

PayPal Merchant Graphics



The PayPal Acceptance Mark

Introduction

Use the PayPal acceptance mark to let your customers know they can use PayPal to pay you. Shoppers will see a uniform acceptance mark across merchants' websites, which establishes a consistent representation of the PayPal brand.

The acceptance mark introduces new elements to the brand. The introduction of the segmented PayPal bar and rectangular rule helps place it in a uniform visual context with other acceptance marks, such as those of MasterCard and Visa. It easily displays next to them.

Note: For optimal display and legibility within checkout flows, the PayPal acceptance mark scales to a minimum size of 23x37 pixels. At that size, the registered mark on the PayPal logo is no longer legible; thus, it has been removed.



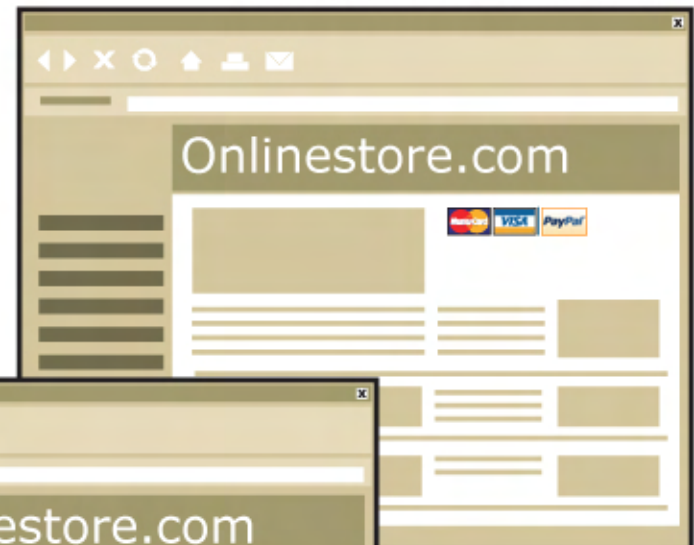
PayPal acceptance mark

The PayPal Acceptance Mark

Implementation example

The PayPal acceptance mark may be displayed in sequence along with the major credit card marks in a checkout or shopping cart. It can also be displayed on your website's home page to allow users to identify PayPal as an accepted form of payment.

The PayPal acceptance mark on a homepage

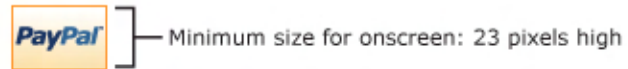


The PayPal acceptance mark in a checkout

The PayPal Acceptance Mark

Minimum size requirements

To ensure optimal legibility and impact at small sizes, a minimum size has been determined for online reproduction of the acceptance mark. Onscreen acceptance marks cannot appear in sizes smaller than 23 pixels high.



The PayPal Acceptance Mark

Unacceptable usage

The shape, style, and color of the acceptance mark should never be modified. When creating buttons, banner ads, and other web assets, don't stretch the acceptance mark horizontally or vertically to fit the space. Please do not use an outline around the edge of the acceptance mark nor convert the PayPal logo inside the mark to another font. The PayPal name should not be altered. Don't use a dropshadow, and do not cant, tilt, or distort the proportions of the acceptance mark for effect.



Don't stretch the acceptance mark horizontally or vertically to fit the space



Don't create another outline around the rectangle



The mark will not be localized for specific countries or domains



Don't cant or tilt the acceptance mark



Don't use a dropshadow



Don't reverse the acceptance mark colors

PayPal Solution Graphics

Introduction

Use a PayPal solution graphic to indicate that you accept online payments – PayPal, credit cards, or other types of payments – through PayPal.

The solution graphics are designed to communicate that PayPal enables merchants to allow buyers to use any of these options.

eBay users may see a variation of the horizontal graphic, but it is important to note the version available in the PayPal Online Logo Center is the version that can be used on websites other than eBay.

The credit cards displayed here are for illustration only. The order of the credit cards may appear differently.



PayPal solution horizontal graphic



PayPal solution vertical graphic

PayPal Solution Graphics

Implementation example

The PayPal solution graphic should be used on your website's homepage to communicate to your customers that you accept PayPal payments. We realize that there are needs for both horizontally formatted graphics and for vertical applications. The vertical graphic was created for use in side columns.



PayPal solution graphic on a homepage

Additional Options

Introduction

Use any one of these graphics to let customers know that you accept and endorse PayPal.

You may select graphics that indicate you've just added PayPal to your website, or that you prefer for buyers to use PayPal over other payment options.



Additional options



Additional Options

Implementation example

The PayPal preference graphics were designed to be used in side column spaces, but can be used anywhere on your site that suits your needs. We've designed two different styles for you to choose from. One image and message may not work for everyone.



PayPal graphic on homepage