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Integration Guidelines

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Overview

These guidelines are for developers and businesses who offer customers the option of using Venmo to pay for their products & services. To help maintain consistent application and appropriate use of the Venmo brand, follow these guidelines carefully when integrating Venmo into your app or websites. The information in this document is subject to change. Refer to the **Venmo integration docs** on the Braintree site for updates. Venmo reserves the right to revoke permission to use Venmo Assets or restrict access to them at any time if the usage is inconsistent with these guidelines or deemed inappropriate by Venmo.

Drop-in Integration

If you are using the **Braintree Drop-in** integration, the work of the Venmo button has been done for you. You can skip the rest of this document.

Venmo Assets

The Venmo button and acceptance mark should appear in your app or website to enable customers to pay for products/services with Venmo. Do not use these assets in any marketing or communication materials. The provided Venmo logo can appear in marketing and communications only with Venmo's prior review and written approval in each instance.

Download ZIP

Support

If you have questions or need help with your integration, please let us know at the email above.

Ready to ship?

When your integration is complete, please contact us at the email above so that we can make sure it's ready for customers together.

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How to Use the Venmo Button

Payment

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—— or ——

| Credit Card Number |

| Name |

As a payment method option

RECOMMENDED

Whether it's checkout or account setup, use the Venmo button to give your customers the option of connecting their Venmo accounts instead of manually entering a card number. If your app or website allows customers to save payment information for future use, you should implement the Venmo button in this way to provide customers with a more frictionless experience. Customers will see the button only on the first time they connect Venmo to your service.

Complete purchase with

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As a Buy button

If your app or website doesn't allow customers to save payment info, you may use the Venmo button to invoke a purchase instead. In this case, use contextual copy and other cues to make it clear that the button will complete the purchase with the customer's Venmo account. Customers will see the button every time they make a purchase.

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Color Choices

Blue

On most backgrounds

Use the blue button on backgrounds that provide enough contrast and match well.

White

On dark or colored backgrounds

Use the white button on dark or colored backgrounds that do not provide enough contrast or match well with the blue botton.
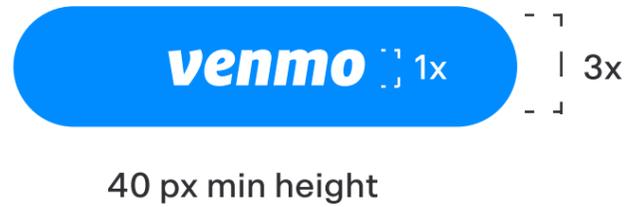
The pay with Venmo button is Venmo blue

Venmo blue
#008CFF

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Size and Space

1x **3x**

40 px min height

Minimum Height

The height of the button is no less than 3 times the height of the Venmo logo. It should be no smaller than 40px tall.

✗ **Don't make the button too small for the logo**

Spacing

16 px padding minimum

Clear Space

Ensure that there is space around the button of at least 16px.

✗ **Don't let other elements into the clear space.**
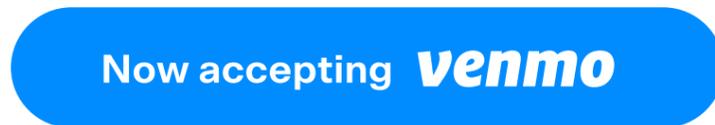
Download assets

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Common mistakes

Pay with **venmo**

✗ **Don't add text to the button.**

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✗ **Don't use different colors or shapes.**

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✗ **Don't use the blue button on a blue background.**

Now accepting **venmo**

✗ **Don't use the logo in a sentence.**

V | Buy now
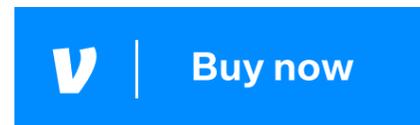
✗ **Don't create your own Venmo Button.**

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✗ **Don't use the white button on a white background.**
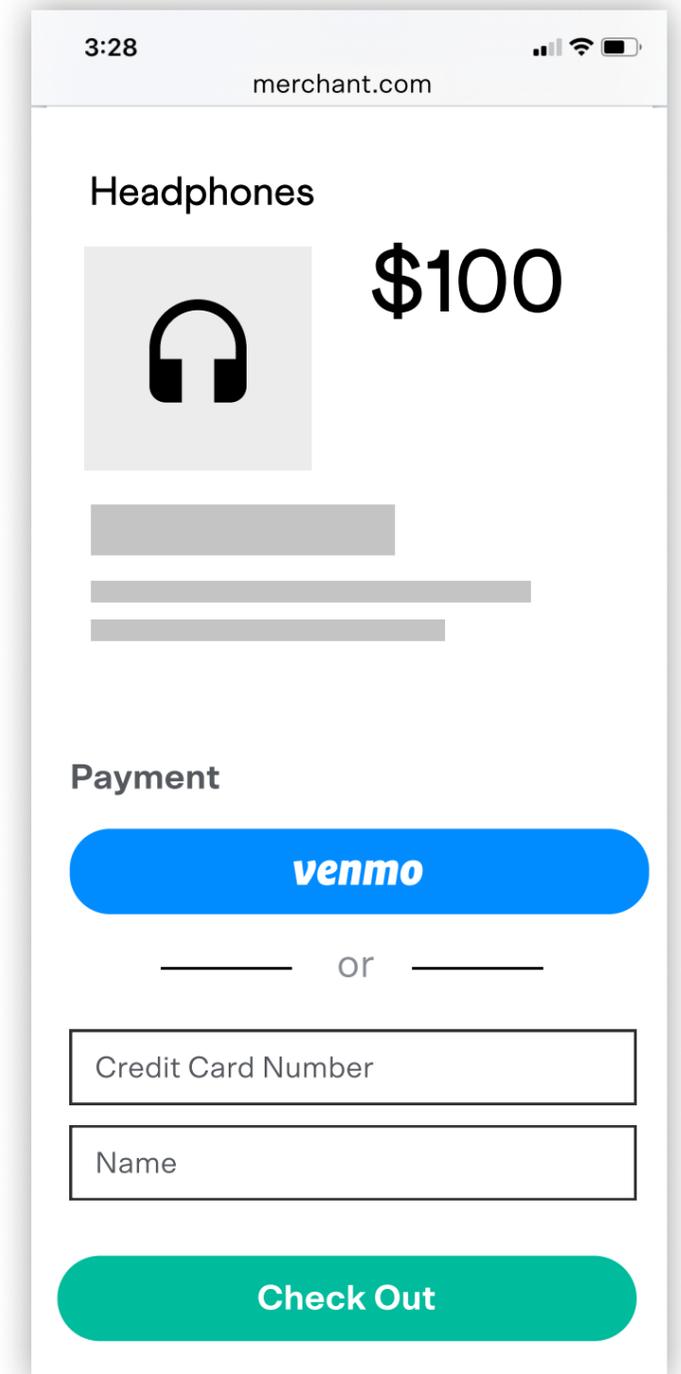
Use Venmo

✗ **Don't remove the logo.**

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Do and Don'ts

Do's

✔ Use only the button artwork provided by Venmo and follow instructions in these guidelines

✔ Ensure the button always starts the process of connecting a customer's Venmo account to your app, either to be saved as a payment method (recommended), or to complete a onetime purchase (i.e. the Buy button).

✔ Use the same style of button for both portrait and landscape formats.

✔ Select a button color that matches well and provides enough contrast against its background.

Don'ts

✘ Don't alter the Venmo button or create your own.

✘ Don't create a button size that is smaller than the other checkout buttons in your interface.

✘ Don't add any text to the button. Only the provided Venmo logo should appear in the button.

✘ Don't use the Venmo button for any purpose other than the two use cases described in the "How to Use" section.

✘ Don't use the Venmo button outside of your app UI, e.g. in marketing materials or for promotional purposes.

✘ Don't use the button as a Buy or Checkout button if your app presents Venmo as a payment method option, or vice-versa. Choose one or the other and use it consistently to eliminate customer confusion.

3:28   merchant.com

Headphones

$100

Payment

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—— or ——

Credit Card Number

Name

Check Out

**Example of effective use on a checkout page**

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When to Use Text

Use the name Venmo in text on screens in which all other payment methods are also displayed in text. This is most common when customers are selecting from a list of payment methods that have already been added to an app.

Typeset Venmo with an uppercase V followed by lowercase letters. Don't add ™ or ® to the name.

Include the Venmo acceptance mark if other payment methods are shown in a similar format.

Venmo may be set in all uppercase (VENMO) if and only if to conform with an established UI typographical style.

Choose payment

Credit card

Debit card

Venmo ✓

Choose payment
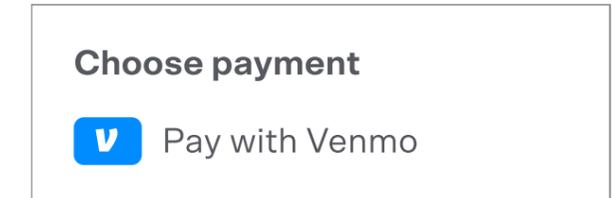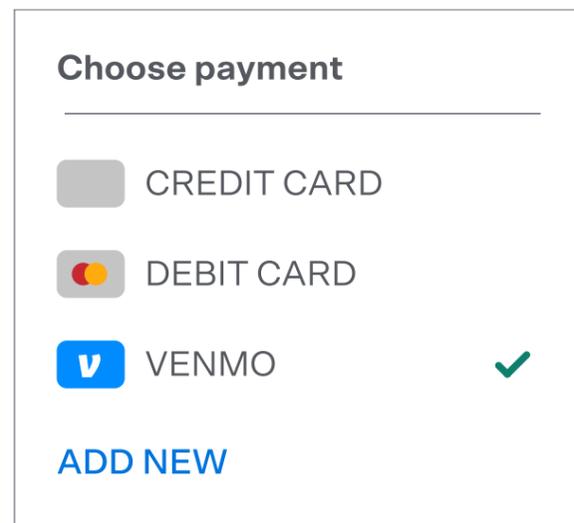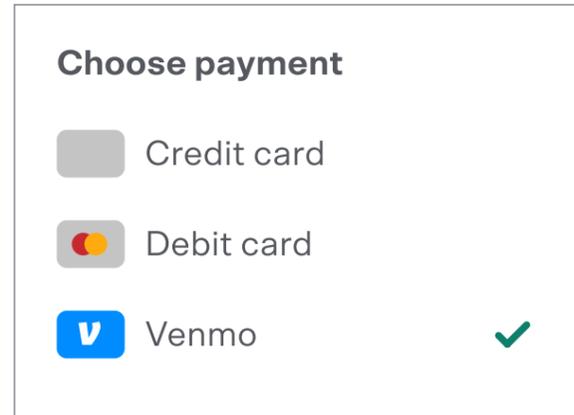
Pay with Venmo

✕ **Don't refer to Venmo as Pay with Venmo.**

Choose payment

CREDIT CARD

DEBIT CARD

VENMO ✓

ADD NEW

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Mark Guidelines

The Venmo acceptance mark is only available in blue. Only use the artwork provided by Venmo. Don't alter the mark in any way.

Include the Venmo acceptance mark if other payment methods are shown in a similar format.

IMPORTANT TIP
The Braintree APIs you integrate with also provide customers' @usernames once their accounts are connected. When showing Venmo as a payment method, you are strongly encouraged to include it as an identifying label and reassurance of legitimacy.

Download assets

Do's

✓ Use only artwork provided by Venmo.

✓ Use the mark when other payment   methods are displayed in a similar   format in the interface.

Choose payment

Credit card

Debit card

Venmo   ✓

Apple Pay

Bitcoin
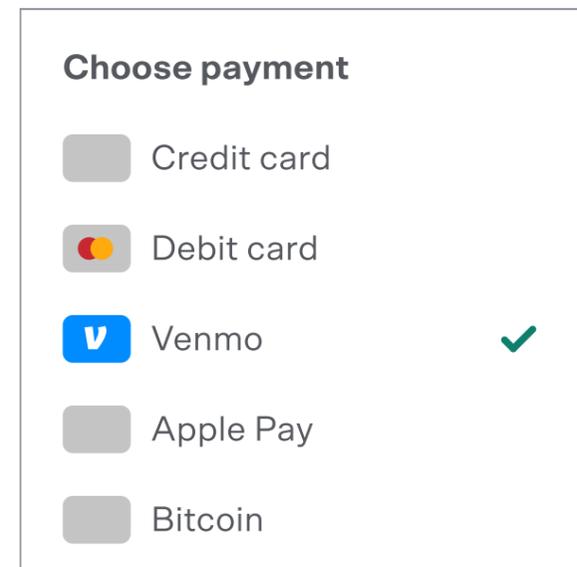
Example of effective usage to indicate that Venmo is the selected payment method

Don'ts

✗ Don't change the color of the mark.

✗ Don't make the Venmo mark smaller than the others in your interface.

✗ Don't alter what's in the mark.

✗ Don't adjust the mark's corner radius.

✗ Don't add visual effects such as shadows, glows or reflections to the mark.

✗ Don't flip, rotate or animate the mark.

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Copy Guidelines

Any mention of Venmo or use of the Venmo marks in marketing or communications outside your app or website, or in onboarding in your app, needs to be reviewed and approved by Venmo on a case-by-case basis. If you are interested in announcing or promoting Venmo acceptance to your customers, here are some sample phrases that will expedite the Venmo approval process (and some that won't).

General guidelines

The product name is Venmo. Venmo has a new feature that lets Venmo users pay using Venmo in other apps. Please do **not** give the feature a branded name such as *Pay With Venmo* or *Venmo Checkout.*

Say

✓ My app now accepts Venmo.

✓ You can now buy products in my app using Venmo.

✓ You can now pay for services in my app using Venmo.

✓ I just bought something with Venmo.

✓ I just used Venmo to buy these tickets.

✓ I want to pay for that ride using Venmo.

✓ Checkout is now faster if you pay with Venmo.

✓ Complete your purchase using Venmo.

Avoid

✗ I just bought tickets with Pay with Venmo.

✗ I just used Pay with Venmo in my favorite app.

✗ My website now features Venmo Checkout.