yoomoney

Updating the brand:
a guide for partners

What is the difference between YooMoney and YooKassa (ЮKassa)?

YooMoney is the global brand while YooKassa (ЮKassa) is the local name of the service in Russia and CIS countries.

What must be changed

Any mentions of **Yandex.Checkout** must
be changed:

– Name
Yandex.Checkout → YooMoney

– Logo
Yandex Checkout ⟶ 🔟 **yoomoney**

If you offer **Yandex.Money** as one of the
payment methods, it must be changed

– Name
Yandex.Money → YooMoney

– Logo
Yandex Money ⟶ 🔟 **money**

If the payment method is displayed as a
wallet icon, **you can keep the icon**

Proper use of the brand name: YooMoney

YooMoney

Two upper case letters. No spaces, periods, dashes, or quotation marks.
For example:

— sign up for **YooMoney,**
— pay via **YooMoney,**
— **YooMoney** settings.

Quotation marks are only used for the legal name of the company: "YooMoney", NBCO LLC

Correct:

YooMoney

Incorrect:

Yoo.Money   YouMoney

"YooMoney"   IOMoney

Yoo-Money

Clear space of the logo

The logo has an area of clear space, meaning other design elements shouldn't be placed too close to it. The clear space is the same size as the diameter of the inner circle within the "Ю" icon.

Logo on the colored background

Use a suitable logo option:

For a bright/white background

Download

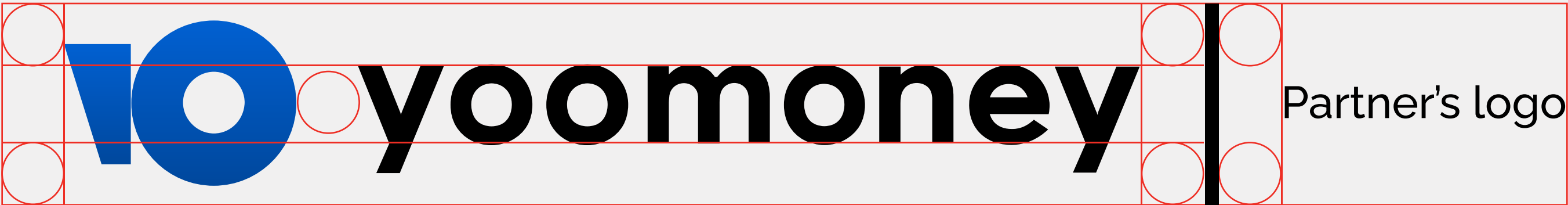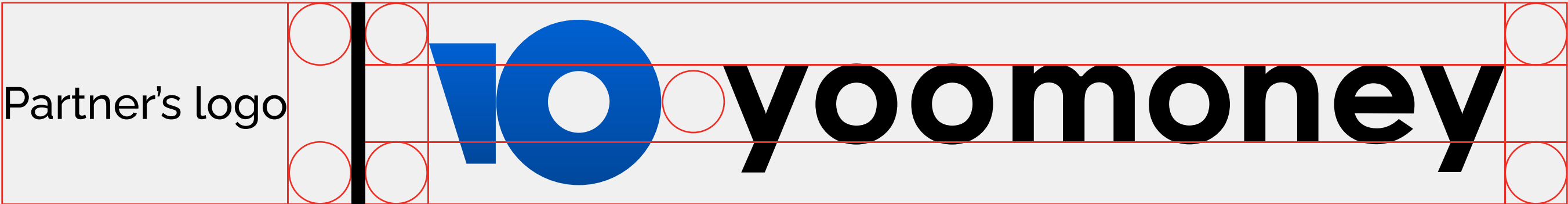For a contrasting background

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For a blue background

Download

For a dark/black background

Download

Logo

How to use the YooMoney logo and the partner's logo properly

Partner's logo | ю yoomoney

ю yoomoney | Partner's logo

Brand icon instead of the logo

If there's not enough space for the full version of the logo, use the "Ю" brand icon.

Icon in the YooMoney brand color

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White icon

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