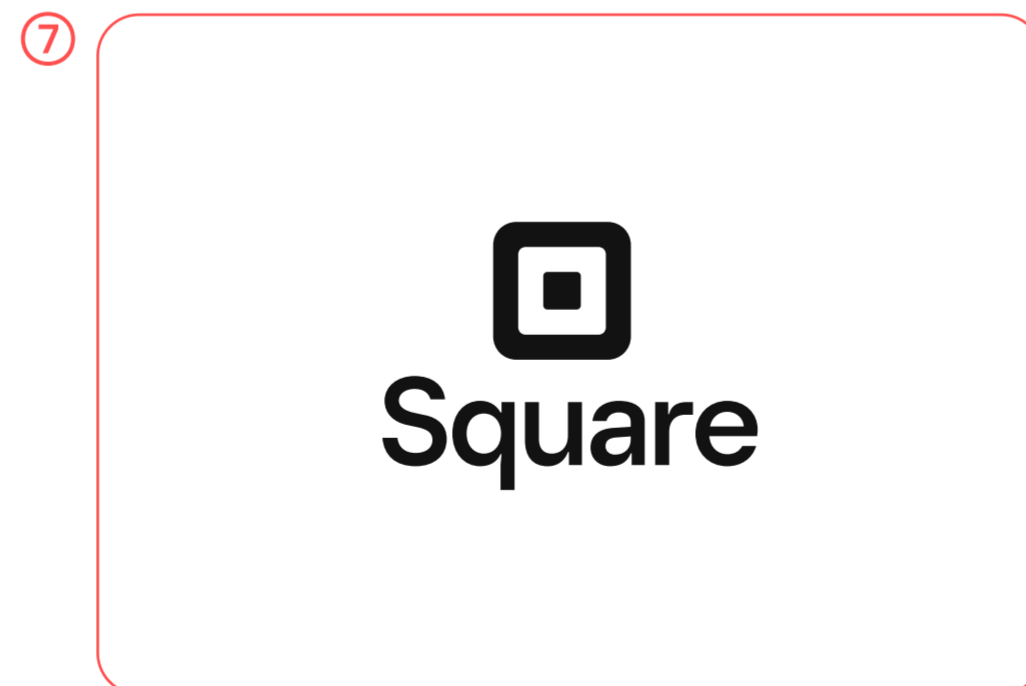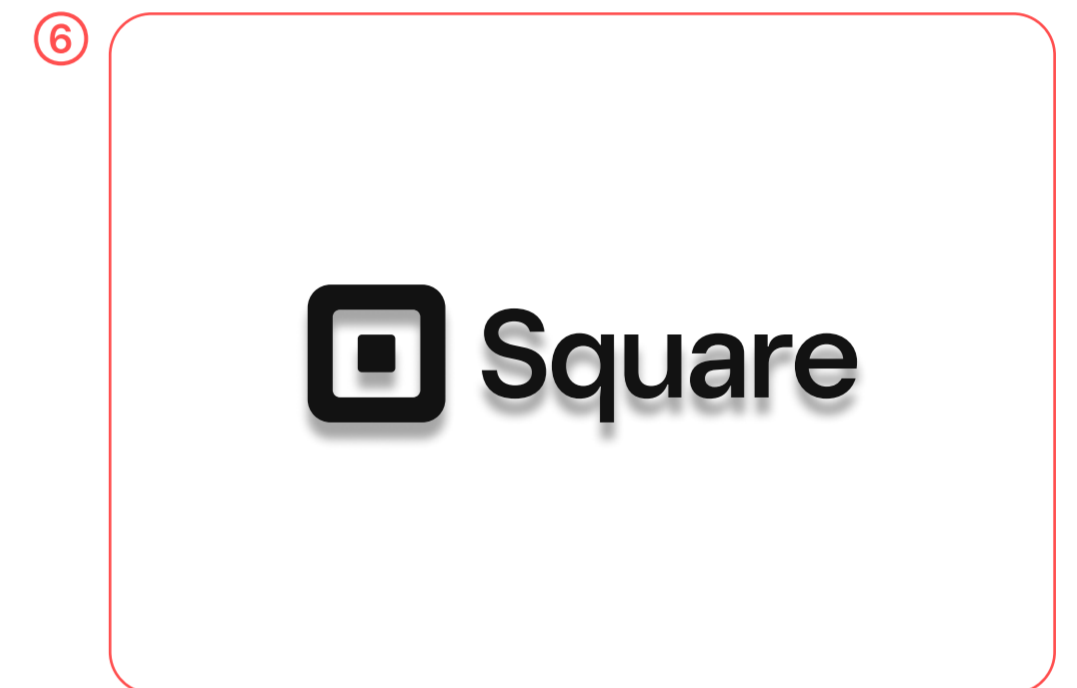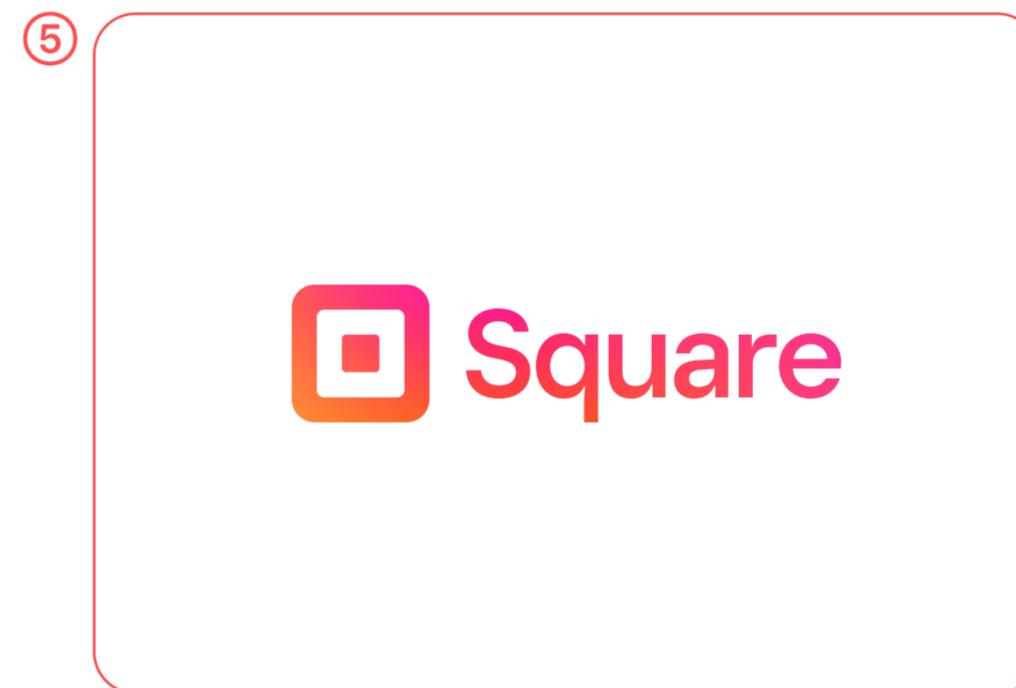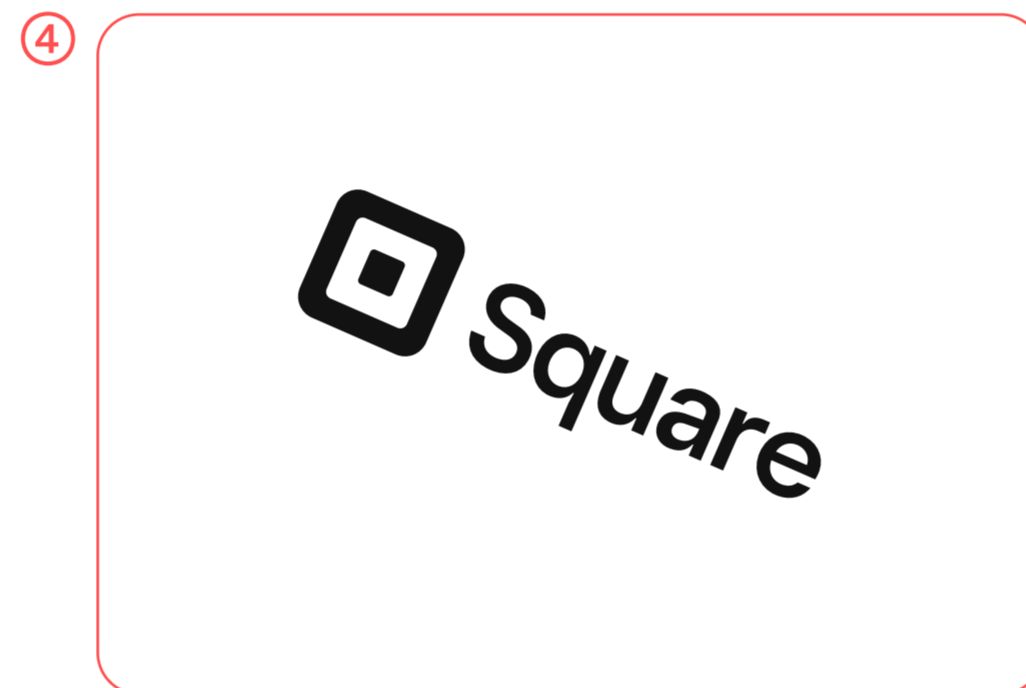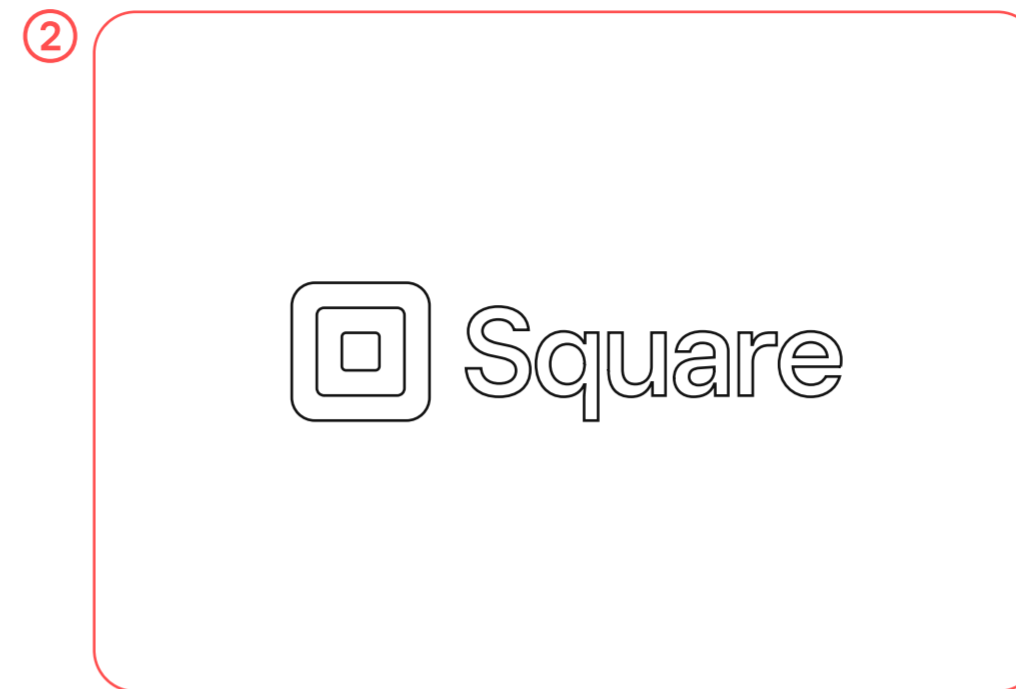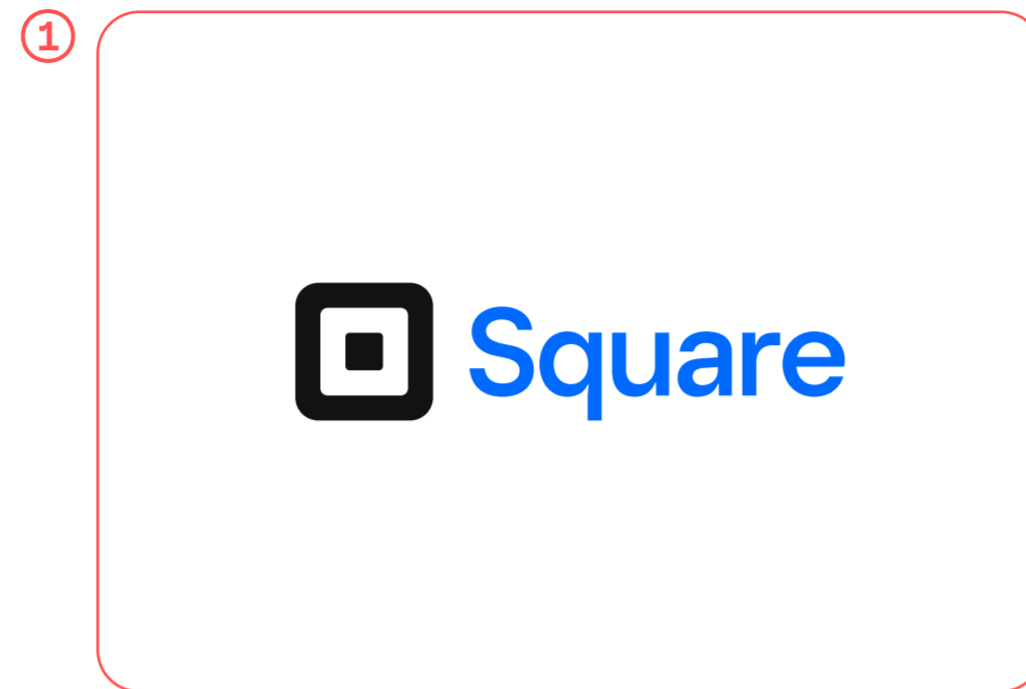
Jewel

The Square jewel

The Square jewel is central to our visual
identity. The following pages demonstrate
how to use it in the best possible ways
across a variety of situations.
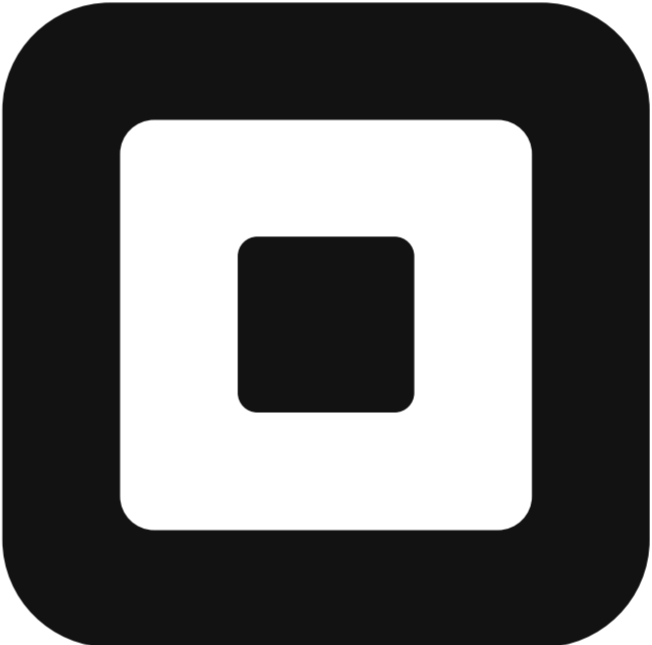
Clear space

To establish clarity and consistency, minimum clear space must be used around the jewel.

The space requirement above, below, and beside the logo is equal to three times the small middle square of our jewel. In this manner, the ratio of clear space around the jewel remains the same regardless of the size of the application.

Minimum sizing is required to maintain readability across all applications. The minimum height requirement applies to the height of the entire jewel.
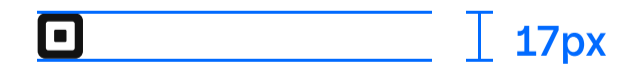
Be sure to follow the clear space rules when placing the jewel near the edge of any document, whether it's a print or a digital application.

Minimum size — print

Minimum size — digital

0.3in

17px
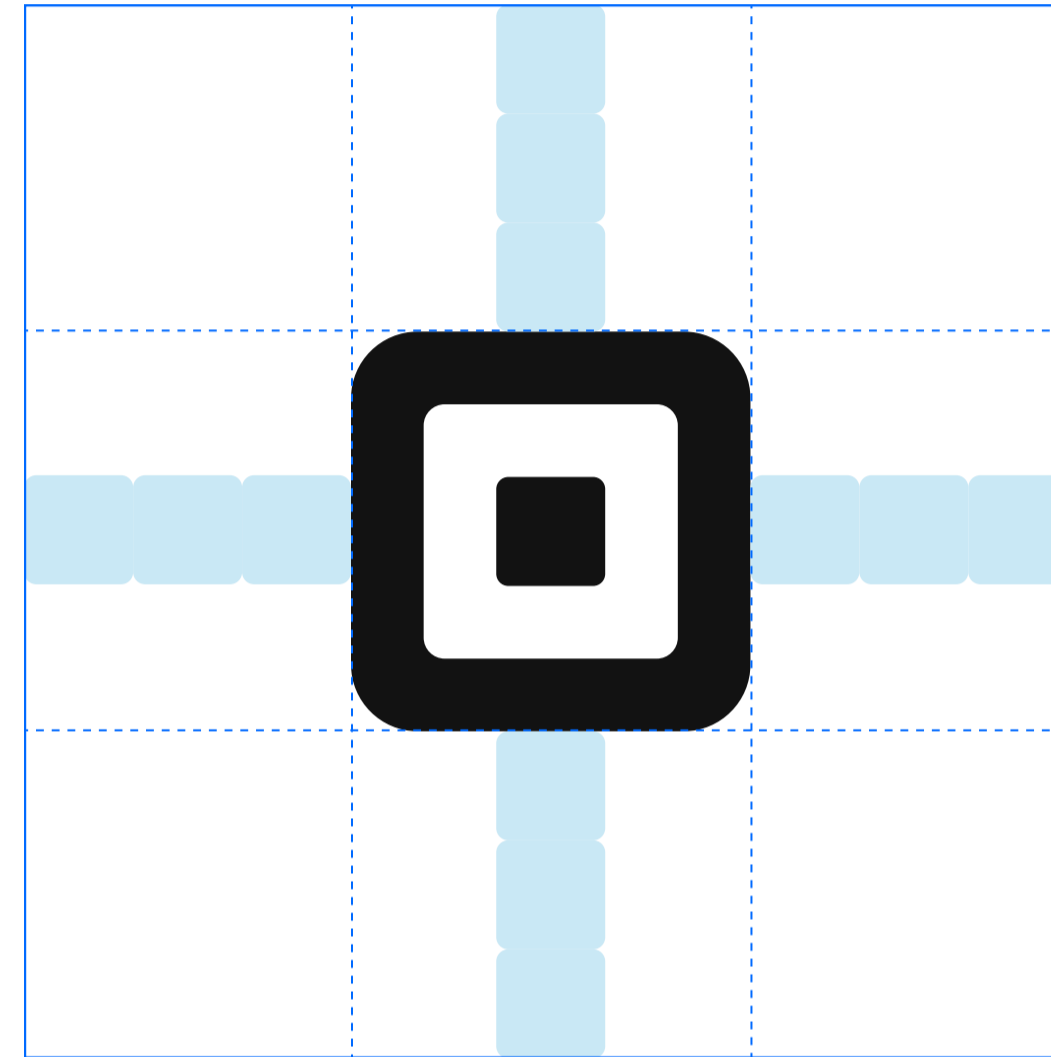
Jewel — incorrect usage

The following examples show how not to use the Square jewel symbol.

① Never change the jewel to multiple colors.

② Never add strokes.

③ Never treat the jewel as a letter.

④ Never cover with other artwork.

⑤ Never apply a gradient.

⑥ Never apply additional effects.

⑦ Never add to an illustration scene.

⑧ Never use on a background with low contrast.

⑨ Never alter or modify the jewel.

①

②

③ SAN FRANCISCO

④ Select your loan amount

$8,000

⑤

⑥

⑦

⑧

⑨
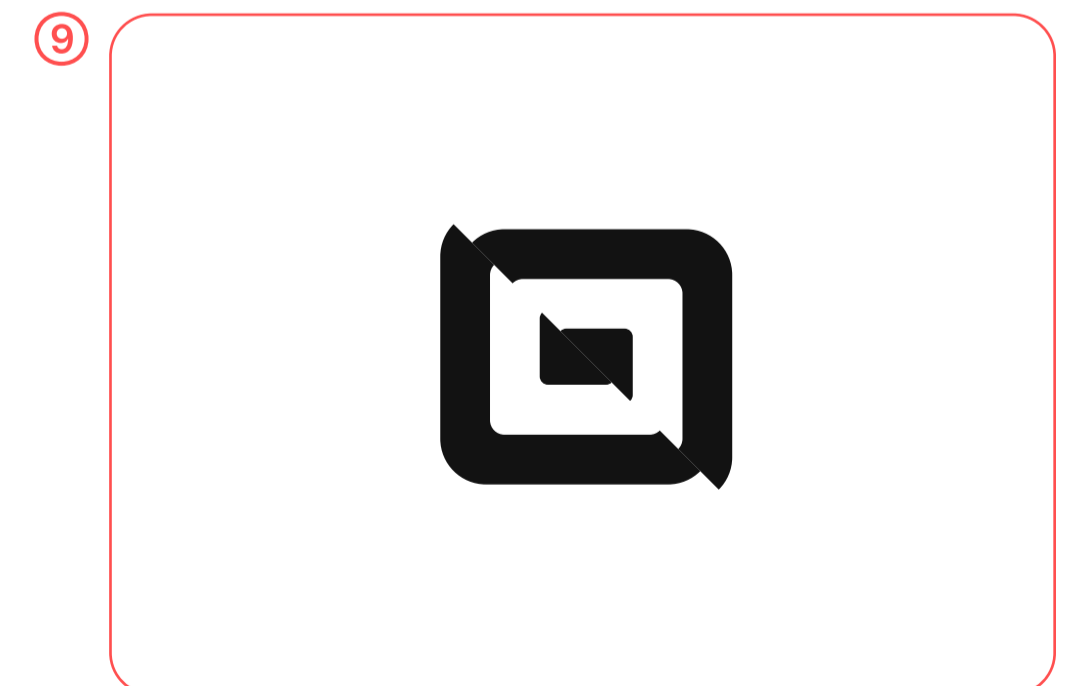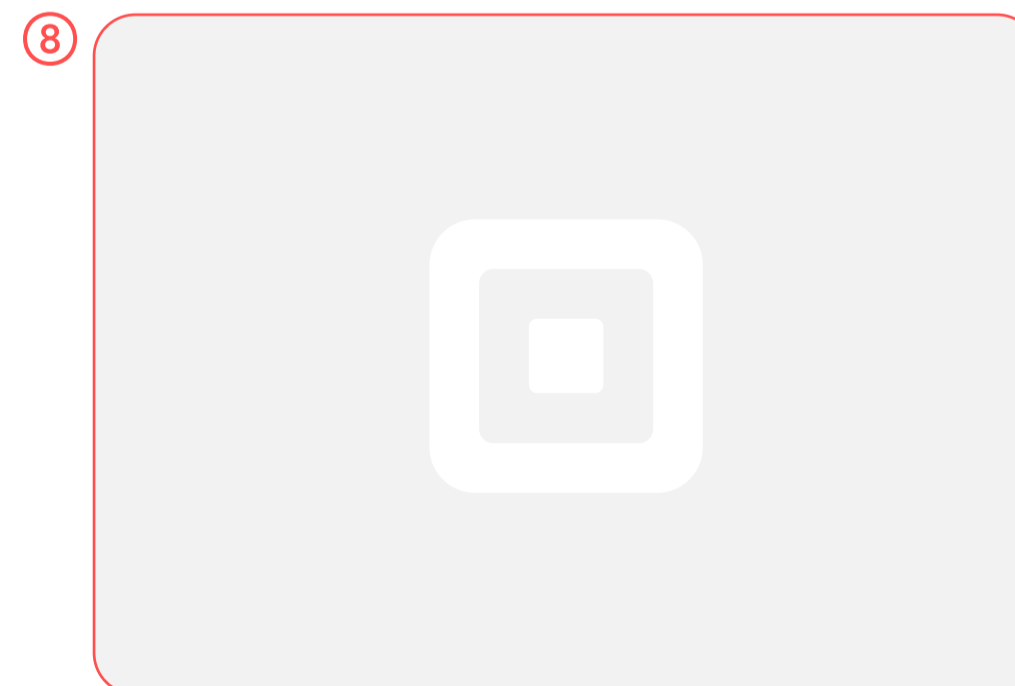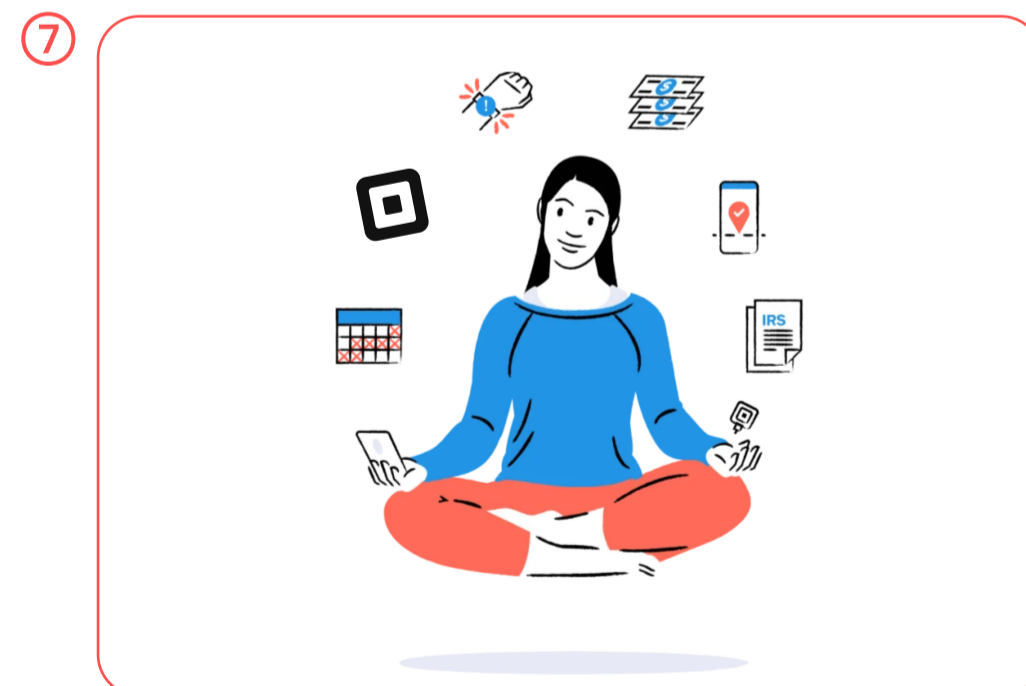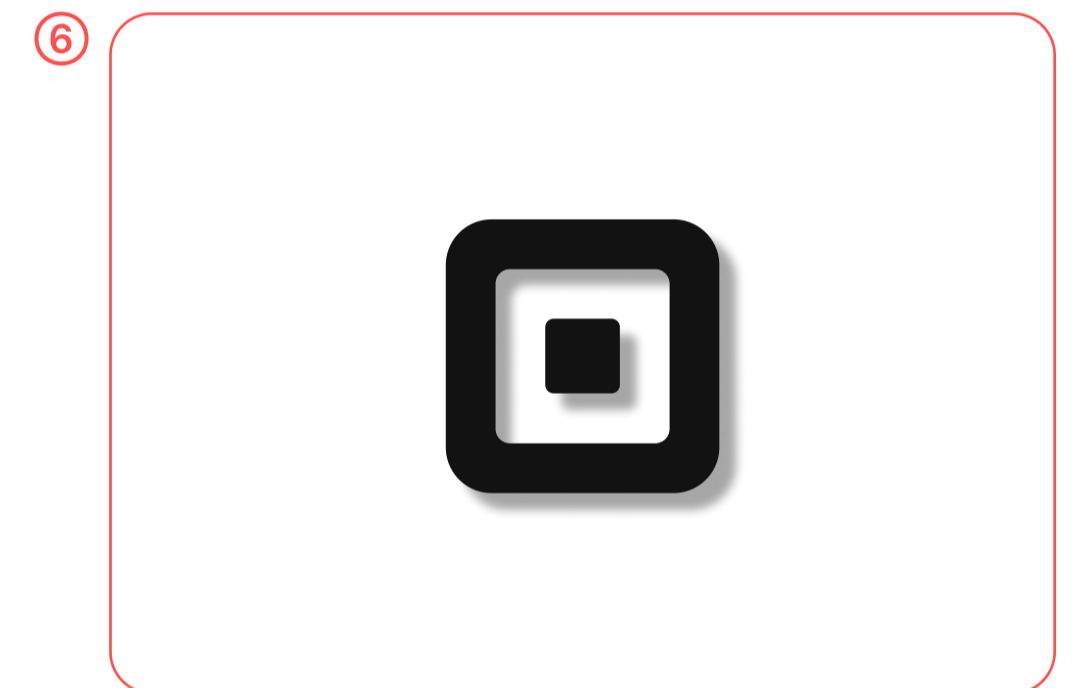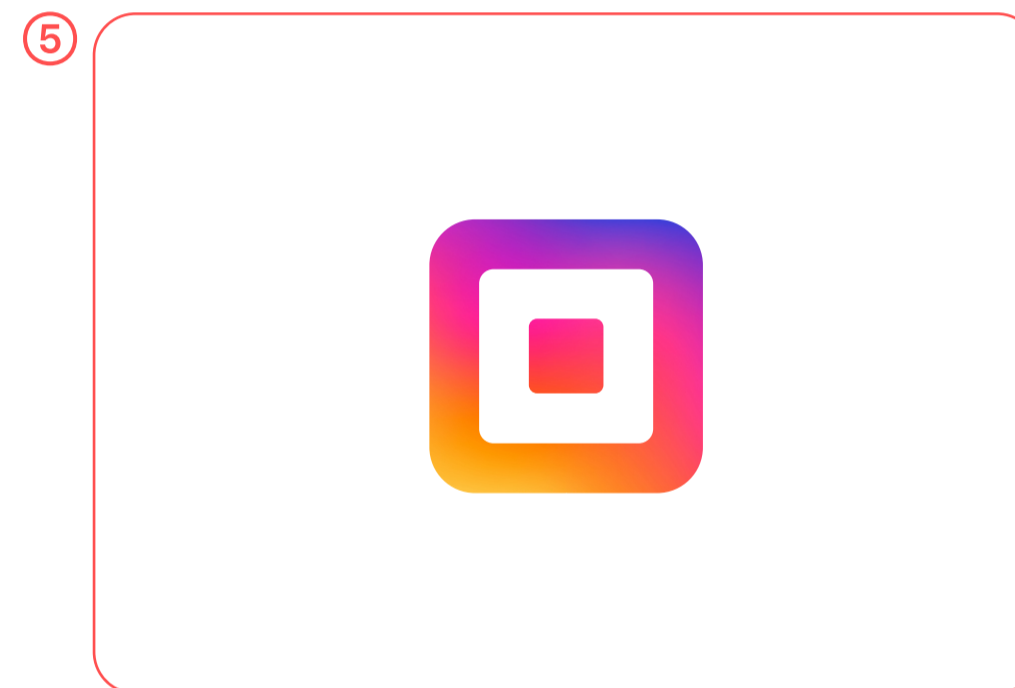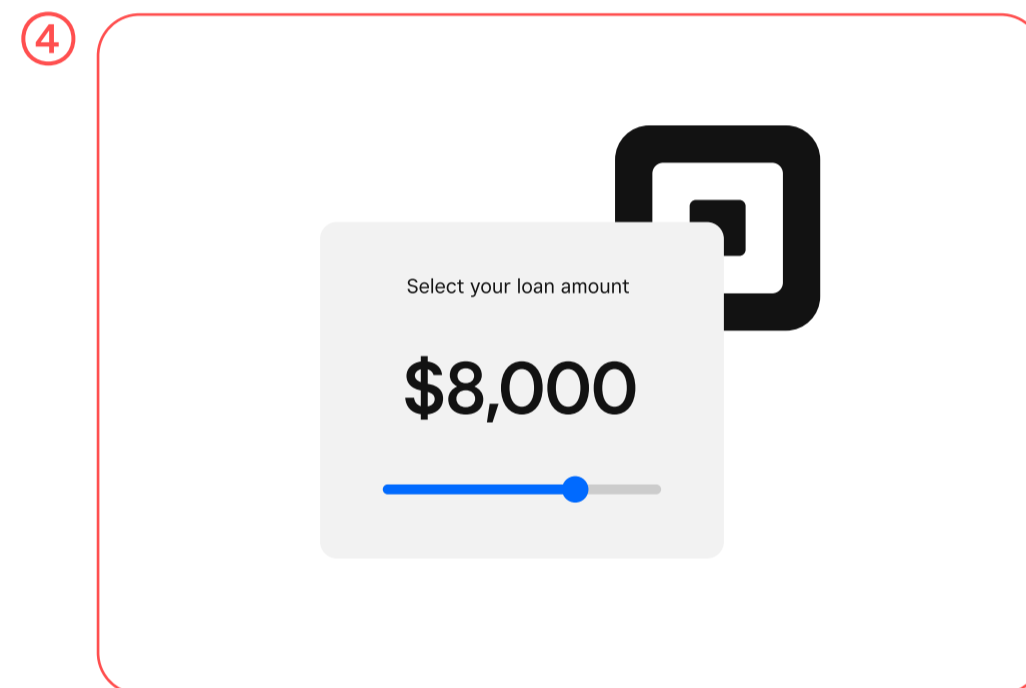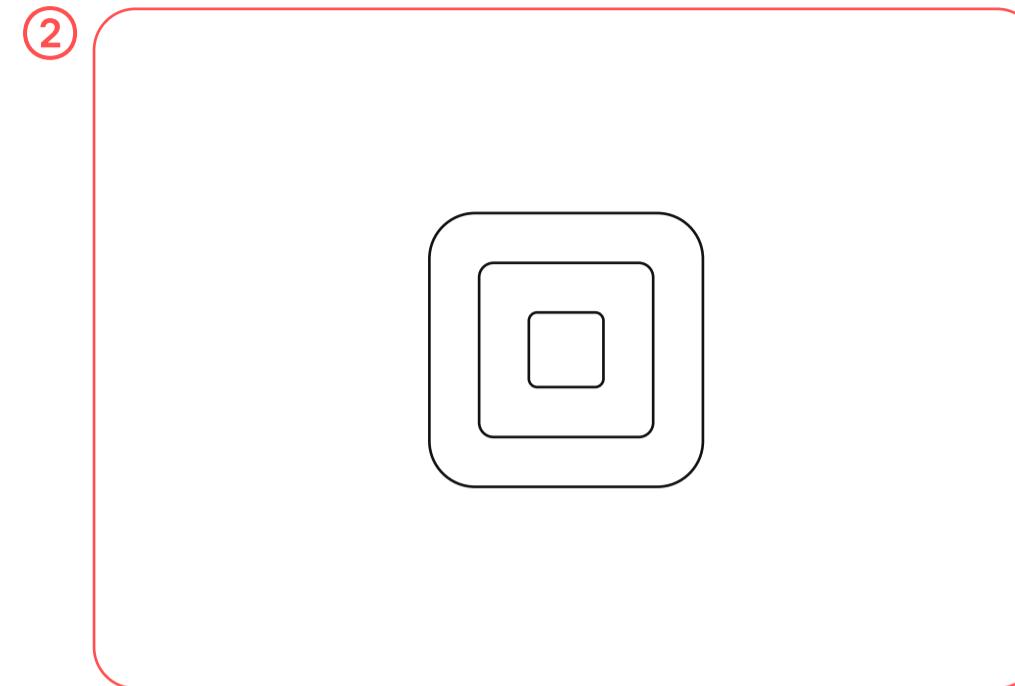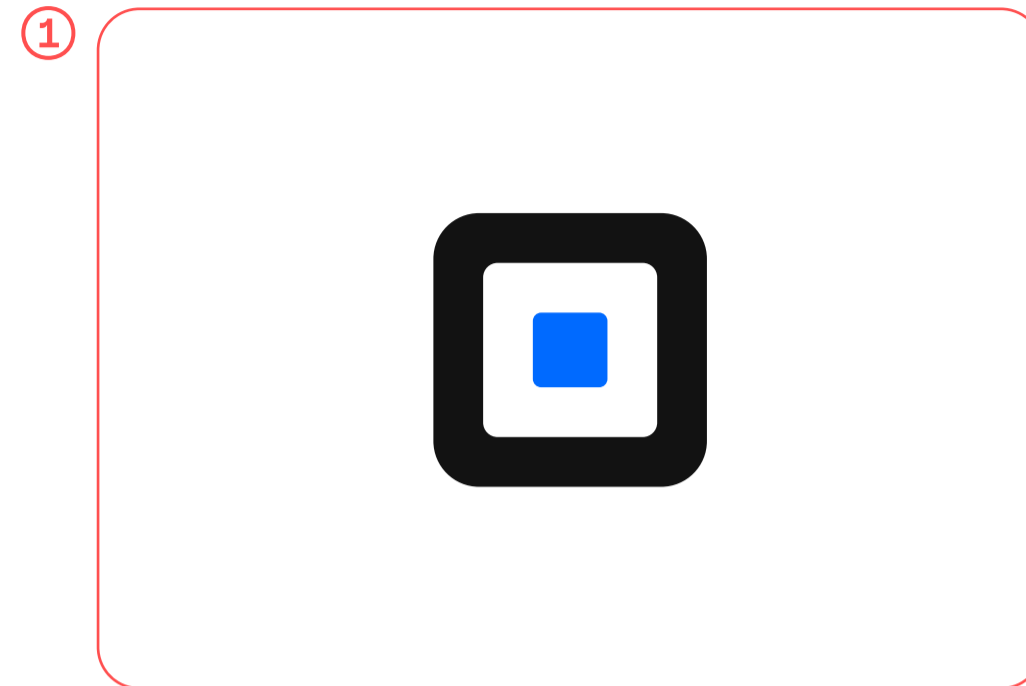
Questions?

The Square external communications team can help. Please reach out to press@squareup.com with any questions about logo usage and working with Square assets.