



PWorld

**Merchant
Partner**

**PayPal World
connects business
to billions of wallet
users worldwide.**

The purpose of this toolkit is to help our merchant partners show to their consumers that PayPal World enables global shopping with local wallets. This provides design mandates, sample copy frameworks and sample assets to show how PayPal World can come to life.

Checklist:

Before rolling out any PayPal World materials, review the following requirements to ensure accuracy and approval:

- Share this toolkit with all internal and external creative teams.
- Use only approved copy, creative lockups, and design elements.
- Submit mockups, campaign dates, and subject lines/pre headers for review.
- Allow five (5) business days for legal review, plus extra if revisions are required.

1 **Design Elements**
Logos & Lockups
Color
Grid
Typography
Imagery

2 **Application**
Digital Integration
Social Media

3 **Legal**

4 **Access**

Design Elements

**Loggos &
Lockups**

Logo

The PayPal World Primary Logo is made up of the PayPal monogram and the World word mark.

This is the preferred logo form and should be used in most applications.

Primary Logo



Clearspace

Leave enough clearspace around the PayPal World Logo so it remains clear and recognizable in every application.

Leave X space around the logo.
X = the width of the 2 Ps stems

Logo Clearspace



Scale and Reduction

The PayPal World Logo has been adjusted to optimize its appearance and legibility at both larger and smaller sizes.

Even with optical adjustments, avoid making the logo too small. This helps maintain its clarity and legibility.

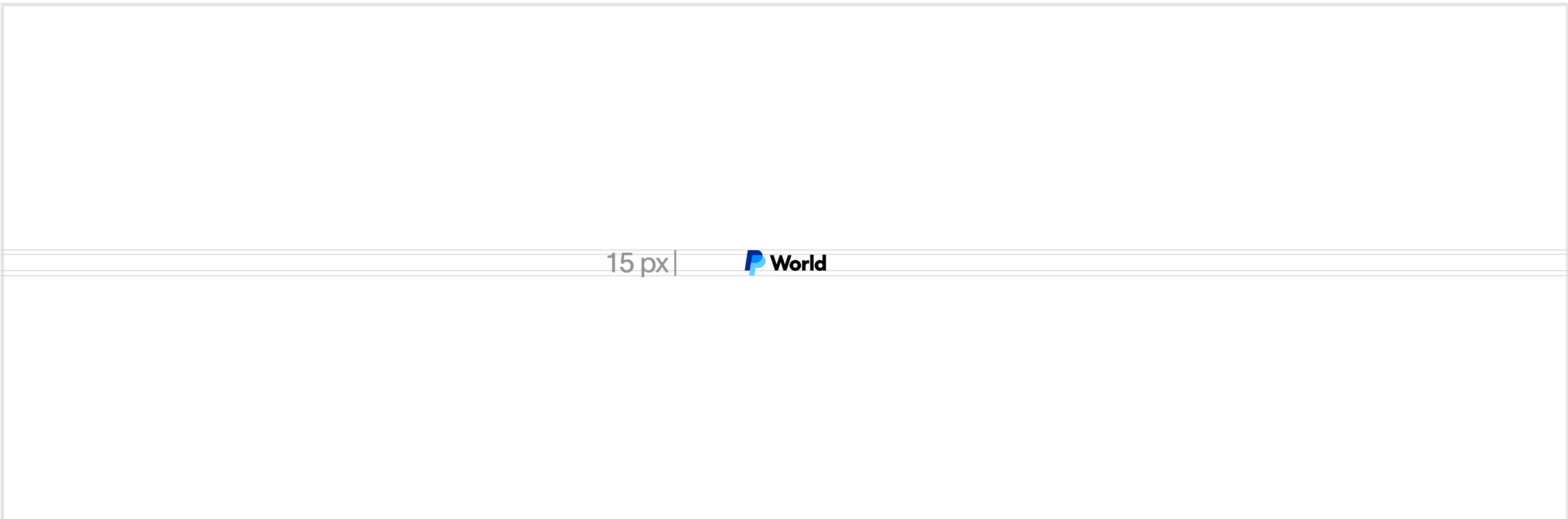
Whenever possible, keep the logo at a minimum size of 15px.

Sizing



Minimum Recommended Size:

Digital: 15px



Color Application

We use the black logo with the colored PayPal monogram to ensure legibility across all mediums.

The logo must always be placed on a white background for optimal visibility.

This approach removes the need for partners to supply knocked-out logo versions, providing greater flexibility in asset lockups.

Primary Logo



In plain text

In running text, we do not use the logo but type our name out in plain text as “PayPal World”.

Whenever possible, keep “World” on the same line as “PayPal.” This helps reinforce PayPal World as a unified entity and part of the PayPal brand.

World

Pay with PayPal World

Join a worldwide network of wallets to power payments in [insert country] where PayPal is available.

Learn more →

Or use a PayPal World partner wallet

UPI [Partner]

微信支付
WeChat Pay [Partner]

[Partner] joins the PayPal World network, letting customers pay locally where PayPal is accepted.

BY PYMNTS | April 24, 2026

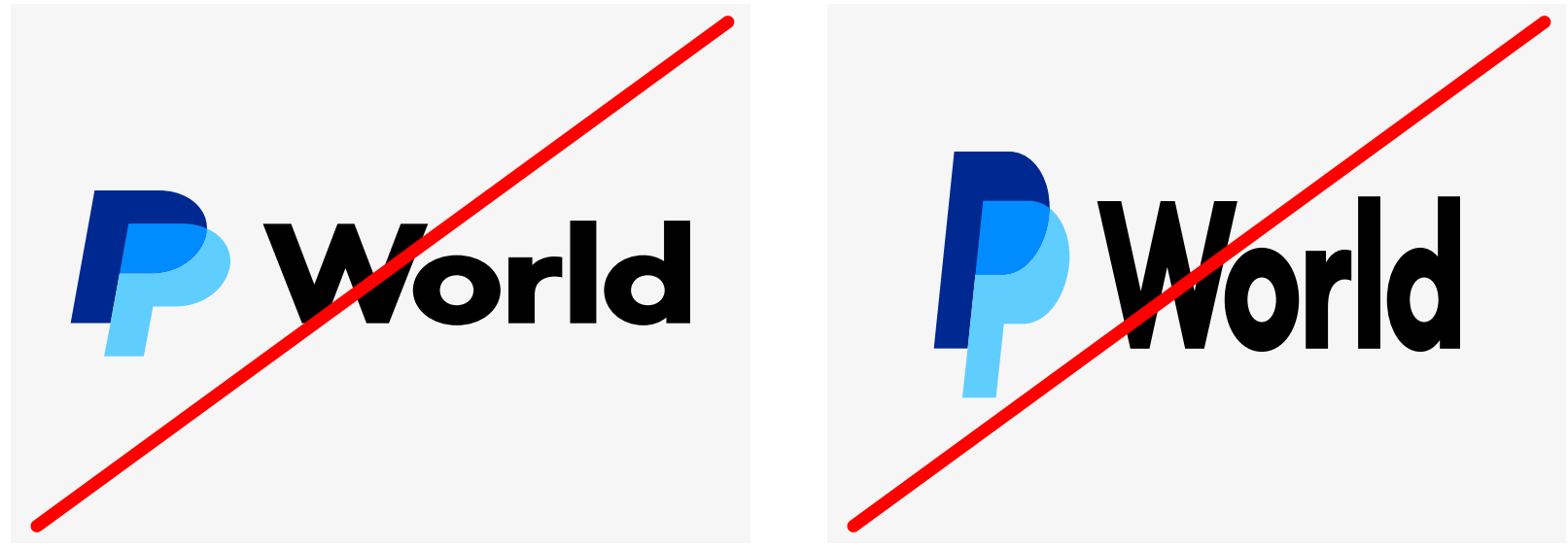
World

This is the future of global payments

Misuse

To maintain the integrity of the PayPal World logo, avoid the following.

Don't stretch our logo's proportions



Don't use custom treatments



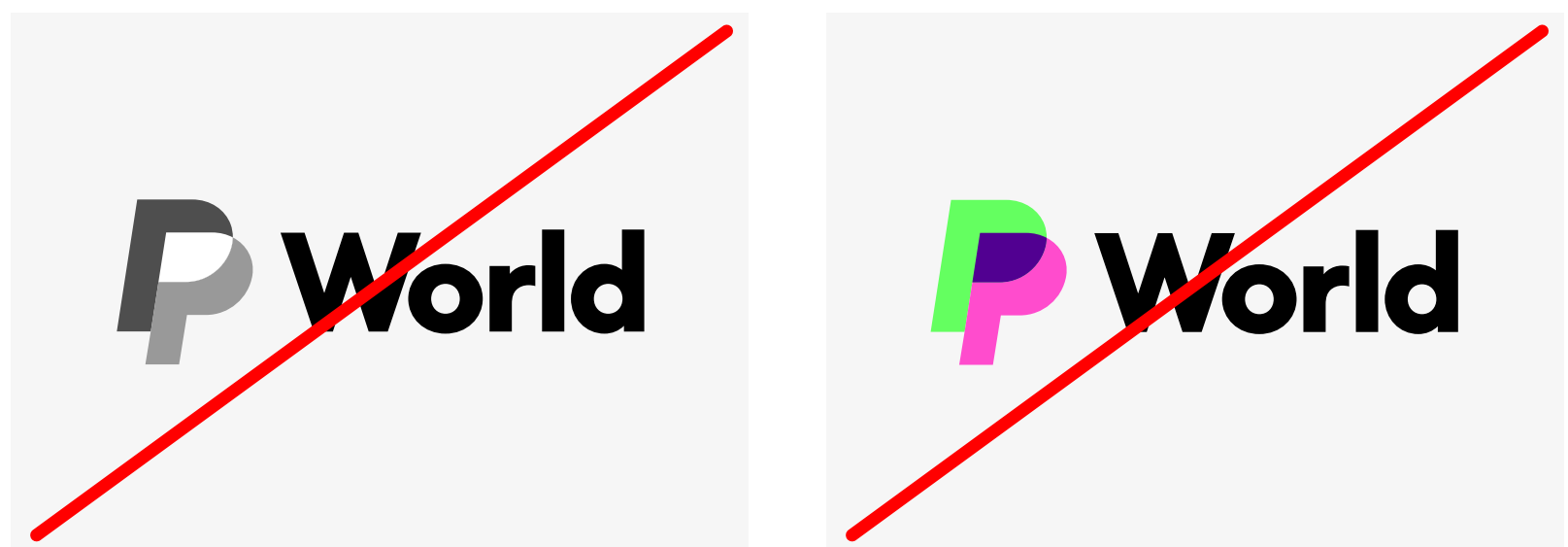
Don't stack vertically



Don't adjust size



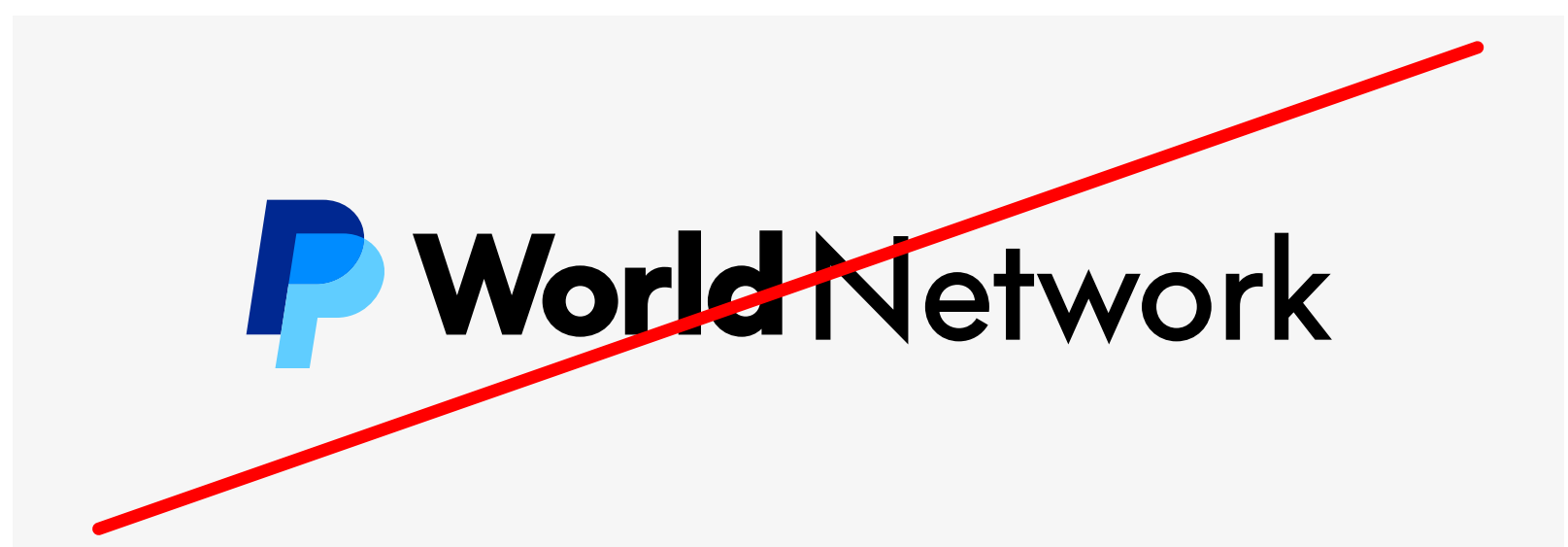
Don't customize coloring



Don't use the logo within a line of text



Don't lock up or alter our logo's text



Attribution Lockup

When featuring wallet partners, always use the attribution lockup rather than the individual PayPal World logo. This highlights that PayPal World is the connecting element between wallet partners.

Attribution



Scale and Reduction

The attribution lockup has been adjusted to optimize its appearance and legibility at both larger and smaller sizes.

Even with optical optimization, we must be careful not to make the lockup too small to preserve its integrity and legibility.

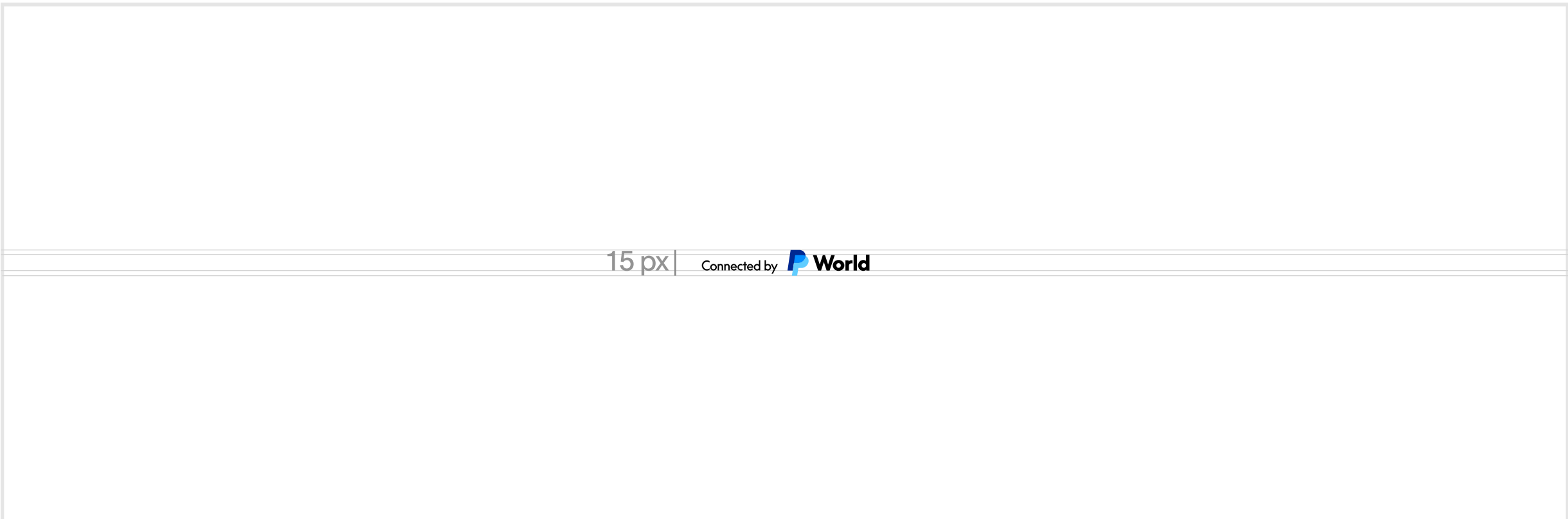
If possible, try not to make it smaller than 15px.

Sizing



Minimum Recommended Size:

Digital: 15 px



Color Application

The “Connected by” lockup should always appear in black, paired with the colored PayPal monogram to ensure legibility across all mediums.

This approach also eliminates the need for partners to supply knocked-out versions of their logos, providing greater flexibility when creating asset lockups.

Like the logo, the attribution lockup must always be placed on a white background for optimal visibility.

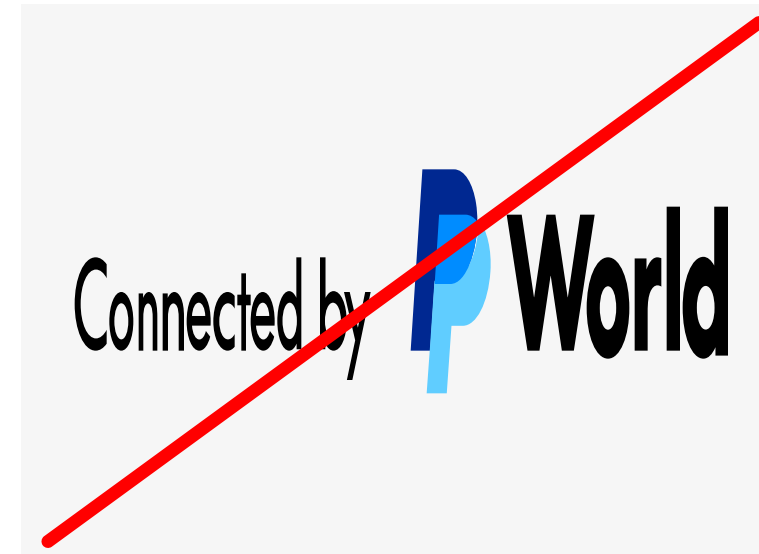
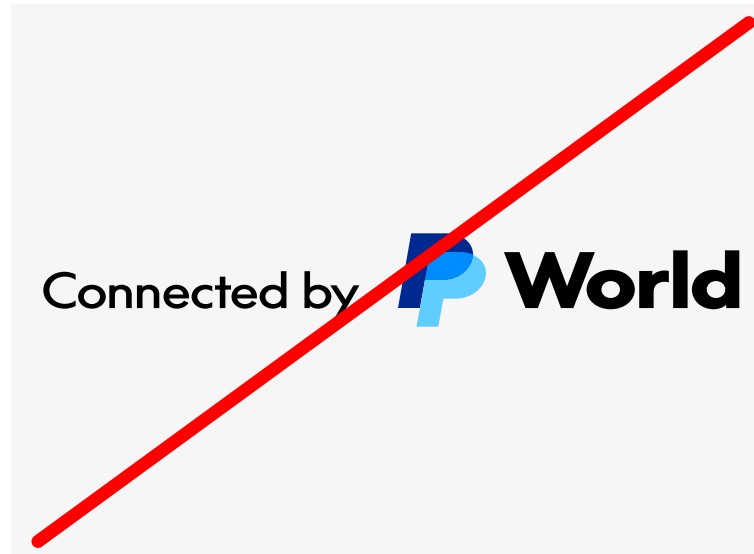
Attribution Lockup

Connected by  World

Misuse

To maintain the integrity of the attribution lockup, avoid the following.

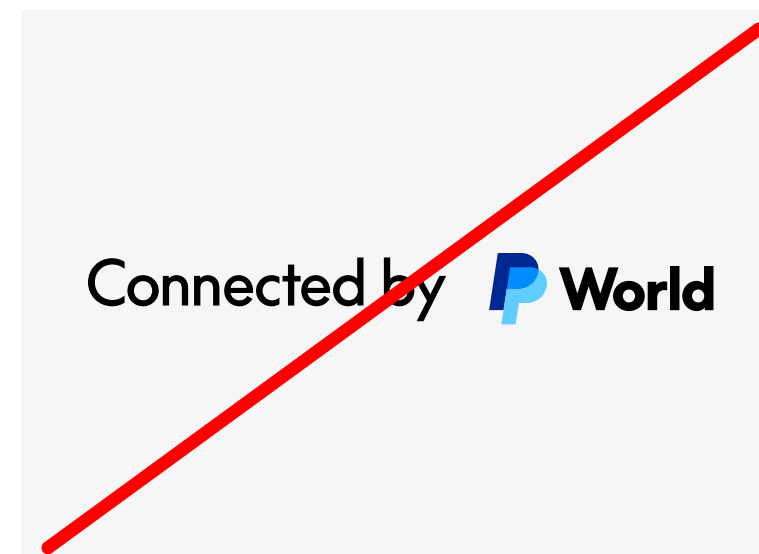
Don't stretch our logo's proportions



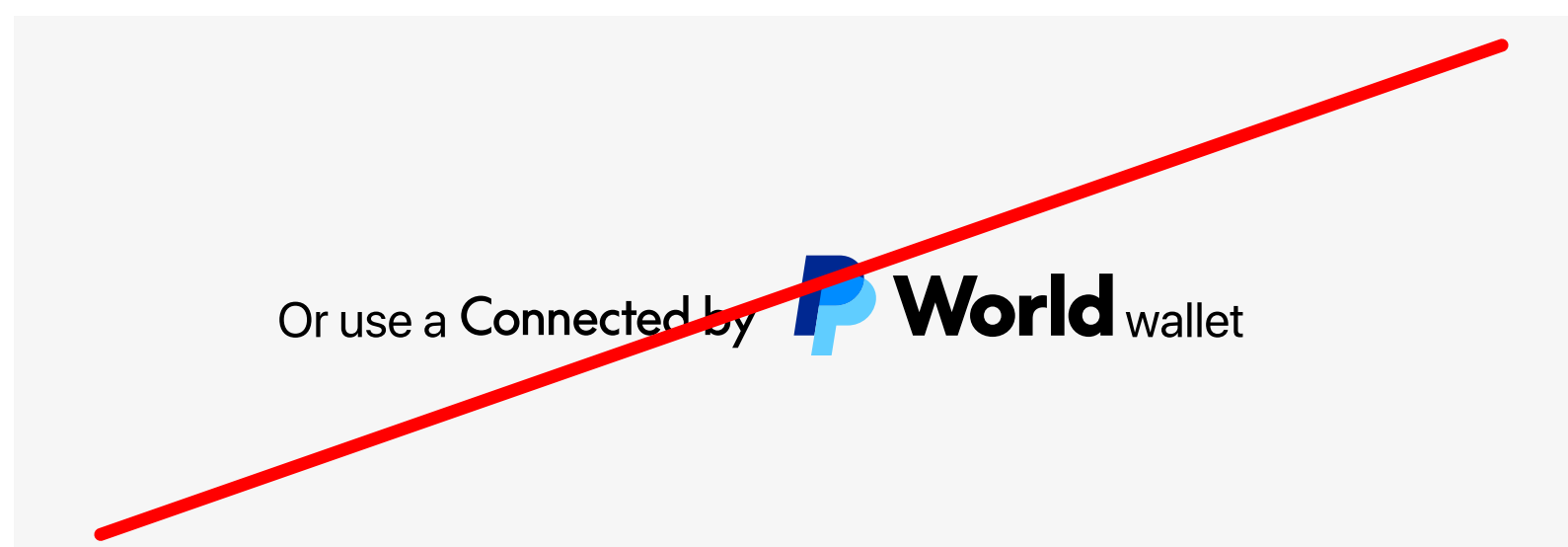
Don't stack vertically



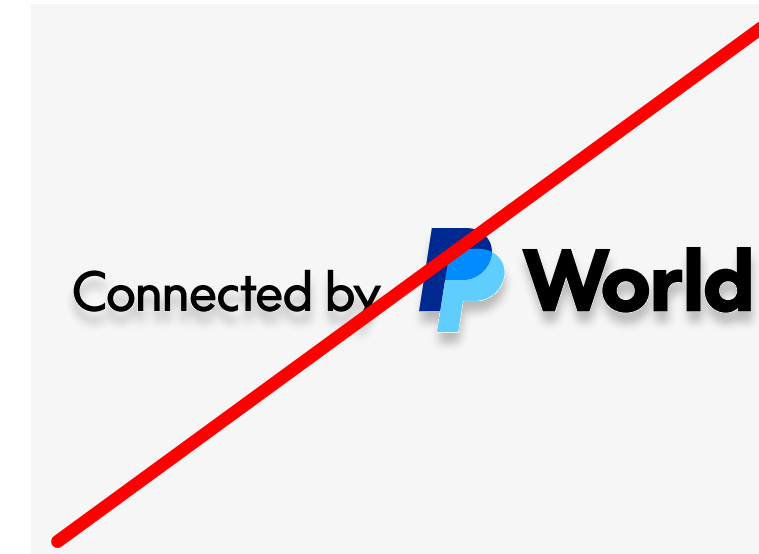
Don't adjust size



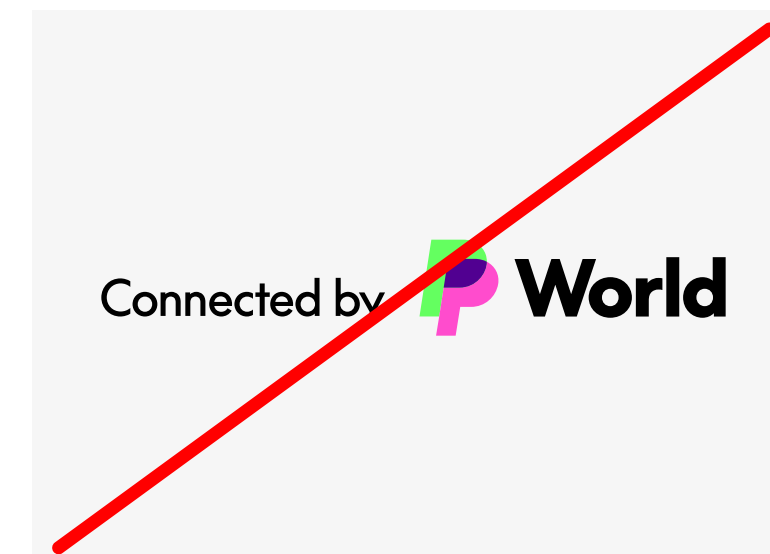
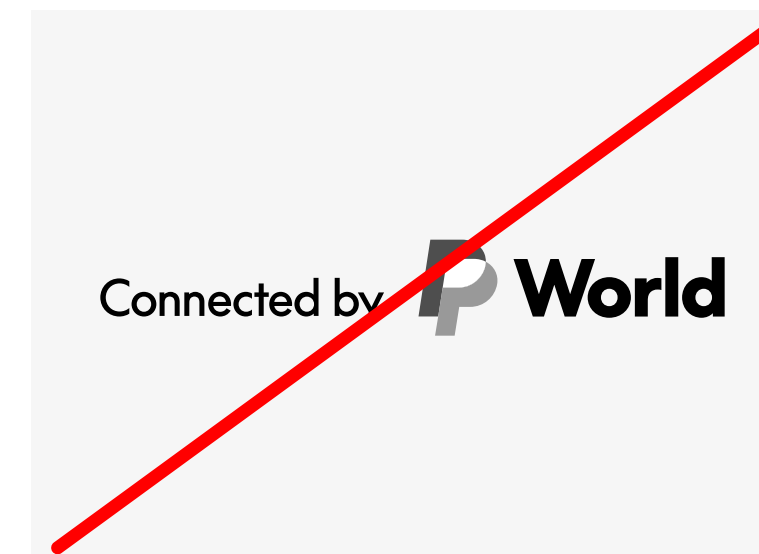
Don't use the logo within a line of text



Don't use custom treatments



Don't customize coloring



Don't lock up or alter our logo's text



Our primary and preferred lockup is the horizontal layout. It allows flexibility to include more than two partner wallets when needed. Use the horizontal layout whenever possible, and only opt for the vertical layout if space is limited or the logo integrity is compromised.

The attribution and Partner Wallet lockup should only be used when representing a joint campaign or shared experience between PayPal World and a partner wallet.

Ensure that both brands are equally represented and share responsibility for the offer, message, or experience. When creating a lockup, list partner wallets in alphabetical order, and center the attribution lockup beneath the pairing.

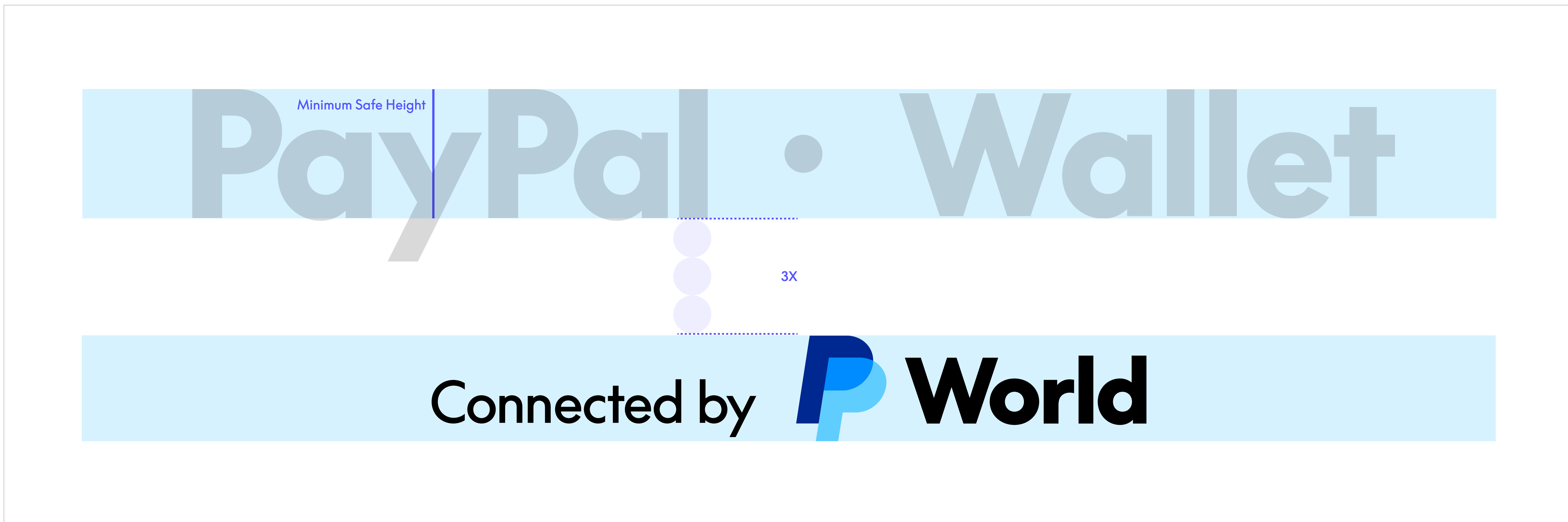
Wallet Lockup

Wallet • Wallet

Connected by  **World**

The attribution height is set to 85% of the minimum safe height of the PayPal logo mark. It should be centered beneath the wallet partner logos.

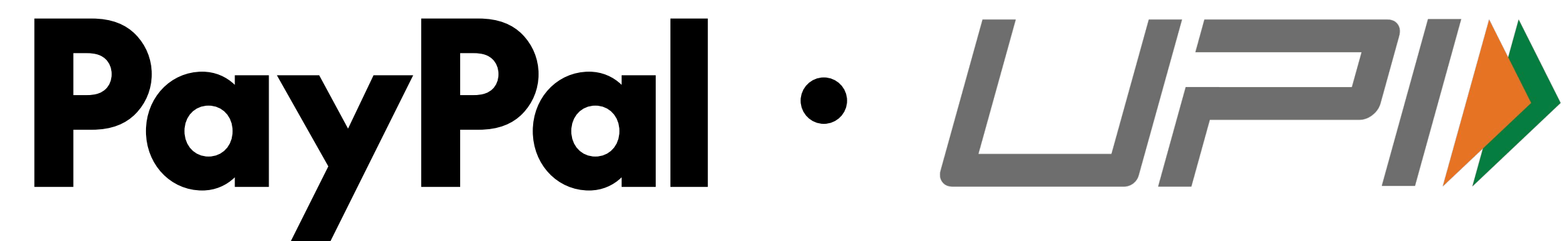
To maintain clearspace around each wallet partner, use the width of 3X, as shown in the example below.



2 Partners

Horizontal

Using two wallet partners with the attribution lockup is our preferred and recommended layout. It is the most flexible asset, suitable for use across different media scales without compromising legibility or logo integrity.



Connected by  World

3 Partners

Horizontal

Due to space and sizing constraints, this lockup represents the maximum number of partner logos and attributions we recommend. It works best in medium- to large-scale use cases such as web banners, desktop social posts, and emails.



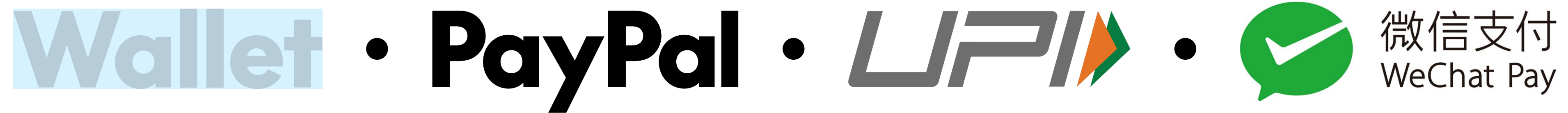
Connected by  World

4 Partners

Horizontal

Due to space and sizing constraints, this lockup is reserved for large-scale media only. Examples of where this format is not suitable include, but are not limited to, web banners, social media posts, and emails.

We do not recommend using a lockup with more than four wallet partners at a time.



Connected by  World

It is not recommended to lock up more than four wallet partners at a time. However, we understand there may be unique circumstances that require additional wallet partners to be presented. In those cases, wrap the wallet logos onto additional lines. A maximum of three wallet partner logos should appear per line, as shown in the lockup below.

This use case should be reserved for large-scale media only. Examples of where this format is not suitable include, but are not limited to, web banners, social media posts, and emails.



微信支付
WeChat Pay

Connected by  World

The vertical lockup is our secondary layout and should only be used when horizontal space is limited or logo integrity may be compromised. This configuration supports a maximum of two partner wallets at a time.

The attribution and Partner Wallet lockup should only be used when representing a joint campaign or shared experience between PayPal World and a partner wallet.

Ensure that both brands are equally represented and share responsibility for the offer, message, or experience. When creating a lockup, list partner wallets in alphabetical order, and center the attribution lockup beneath the pairing.

Wallet lockup



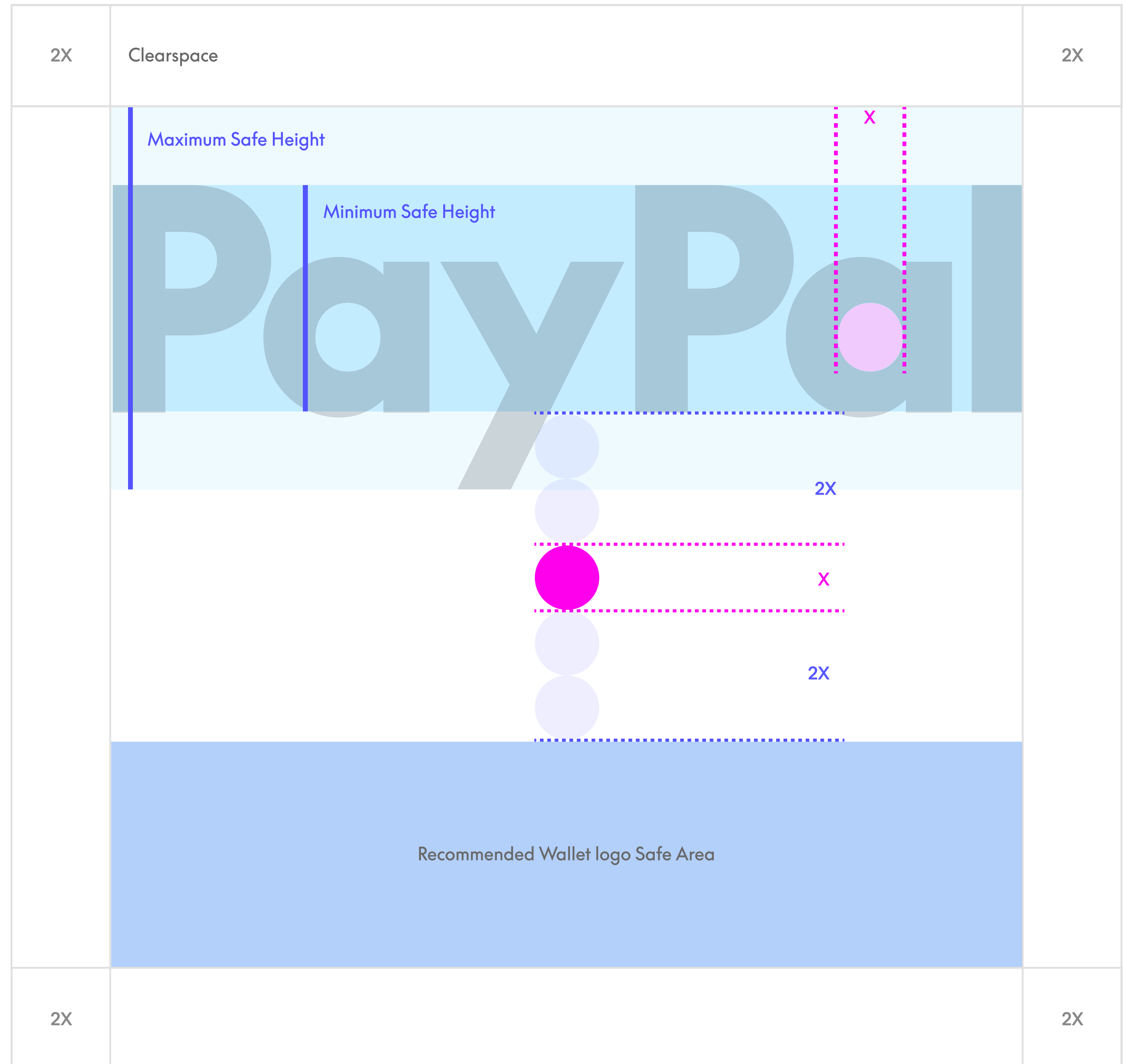
Wallet Lockup

Vertical

To create a wallet lockup, use the whitespace, or counter, inside the “a” to determine the circle spacer size and X.

To maintain clearspace around each wallet partner logo, use a margin equal to 2X, as shown in the example below.

Logos should be locked up using a small circle. The width of the circle is equal to the width of the counter (inner circle) of the “a” in “PayPal” (X). Align the horizontal center of the circle with the minimum safe height or “P” from the PayPal logo. See diagram for specifics.



Wallet Lockup

Vertical

The attribution height is set to 85% of the minimum safe height of the PayPal logo mark. It should be centered beneath the wallet partner logos.

To maintain clearspace around each wallet partner logo, use a margin equal to 3X, as shown in the example below.

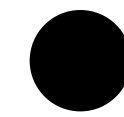


Wallet Lockup

Vertical

The attribution lockup with two wallet partners is the preferred and recommended layout. Due to its size, this lockup should only be used for two partner wallets at a time.

PayPal



Connected by  World

When creating lockups with partner wallet logos of different shapes, align all logos on a shared centerline to maintain visual stability.

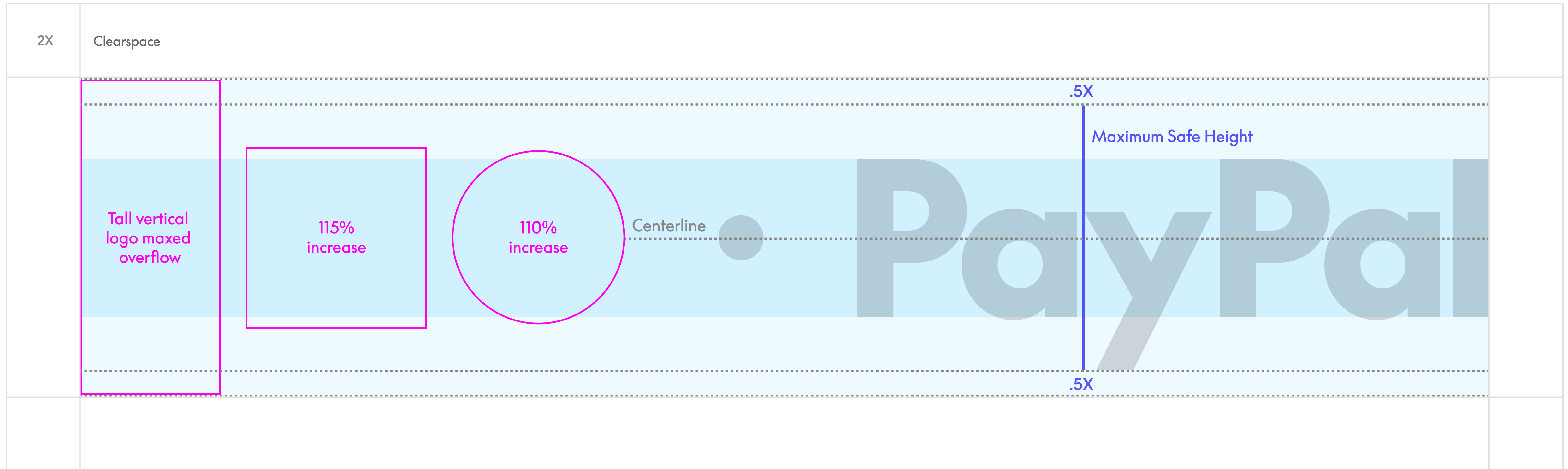
Size the logos proportionally to achieve equal optical weight, rather than identical height or width, and use optical centering to prevent imbalance.

Irregular Shapes



Partner logos may range from 110-115% of the PayPal World logo height to maintain optical balance across varying proportions. For irregular or vertically oriented logos, increase the maximum safe height by 1X to allow for visual overflow when necessary.

For partner logos with significantly taller proportions, adjust scaling optically rather than proportionally. Use the PayPal World logo as the visual anchor and align both logos on a shared centerline. If needed, allow the partner logo to extend up to 1X beyond the PayPal World logo height to maintain visual balance and legibility.



Once all elements are complete, explore the two layout variations featuring the attribution lockup.

For specific rules on orientation options and limitations, refer to the previous pages outlining the partner horizontal and vertical layout guidelines.

Horizontal

Vertical



Color

Color

PayPal's primary brand palette is monochromatic, paired with a highlight color from our secondary palette of blues.

Always choose colors with consideration to legibility, contrast, and appropriateness.

Primary Palette

White

#FFFFFF
RGB _____ 255, 255, 255
CMYK _____ 0, 0, 0, 0

Black

#000000
RGB _____ 0, 0, 0
CMYK _____ 0, 0, 0, 100

Rich Black
[for backgrounds only]

CMYK _____ 0, 0, 60, 100

Secondary Palette

Deep Blue

#002991
RGB _____ 0, 41, 145
CMYK _____ 97, 74, 3, 0
PANTONE 293 U
PANTONE 293 C

Venmo Blue

#008CFF
RGB _____ 0, 140, 255
CMYK _____ 85, 6, 0, 0
PANTONE 2191 U
PANTONE 2382 C

Bright Blue

#60CDFF
RGB _____ 96, 205, 255
CMYK _____ 48, 0, 2, 0
PANTONE 636 U
PANTONE 305 C

Color

These same values are the colors in the PayPal World logo.

Adhere to these values when producing the logo in print or digital application.

Logo Colors



The image shows the 'PayPal World' logo. The 'P' is composed of three overlapping shapes: a dark blue shape on top, a medium blue shape in the middle, and a light blue shape at the bottom. The word 'World' is in a bold, black, sans-serif font. Lines connect the color swatches on the left to the corresponding parts of the logo.

Deep Blue
#002991
RGB _____ 0, 41, 145
CMYK ____ 97, 74, 3, 0
PANTONE 293 U
PANTONE 293 C

Venmo Blue
#008CFF
RGB _____ 0, 140, 255
CMYK _____ 85, 6, 0, 0
PANTONE 2191 U
PANTONE 2382 C

Bright Blue
#60CDFF
RGB _____ 96, 205, 255
CMYK _____ 48, 0, 2, 0
PANTONE 636 U
PANTONE 305 C

Black
#000000
RGB _____ 0, 0, 0
CMYK _____ 0, 0, 0, 100

Grid

Grid

Every composition is built on a grid that establishes a consistent structure across assets.

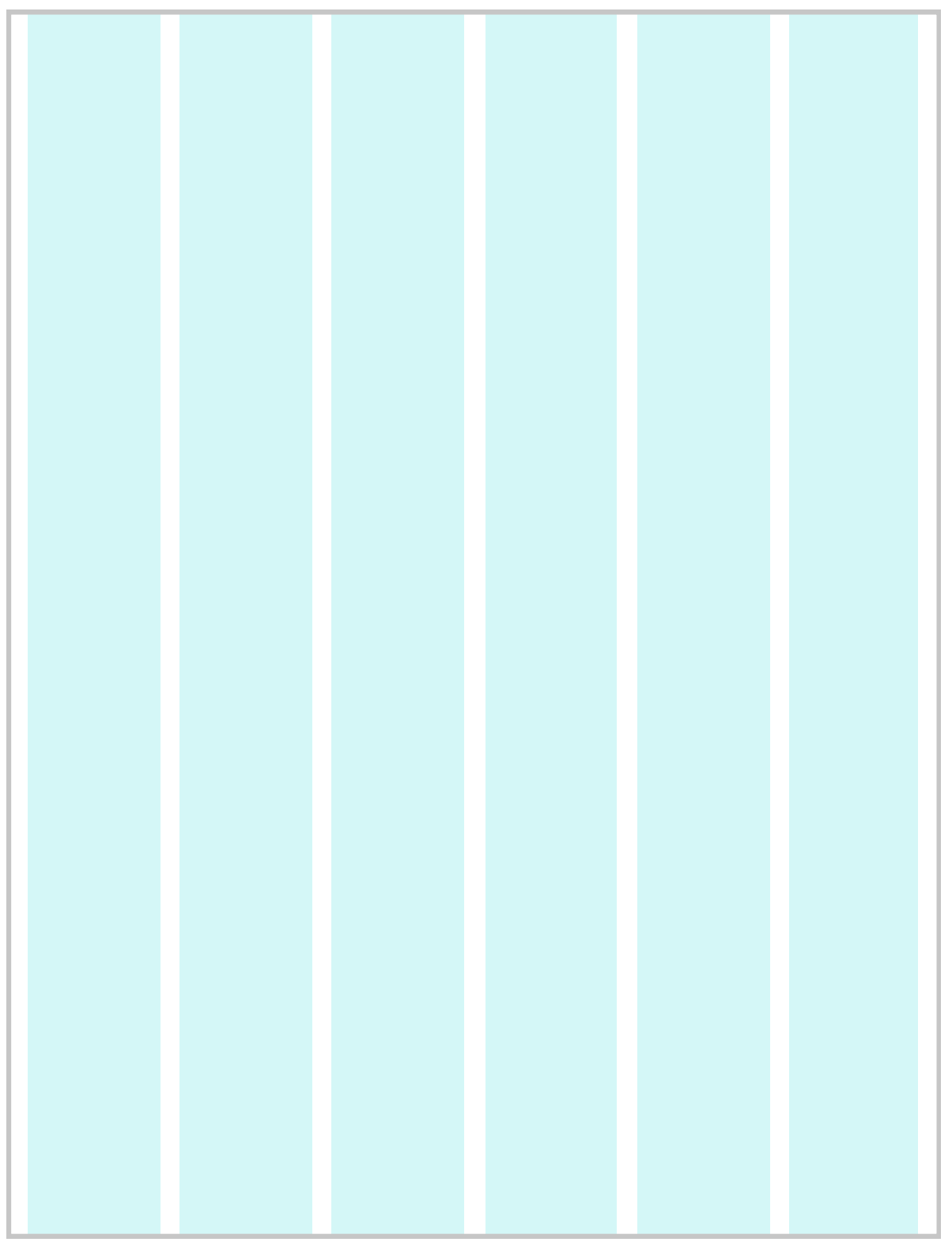
To set up the grid, start with a 6-column grid.

Adjust the number of columns based on your content's canvas size, using multiples of 3 up to a maximum of 12 columns.

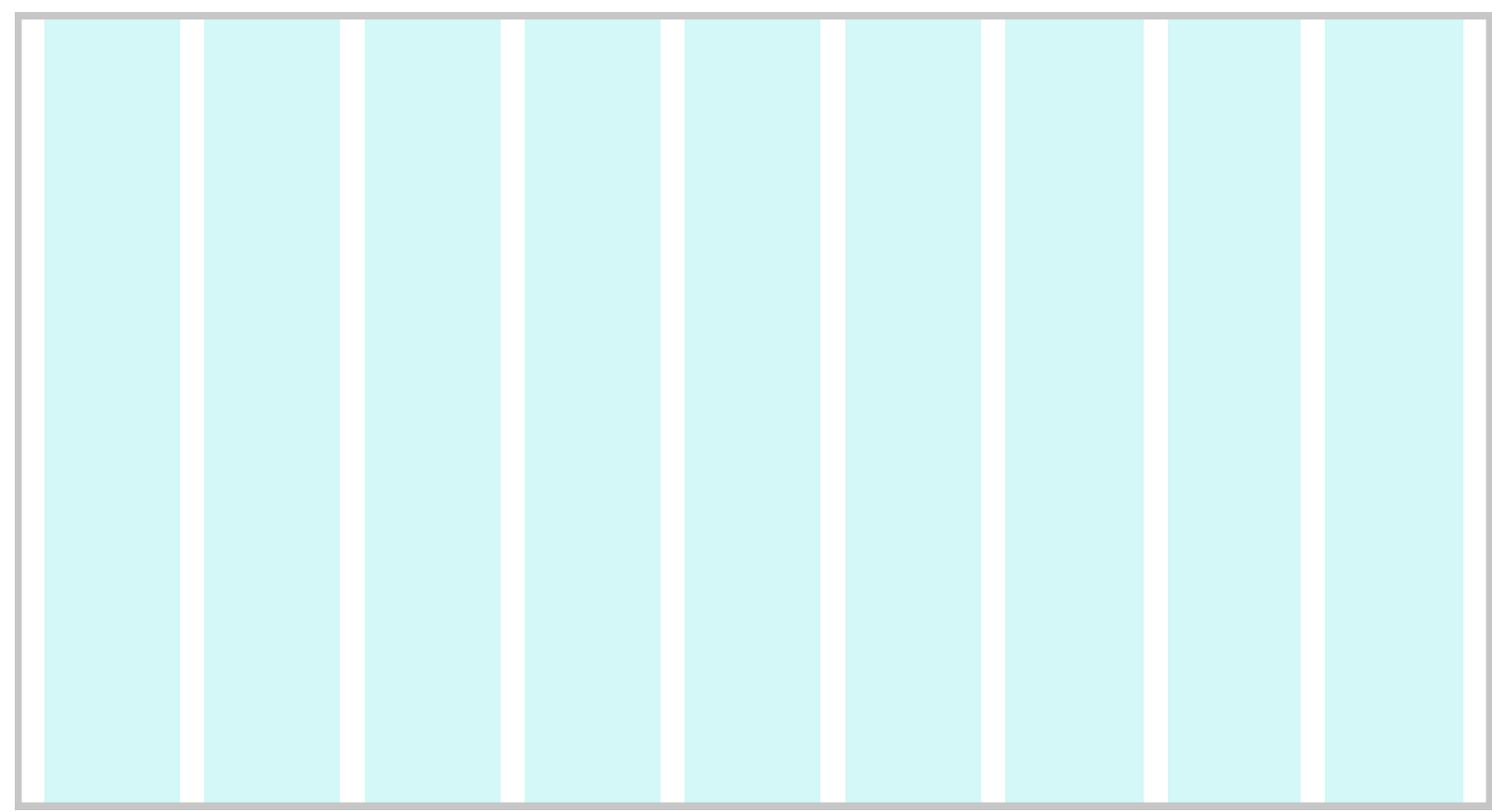
Margins and gutters are always the same size.

The minimum margin size should be approximately 1% to 4% of the longest side of the layout, depending on how big your canvas is.

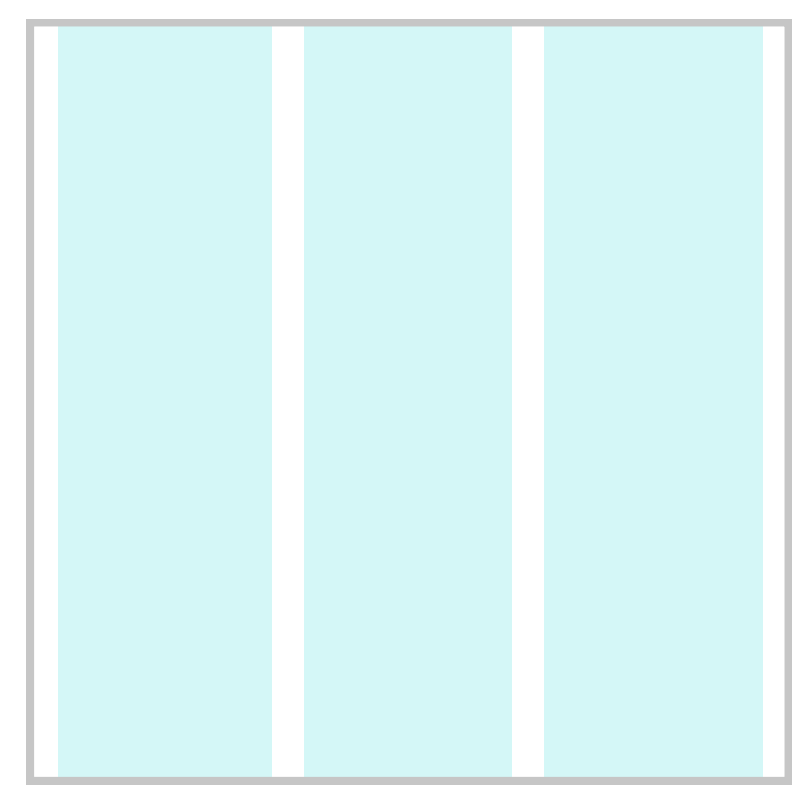
Column and margins setup



6 column



9 column



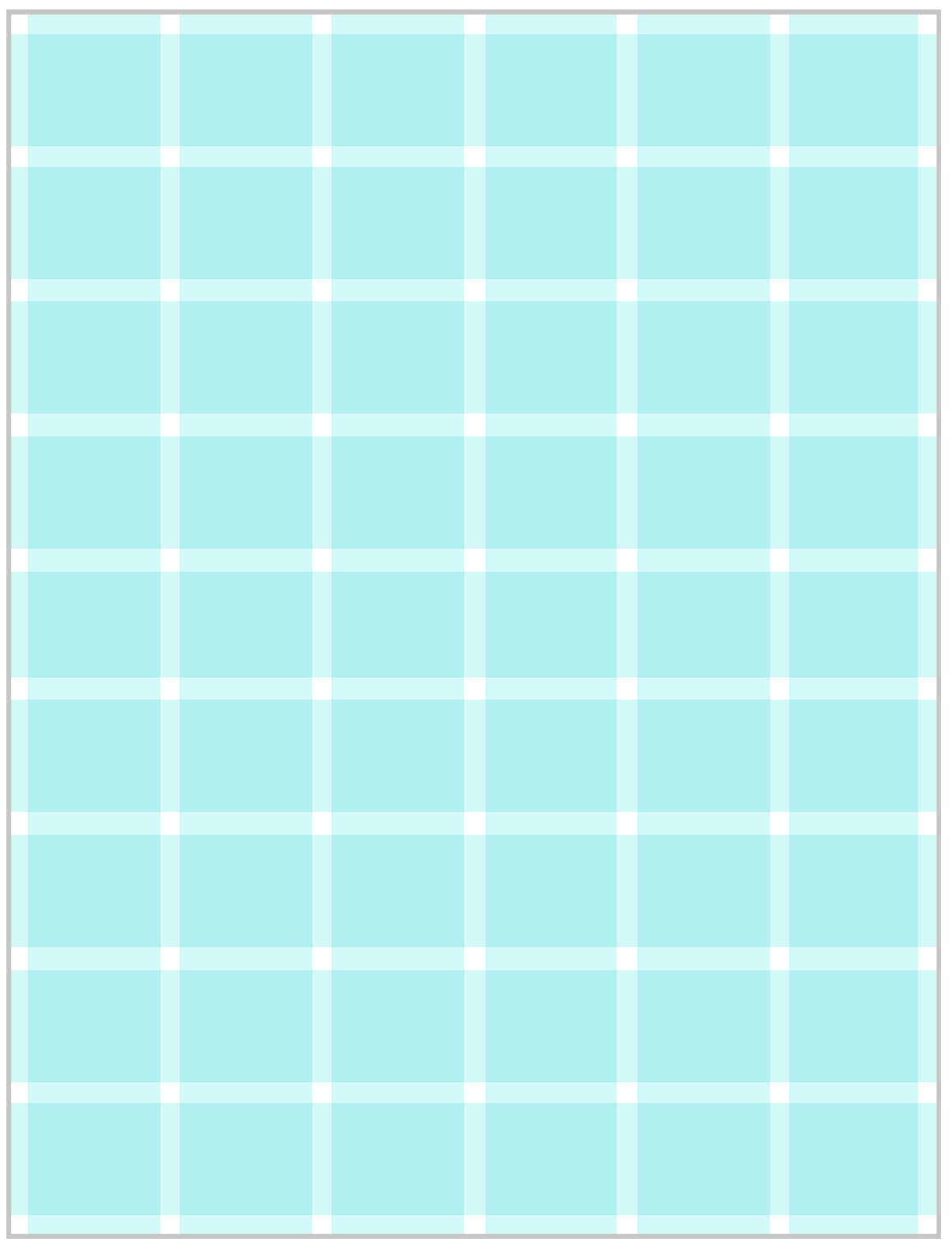
3 column

Row

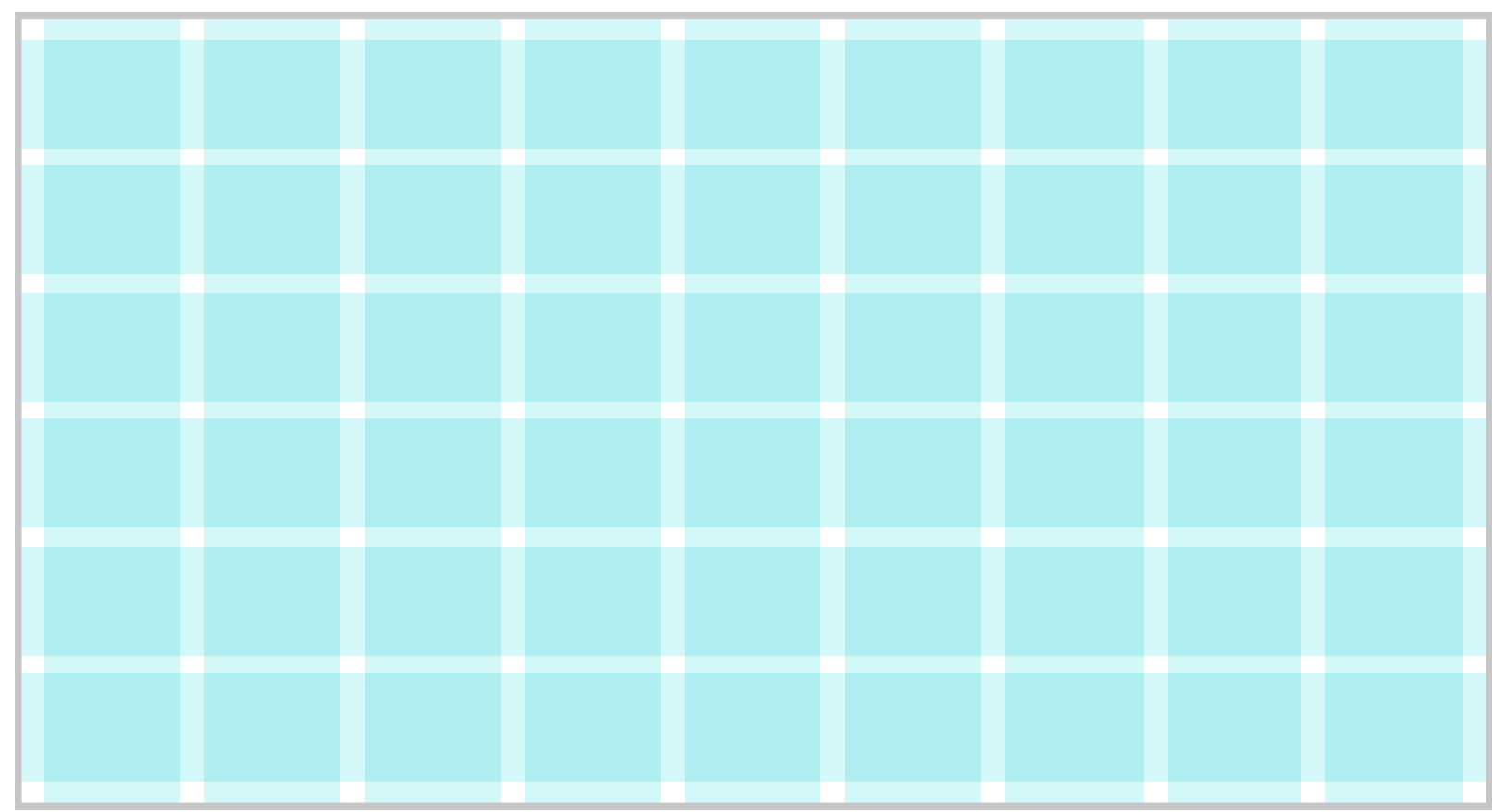
Add rows based on your content and canvas size, using multiples of 3 up to a maximum of 12.

Row gutters should match margins and column gutter size.

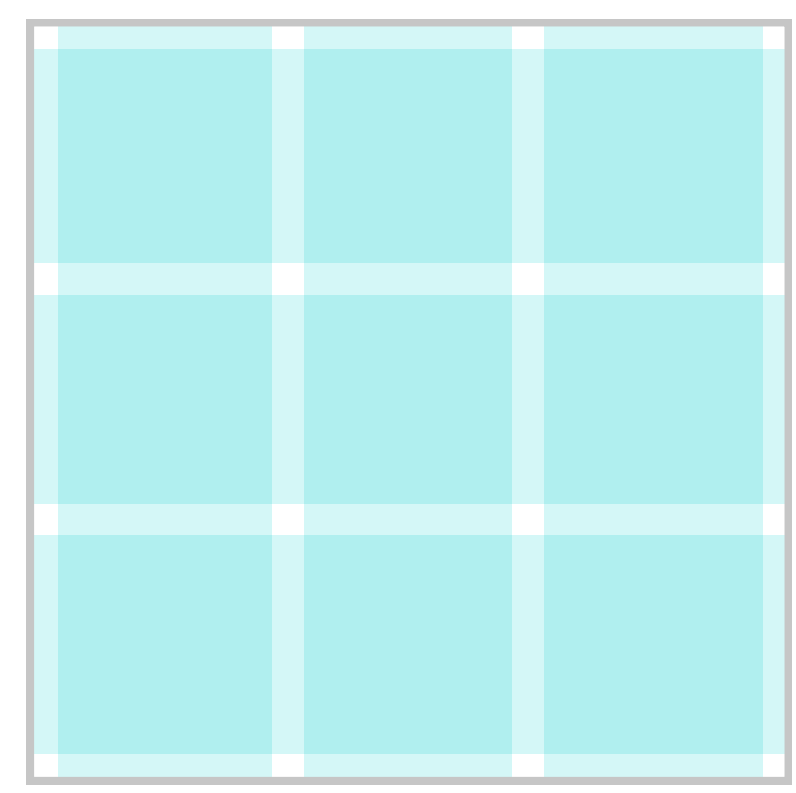
Row setup



9 rows



6 rows



3 rows

Typography

Typography

PayPal World uses PayPal's proprietary typeface, PayPal Pro.

**PayPal
Pro**

Typography

For Display and Headings,
we use PayPal Pro Black.

PayPal Pro Black

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
0123456789**

For small text and body text,
we use PayPal Pro Book

PayPal Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Super Display

Layout

World

Headline

**Welcome to
PayPal World**

Letter Spacing

Leading

Subhead

Shop online or in stores, where PayPal checkout is available.

Body Text

Size Pairing

"Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat.

Tracking

Headline
Letter Spacing

At large sizes, PayPal Pro works best with tight letter spacing.

Kerning should be between -1% and -4%.

Smaller Type
Letter Spacing

At smaller sizes, PayPal Pro works best with default or near-default letter spacing.

Up Close		At Size	
Headline -4%			
Subhead -2%			
Body and Detail 0%			

Leading

PayPal Pro works best with tighter leading.

Headlines should be as tight as is comfortable, so long as it doesn't impact legibility or cause overlapping ascenders and descenders.

Reading text should feel comfortably balanced.

Tighter Headline

**Lorem
ipsum
dolor sit
amet**

Looser Headline

**Lorem
ipsum
dolor sit
amet**

Tighter Subhead

90%

**Lorem ipsum
dolor sit amet**

Looser Subhead

105%

**Lorem ipsum
dolor sit amet**

Tighter Body Text

115%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Looser Body Text

130%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Leading Misuse

Avoid the following when using PayPal Pro.

Too Loose Heading 109%

~~Lorem ipsum dolor sit~~

Too Tight Heading 75%

~~Lorem ipsum dolor sit~~

Too Loose Body Text 147%

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.~~

Too Tight Body Text 95%

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.~~

Type Scale

It's important to establish the correct type scale to create consistency and hierarchy across your application.

Use this diagram to visualize the type scale.

1 Establish your ideal reading size for the application. This type size is now called 1rem (typically 18px in digital).

Create a typographic scale starting from 1rem and multiplying it by 1.25 each time.

4	1.25^4	$1.25 \times 1.25 \times 1.25 \times 1.25 \times \text{rem} =$	2.441rem	Cashback
3	1.25^3	$1.25 \times 1.25 \times 1.25 \times \text{rem} =$	1.953rem	Cashback
2	1.25^2	$1.25 \times 1.25 \times \text{rem} =$	1.563rem	Cashback
1	1.25	$1.25 \times \text{rem} =$	1.25rem	Cashback
			1rem	Cashback

2 The sizes we use in our system are: 2 sizes above 1rem on the scale and 7 sizes above 1rem on the scale.

These can be paired together in different combinations.

Cashback	8	
Cashback	7	
Cashback	6	
Cashback	5	
Cashback	4	
Cashback	3	
Cashback	2	Cashback
Cashback	1	Cashback
Cashback	1rem	Cashback

Type Scale

Use this diagram to visualize the type scale. The only ratios to consider are:

1rem = Reading

1.6 rem = Small Heading

4.8 rem = Heading

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

6rem 1.25⁸rem 8

4.8rem 1.25⁷rem 7

3.8rem 1.25⁶rem 6

3rem 1.25⁵rem 5

2.4rem 1.25⁴rem 4

2rem 1.25³rem 3

1.6rem 1.25²rem 2

1.25rem 1.25¹rem 1

1rem 1rem 0

Type Scale

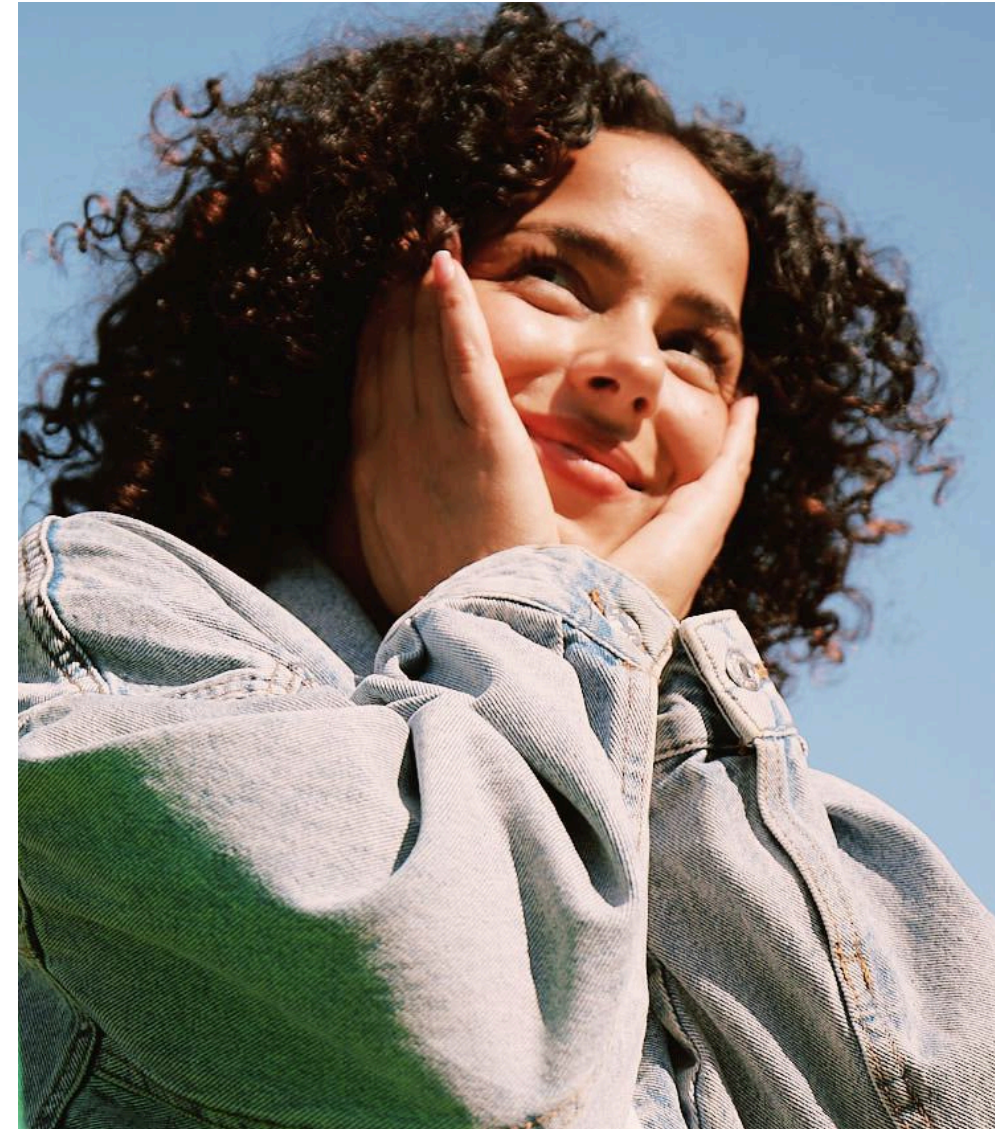
Here's how some common reading sizes expand into headings using this relationship.

1rem	1.6rem	4.8rem
Cashback	Cashback	Cashback
40	62.5	190.8
Cashback	Cashback	Cashback
32	50	152.6
Cashback	Cashback	Cashback
24	37.5	114.5
Cashback	Cashback	Cashback
21	34	100
Cashback	Cashback	Cashback
18	28	85.8

Imagerery

Imagery

Our photographic subjects fall into three main categories, online shopping, traveling, and general.



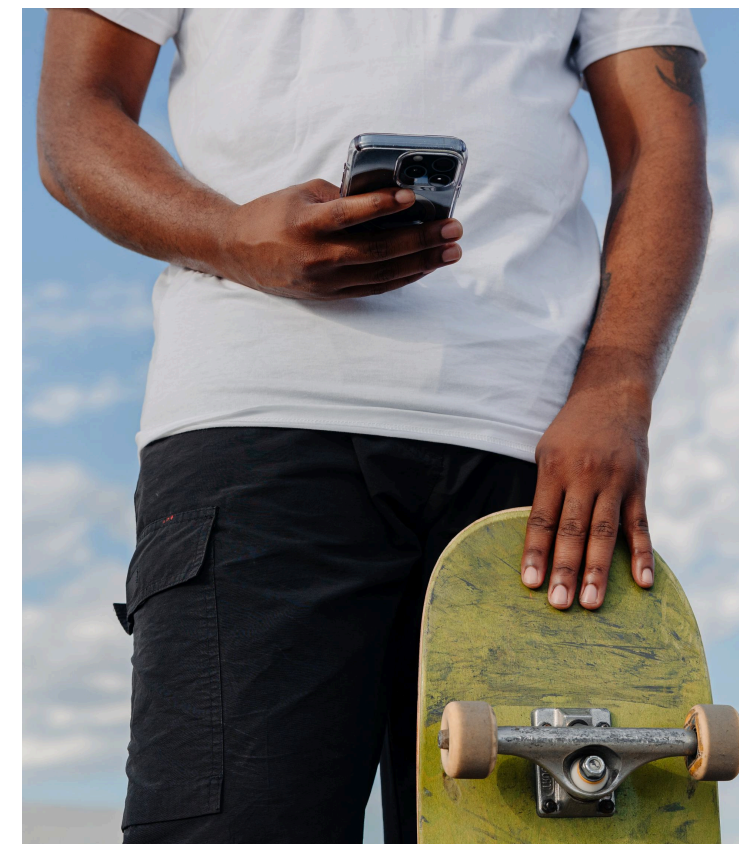
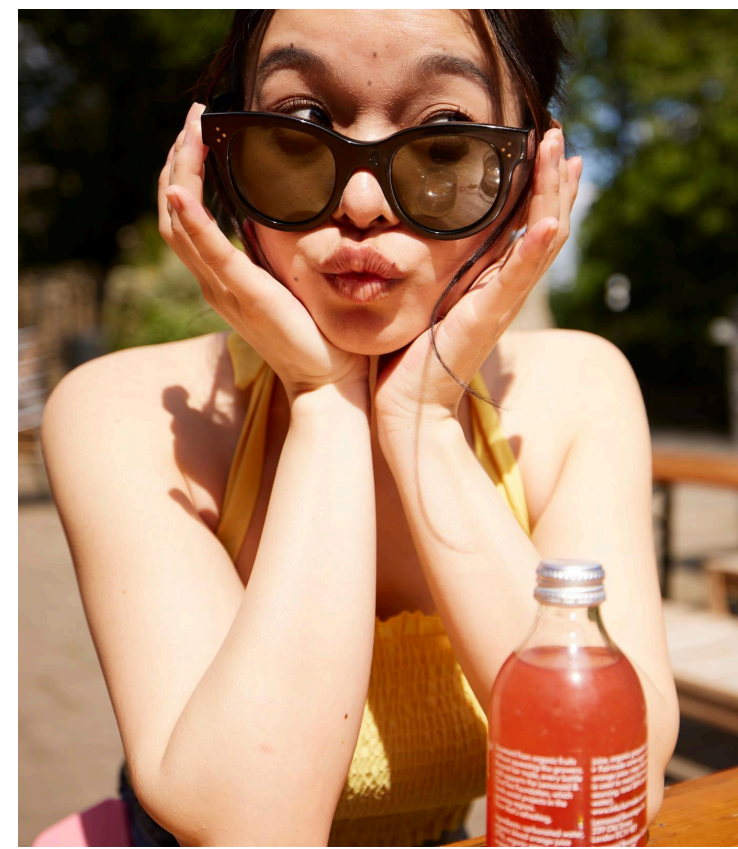
Imagery

Online Shopping

When selecting images, always consider the context and messaging of where the asset will appear. Imagery should reflect the ease and excitement of online shopping, showing people browsing, purchasing, and unboxing across devices and settings.

Vibrant, authentic imagery brings our compositions to life. When choosing images prioritize those featuring real interactions, warm lighting, and backgrounds that complement our color palette.

Merchants are encouraged to select imagery that reflects their brand and resonates with their audience.



Imagery

Travel

When selecting images, consider the context and message of where the asset will appear. Choose imagery that conveys a sense of journey, exploration, and connection across borders, reflecting a global and travel-oriented perspective.

Prioritize vibrant imagery that captures movement, diversity, and discovery. Select photos with rich colors and environments that complement our palette and convey the spirit of exploration.

Merchants are encouraged to select imagery that reflects their brand and resonates with their audience.



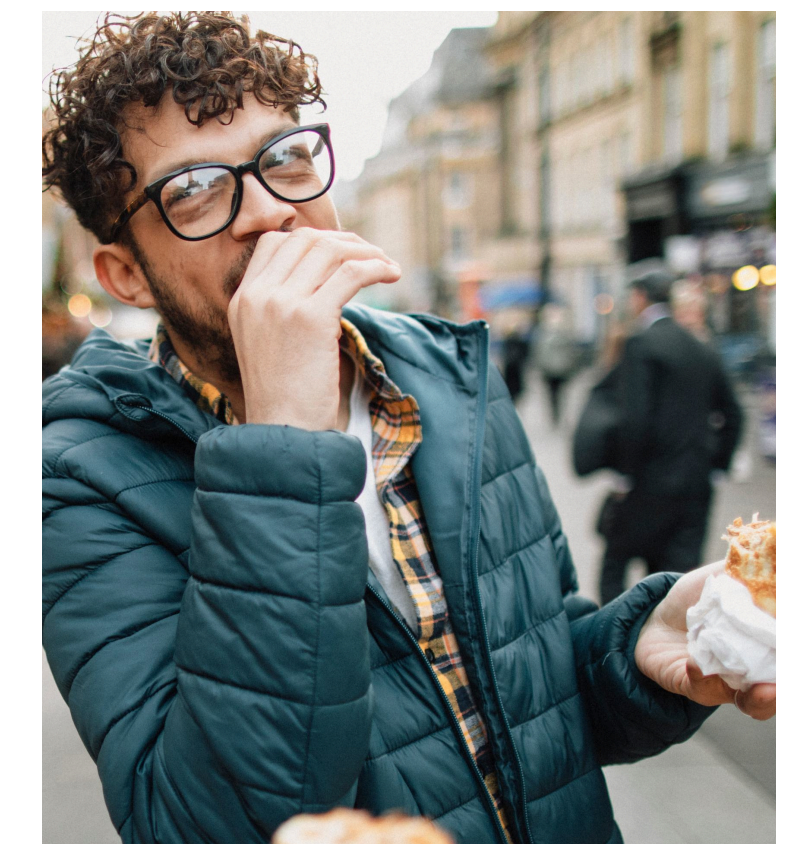
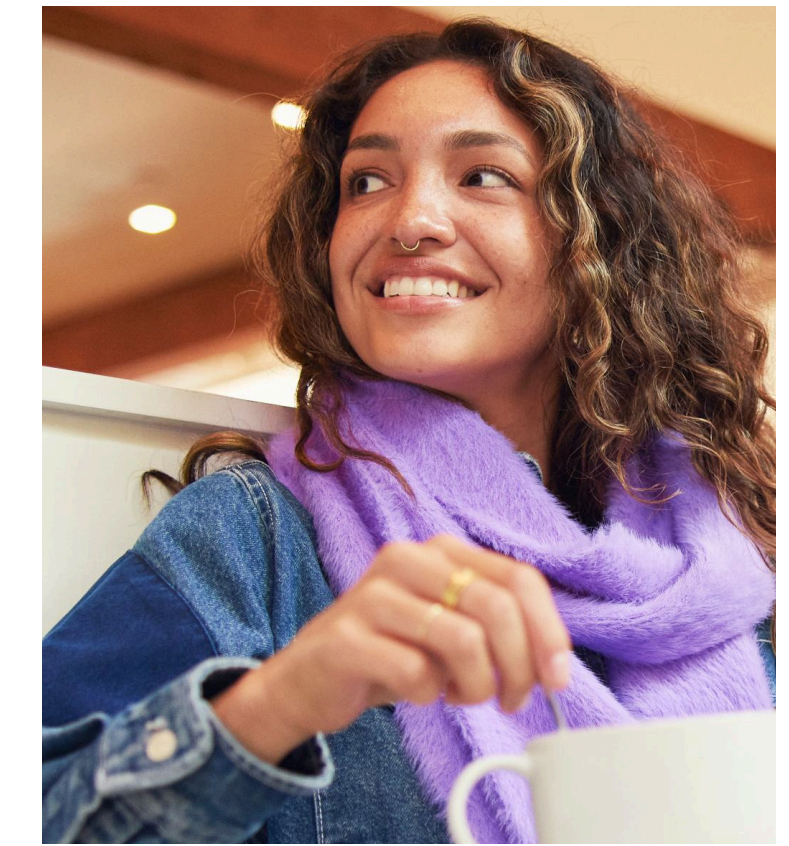
Imagery

General

When selecting images, always consider the context and messaging of where the asset will appear. Imagery should convey a global and worldly perspective.

Vibrant imagery enhances our compositions. When choosing images, prioritize those with rich colors or backgrounds that complement our color palette.

Merchants are encouraged to select imagery that reflects their brand and resonates with their audience.



Application

This section features examples that show how we use partner wallets and merchant partners. Brackets contain a sample brand name. Replace it with your own.

Ecommerce Marketing Placements

Use this section to guide how you add PayPal World messaging to your site. See the next slide for copy options by placement.

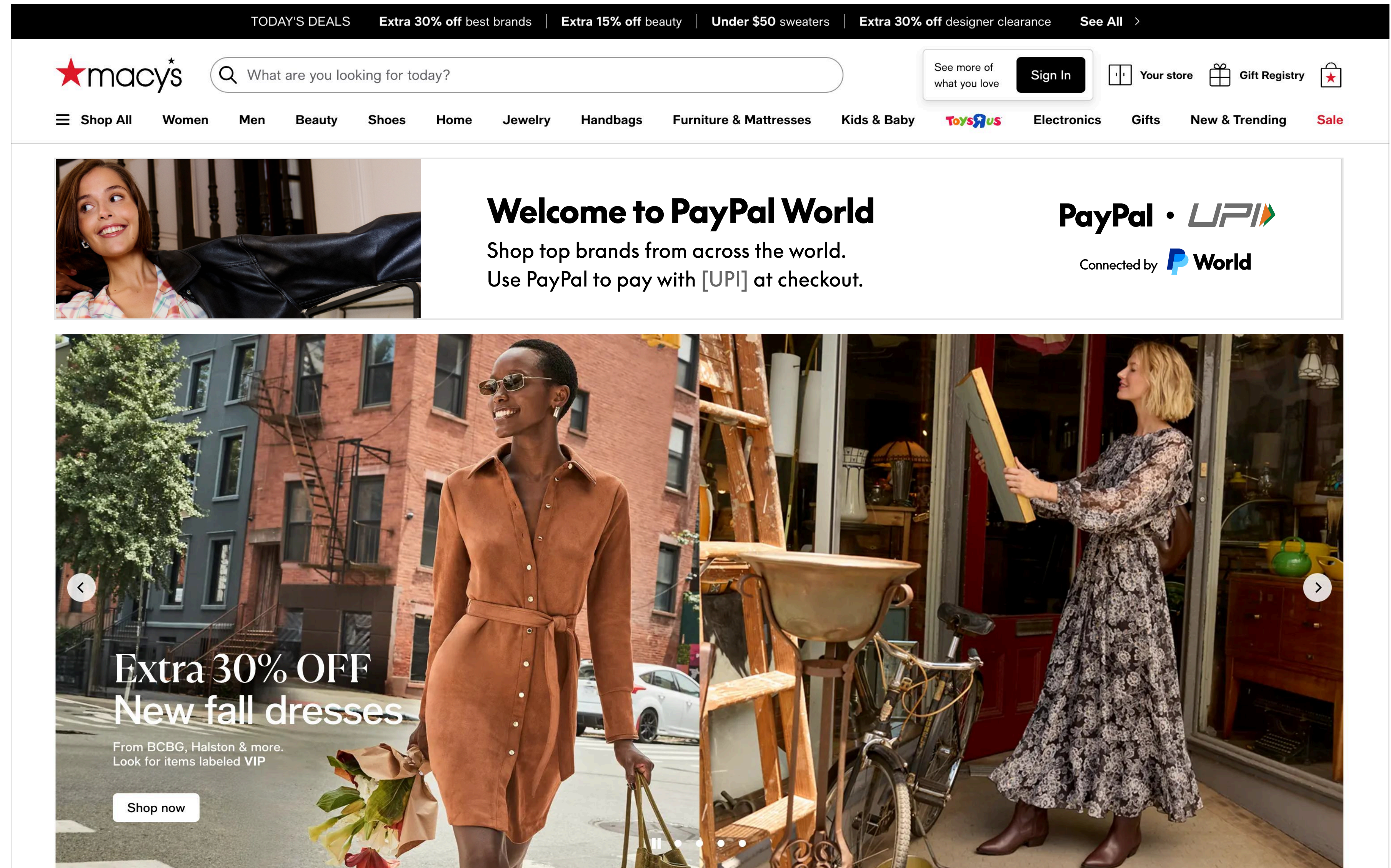
Homepage

[Headline:]
Welcome to PayPal World

[Subcopy:]
Shop top brands from across the world. Use PayPal to pay with [UPI] at checkout.

Integration Guidance:

- Place the headline and subcopy within the homepage hero banner.
- Keep text in one short sentence to match other perks.



Product Page

Product Page Copy (Offers & Perks Section)

[Subcopy:]
Pay with [UPI] by choosing PayPal at checkout.

Integration Guidance:

- Add as a perk line item within the Offers & Perks section.
- Keep text in one short sentence to match other perks.

The screenshot shows a product page for the La Mer 2-Pc. The Day & Night Cream Set. The main image displays a green box and two jars of cream. To the left is a vertical gallery of smaller images, including a close-up of the cream and a woman's face. The right sidebar contains the following elements:

- Product name: La Mer
- Product description: 2-Pc. The Day & Night Cream Set
- Rating: ★ 4.8 (25)
- Price: \$345.00 with a [Details](#) link
- Buttons: **Add To Bag** (red) and **Buy Now** (white)
- Link: [Add to registry](#)
- Delivery options: Deliver (with a note to enter zip code) and Pick up at store (with a note to check local store)
- Section: **Offers & perks**
- Perks list:
 - ★ Join Star Rewards & get free shipping at \$39 (with [Exclusions](#) link)
 - 🗨 Not a Star Rewards member? Get free shipping at \$49 (with [Exclusions apply](#) note)
 - 📺 Free gift with purchase (with [See offer details](#) link)
 - 📱 APP EXCLUSIVE! 15% off (with [See offer details](#) link)
 - 💰 Pay with [UPI] by choosing PayPal at checkout.** (highlighted with a red box and arrow)

Cart / Checkout Page Copy

[WeChatPay]:
Now you can pay with [WeChat Pay]

Just tap PayPal at checkout and choose [WeChat Pay] to complete your purchase.

Integration Guidance:

- Bold the first line for scannability.
- Place directly below the PayPal button/logo in cart or checkout.
- Keep copy functional and non-promotional.

Supporting guidance:

- Add an info icon to all available wallets.
- Position PayPal World copy near the PayPal button for maximum visibility.

The screenshot shows the Macy's cart/checkout page. At the top, there's a search bar and navigation links. A banner for a flash sale on activewear is visible. The 'Your Bag' section features a La Mer 2-Pc. The Day & Night Cream Set for \$345.00. Below the product, there are delivery options: 'Free delivery to 50301' (selected) and 'Pick up at store'. A 'Free Gifts' section offers a 'FREE 3-Pc. Mini set with any \$300 Purchase'. On the right, there's a promo code field, a 'Congrats! You get Free Shipping!' message, and a summary of the order total (\$345.00). At the bottom right, there are buttons for 'PayPal' and 'Klarna', and a WeChat Pay promotion: 'Now you can pay with [WeChat Pay] Just tap PayPal at checkout and choose [WeChat Pay] to complete your purchase.'

Modal

Info Pop-Up (Modal / Tooltip)

[Headline:]

Pay with the wallet you already use

[Subcopy:]

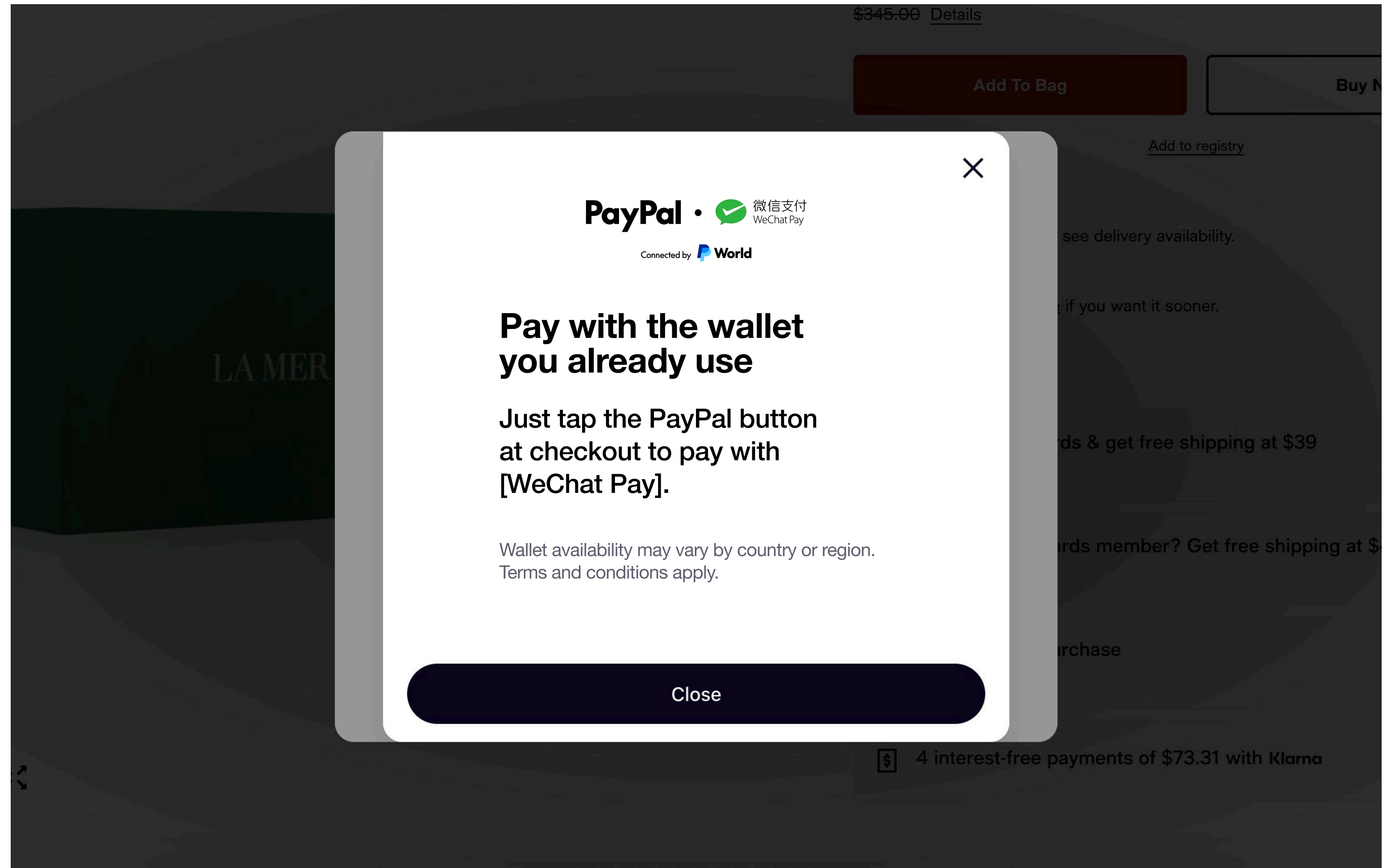
Just tap the PayPal button at checkout to pay with [WeChat Pay].

[Disclaimer:]

Wallet availability may vary by country or region. Terms and conditions apply.

Integration Guidance:

- Keep copy hierarchy (headline → subcopy → disclaimer) intact.
- Display disclaimer text in smaller font to meet compliance requirements.



Footer

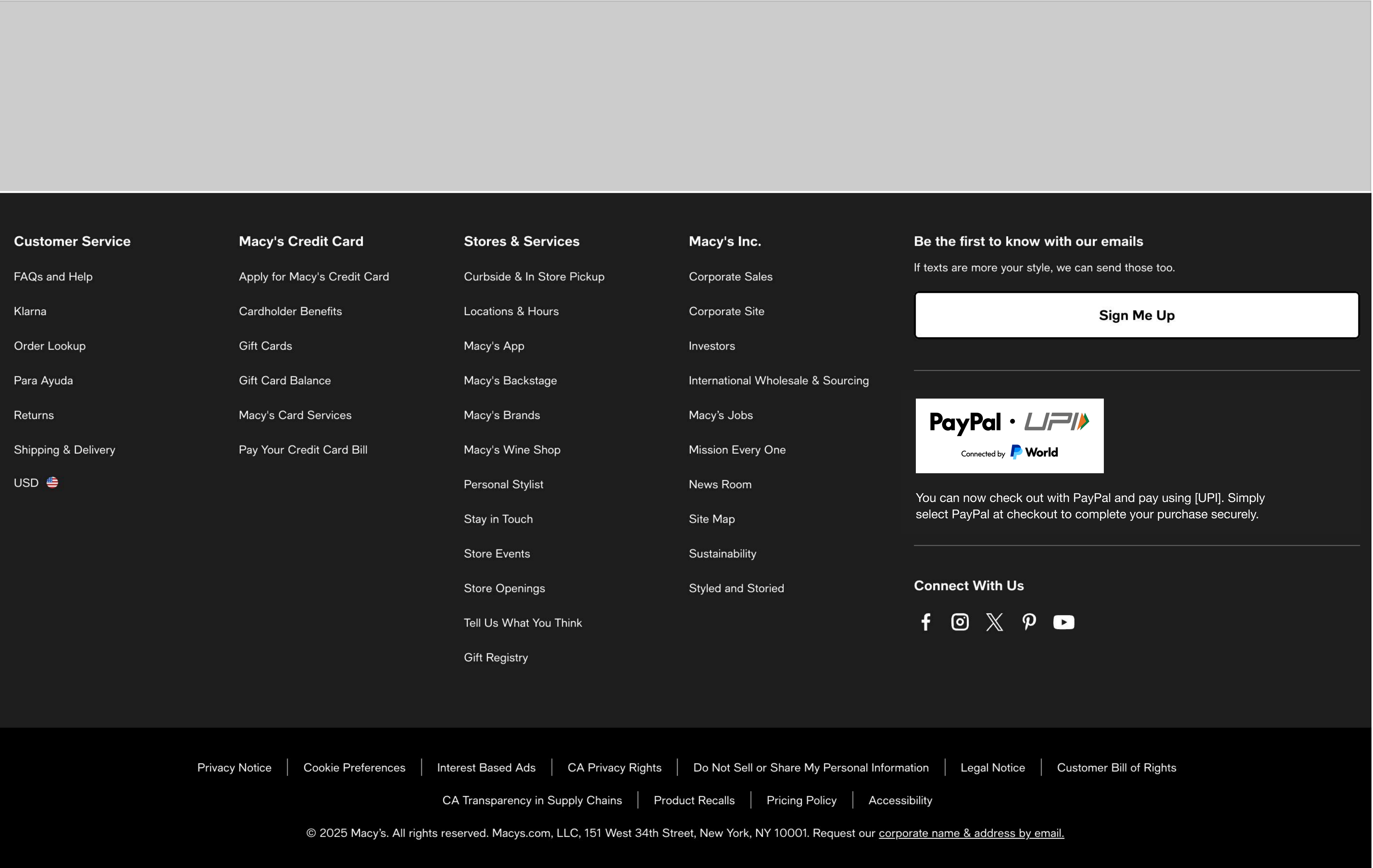
Footer

[Body:]

You can now check out with PayPal and pay using [UPI]. Simply select PayPal at checkout to complete your purchase securely.

Integration Guidance:

- The UPI and PayPal logo is an image, not text. Place it with the related copy in the footer near the newsletter signup or payment information section.
- Keep alignment and spacing consistent with surrounding footer elements.



FAQ Page Copy

[Headline:]
Payment with [UPI]

[Body:]
You can now check out with PayPal and pay using [UPI]. Simply select PayPal at checkout to complete your purchase.

Integration Guidance:

- Place in the Payment Options or Help/FAQ section.
- Keep formatting consistent with other FAQs.

The screenshot shows the Macy's Help Center interface. At the top, there is a search bar with the text "Please type your question here" and a red search icon. Below the search bar is a navigation menu with the following items: [Orders](#), [Checkout Help](#), [Pricing & Promotions](#), [Shipping & Delivery](#), [Returns](#), [Star Rewards](#), [Furniture & Mattresses](#), [Gift Registry & Gifts](#), [Stores](#), [More Topics](#), and [My Account & Credit Card](#). The main content area displays the breadcrumb "Macy's / Help Center" followed by the title "Which payment methods can I use for my macys.com purchases?". The text below the title states: "There are many online payment options that you can use at Checkout for your macys.com purchases, including Macy's Card, Macy's American Express Card, third-party credit cards (American Express, Visa, MasterCard, and Discover), PayPal, Macy's Gift Cards/E-Gift Cards and third-party gift cards." There are two expandable sections: "Payment with Macy's Card or Macy's American Express Card" and "Payment with Third-Party Credit Cards". The "Payment with [UPI]" section is expanded, showing the text: "You can now check out with PayPal and pay using [UPI]. Simply select PayPal at checkout to complete your purchase." followed by a bulleted list of points regarding PayPal usage. The list includes: "The PayPal mobile app is available on all Apple and Android devices, and there are no fees for using PayPal", "Macy's Cards cannot be added to PayPal—only American Express, Visa, and MasterCard", "PayPal is currently available online at macys.com for both desktop and mobile devices, plus the Macy's mobile app", "PayPal can be used for online purchases, returns, and exchanges, but is not available for in-store purchases", "PayPal cannot be added to the online Wallet feature at this time", "PayPal cannot be used with other forms of payment, including Macy's Gift Cards", and "You will receive receipts for your PayPal transactions from both Macy's and PayPal". Below the list, it states: "Once we receive your mailed return, we will credit your account within 7-10 business days. It may take several days to post activity to your Klarna account."

Social Media

These sample social posts highlight the partnership between PayPal World and your brand.

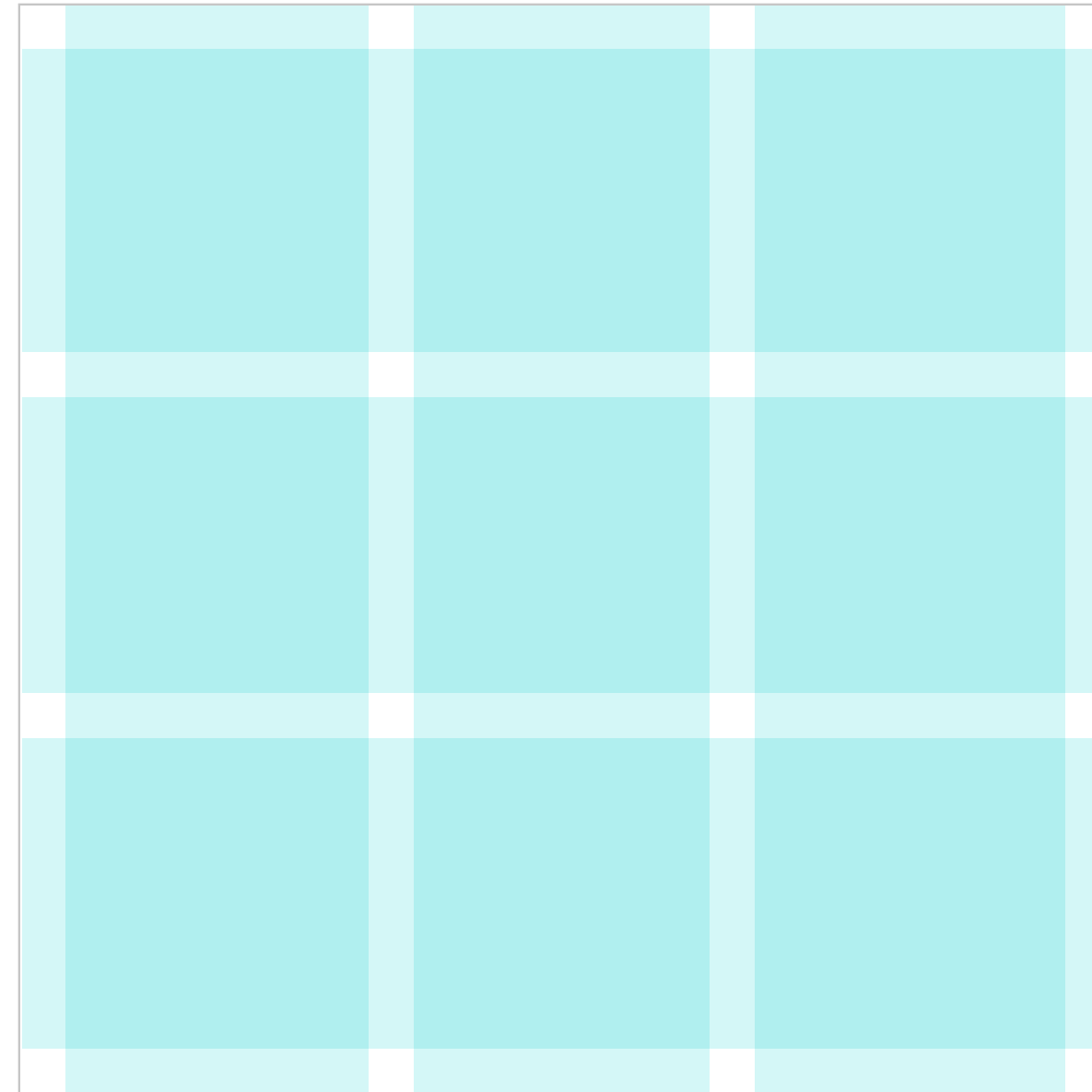
Social Media

For posts that include a headline or title, place the text directly on the image, either at the top or bottom to keep it easy to read. Make sure the background stays simple and uncluttered so the text remains fully legible.

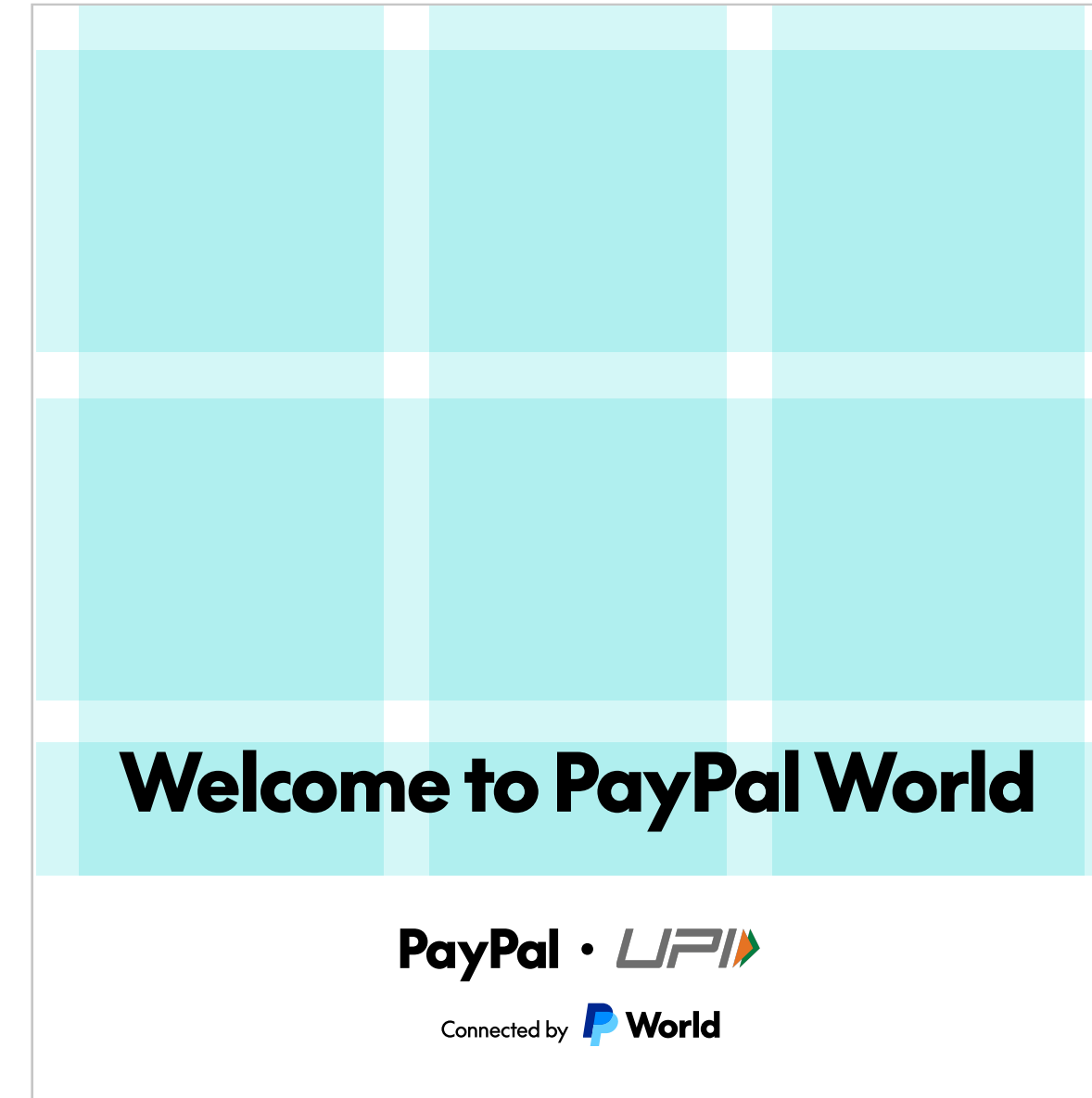
We recommend using clean, simple images with background colors that offer strong contrast against the text.

The logo and attribution lockup should always appear on a white strip or band to ensure clarity and legibility.

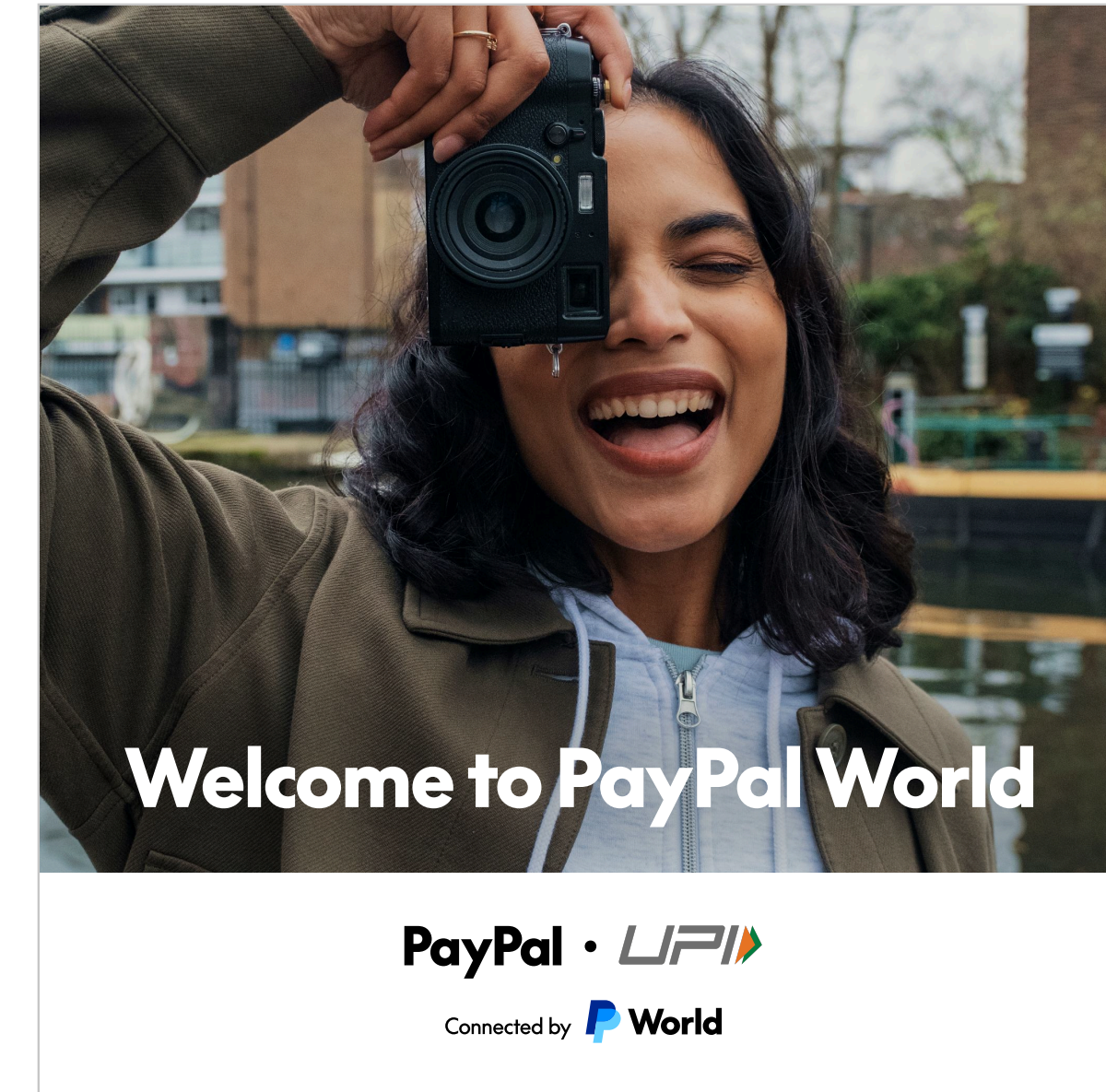
Layout



Instagram
Col: 3
Row: 3



Text + logo layout



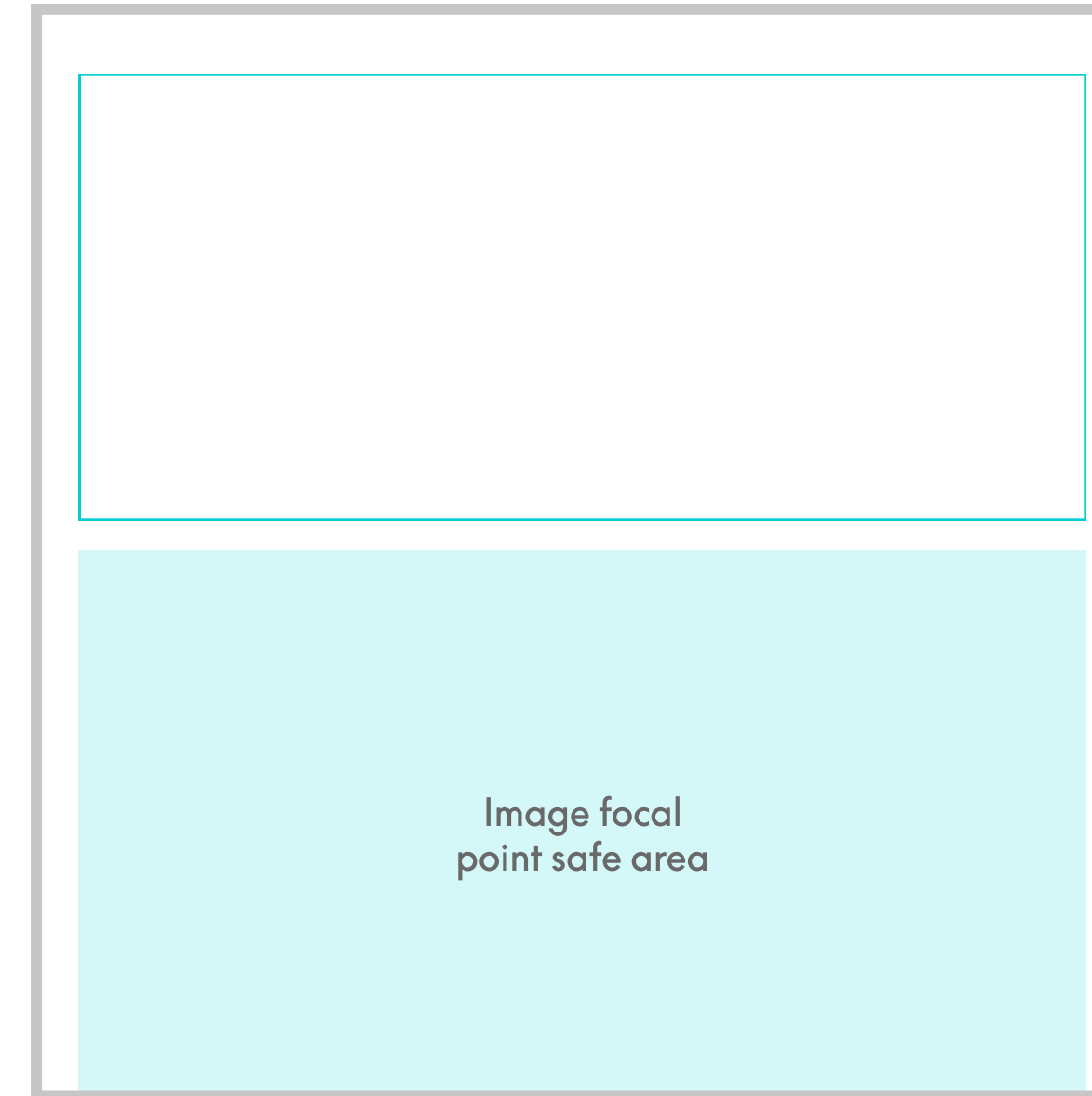
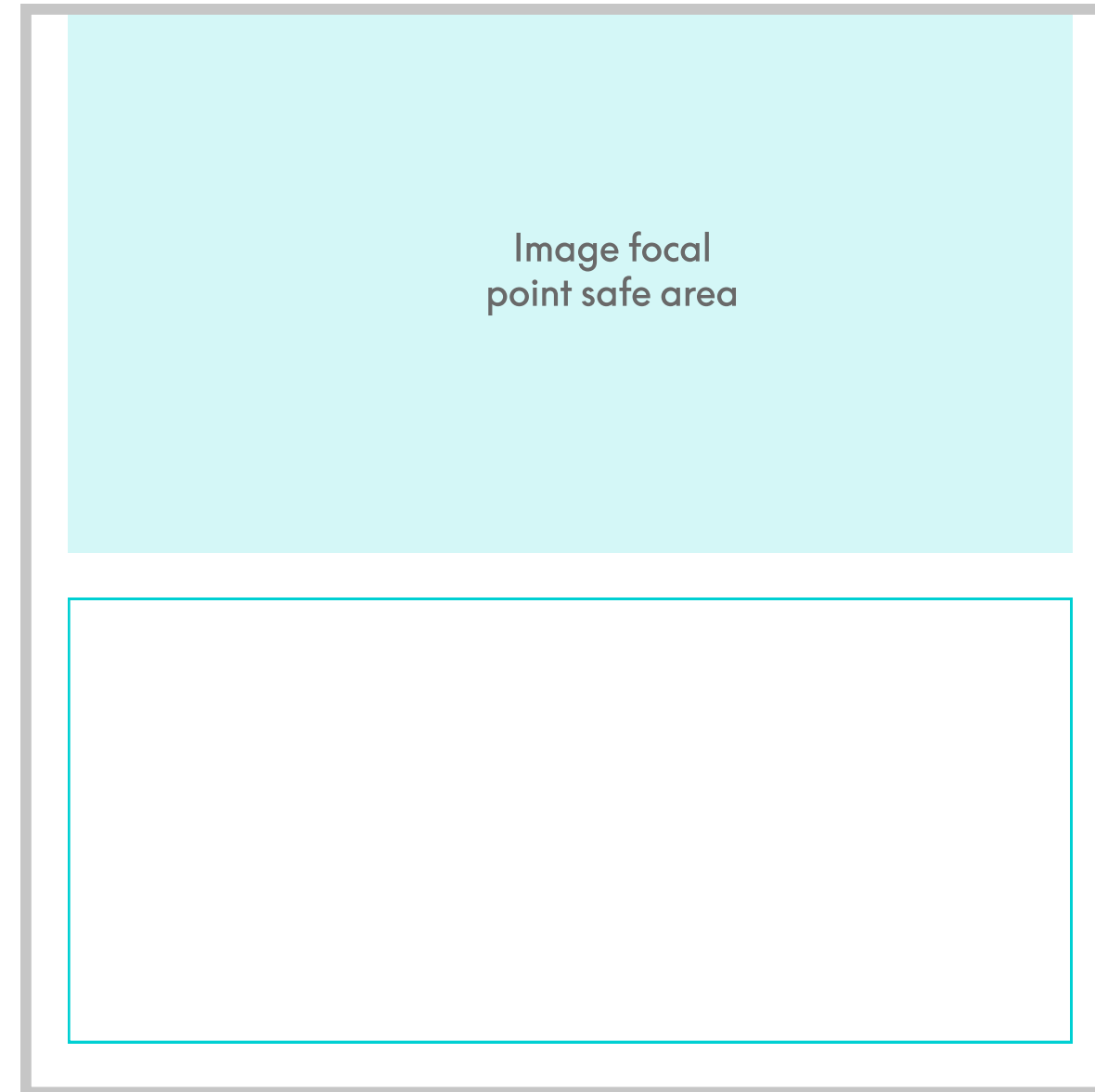
Final

Creating a text and logo group is essential for ensuring legibility and grounding both the message and the overall design.

The logo lockup should always appear on a white background occupying no more than 50% of the layout. It may be positioned at either the top or bottom of the composition. When possible, crop into the image to highlight key or focal points.

Alignment of the grouping is at the designer's discretion, provided the messaging and logo lockups remain visible and accessible. Refer to the Logo section of this toolkit for additional guidance.

Safe area



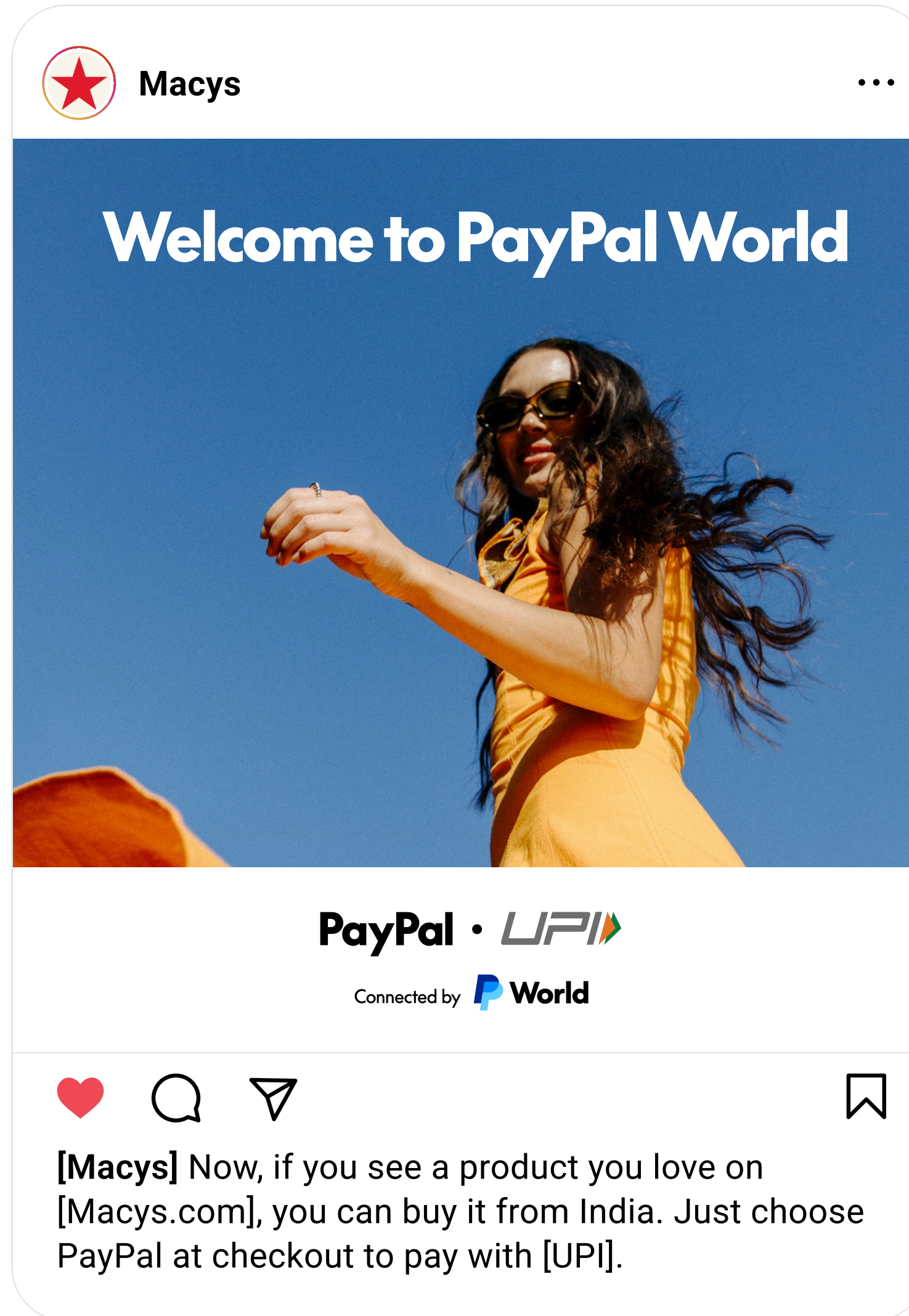
Merchant social (Macy's):

[Header:]
Welcome to PayPal World

[Lockup:]
UPI / PayPal World

[Body:]
Now, if you see an item you love on [Macys.com], you can buy it from India. Just choose PayPal at checkout to pay with [UPI].

(118 characters)



Access

Download additional assets:

[Image library](#)

[Logos](#)

[Design Figma](#)

For additional information, go to:

paypalworld.com/us/business

paypalworld.com/us/faq

Thank you