



P World

Merchant Participants

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

The purpose of this toolkit is to help our merchant participants 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
	In Stores

3	Legal
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4	Access
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Design Elements

Logos & Lockups

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



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.

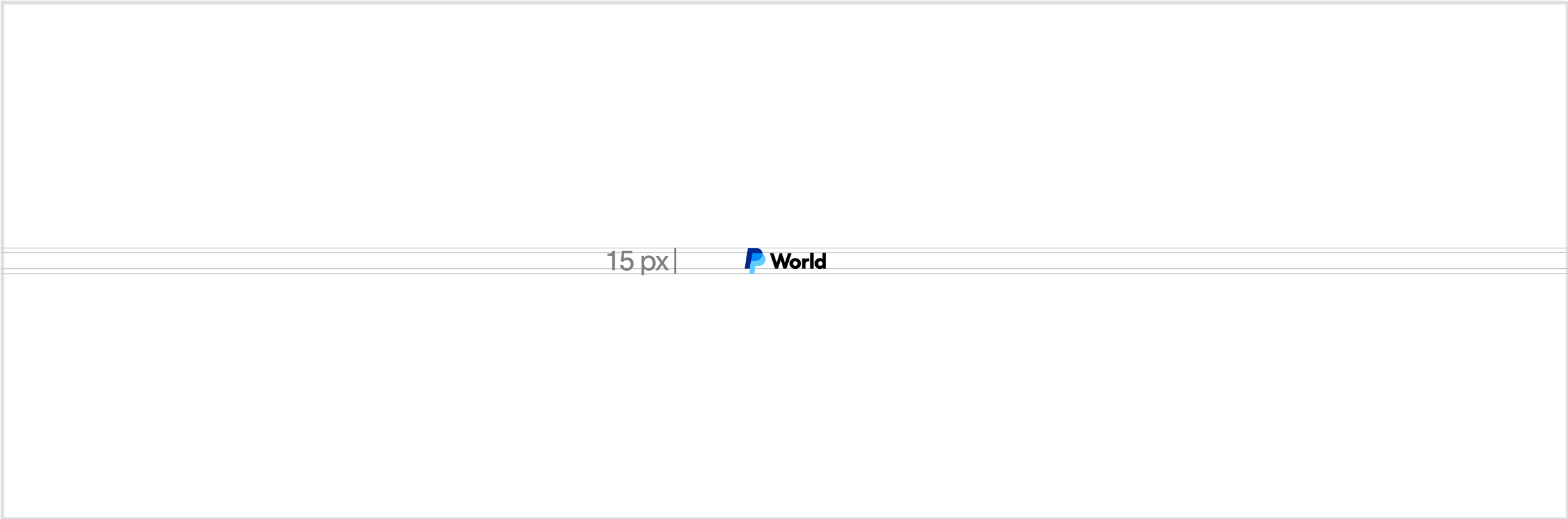
Whenever possible, keep the logo at a minimum size of 15px.

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 participants 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.



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 participant wallet



[Participant]



[Participant]

PYMTS

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

BY PYMTS | April 24, 2026



This is the future of global payments

UPCOMING EVENTS

Homestead CFO on the Intersection of Capital Markets and Corporate Finance

Securing the Digital Experience: Seamless Payments for a Frictionless Future

Coveo CFO on the Intersection of AI and Finance

Moving core modernization from a tech priority to a business priority: Balancing cost and risk with opportunity and growth

MORE IN UPCOMING EVENTS

FEATURED NEWS

The Business of Aging: How AI is Reshaping Long-Term Care Economics

Salesforce Wants to Jumpstart Retail Innovation With POS Built on GenAI

Cross-Border Market Share Will Depend on Instant Decisions

Behind the Report: A Sneak Peek Into the Future of Credit Unions

57% of Information Sector Firms Achieve High ROI From GenAI

LendingClub Shares Plummet as Loan Originators Slow

DeepSeek Day Two: Focus Turns to Enterprise AI Adoption

Behind the Report: A Sneak Peek Into the Future of Credit Unions

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



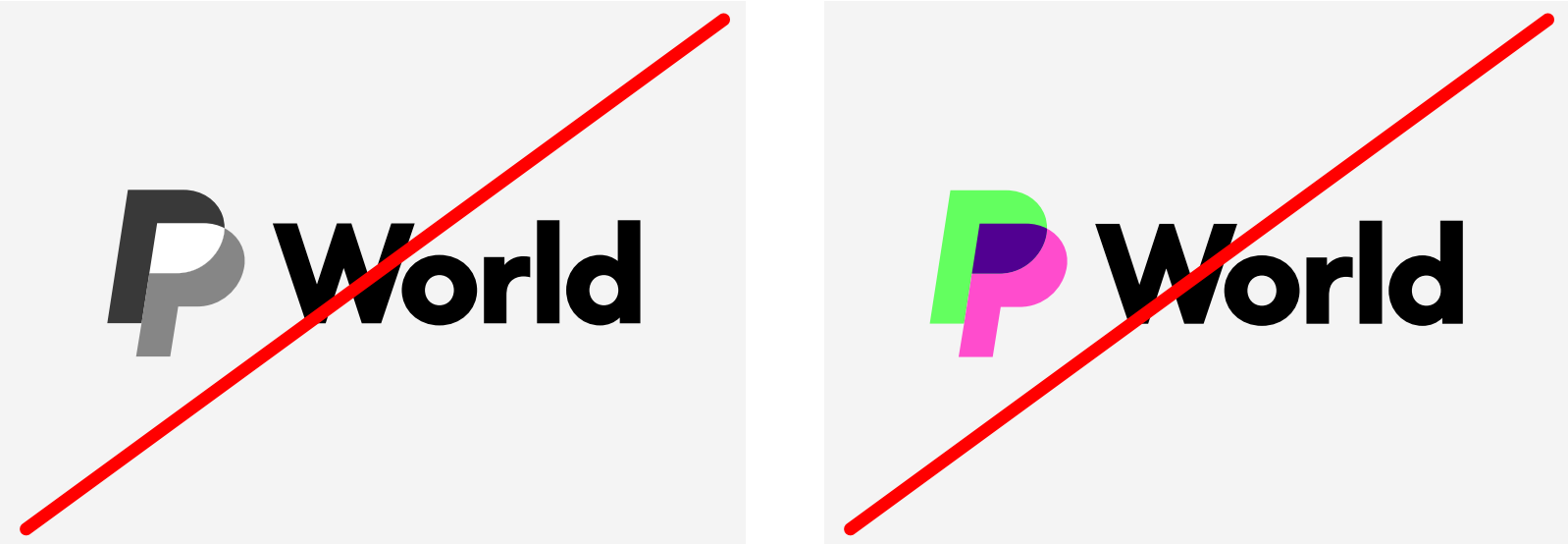
Don't stack vertically



Don't adjust size



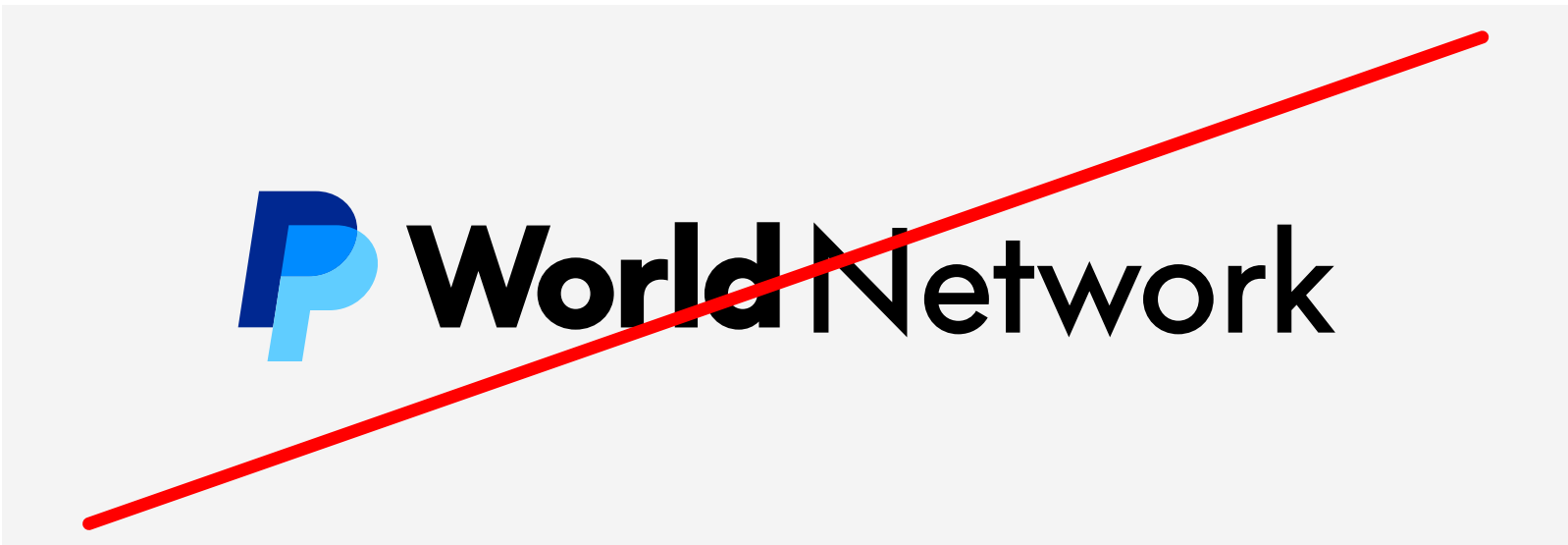
Don't customize coloring



Don't use the logo within a line of text



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



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

Attribution



Attribution Size

The attribution size is always set to 85% of the minimum safe height of the PayPal logo mark. It is spaced 2X from the logo mark. To determine X, use the whitespace, or counter, inside the “a” to define the circle spacer size.

Attribution Size



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 participants 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.

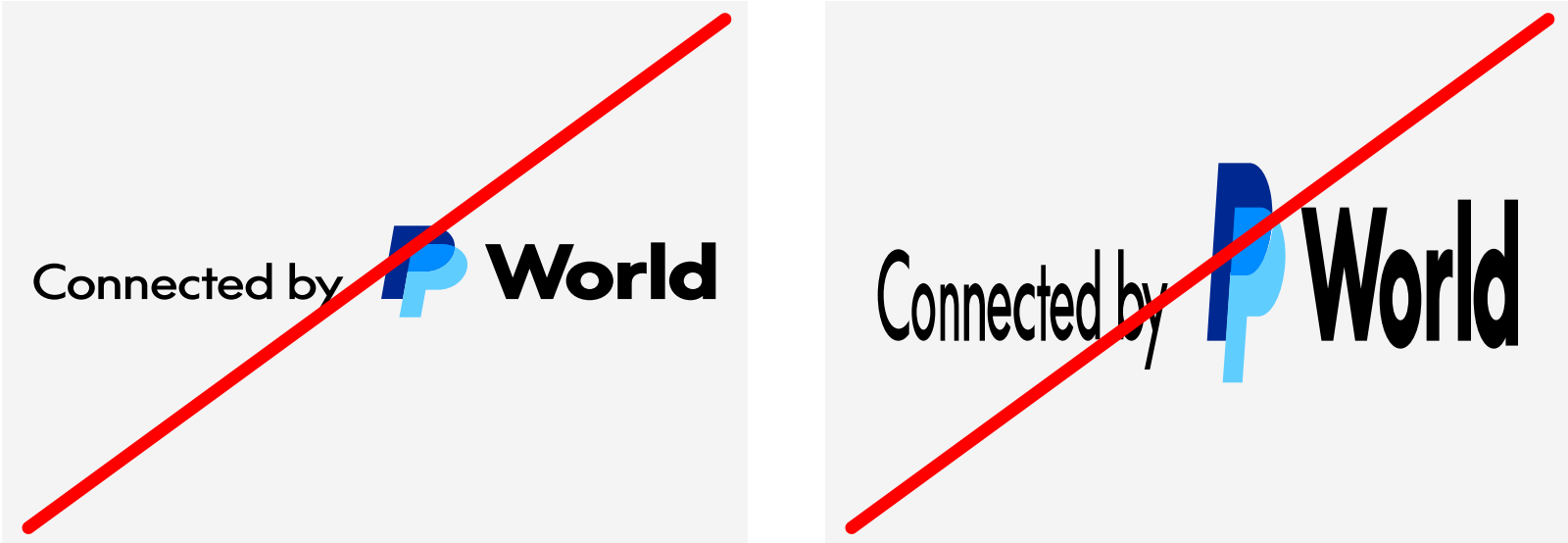
Attribution Lockup



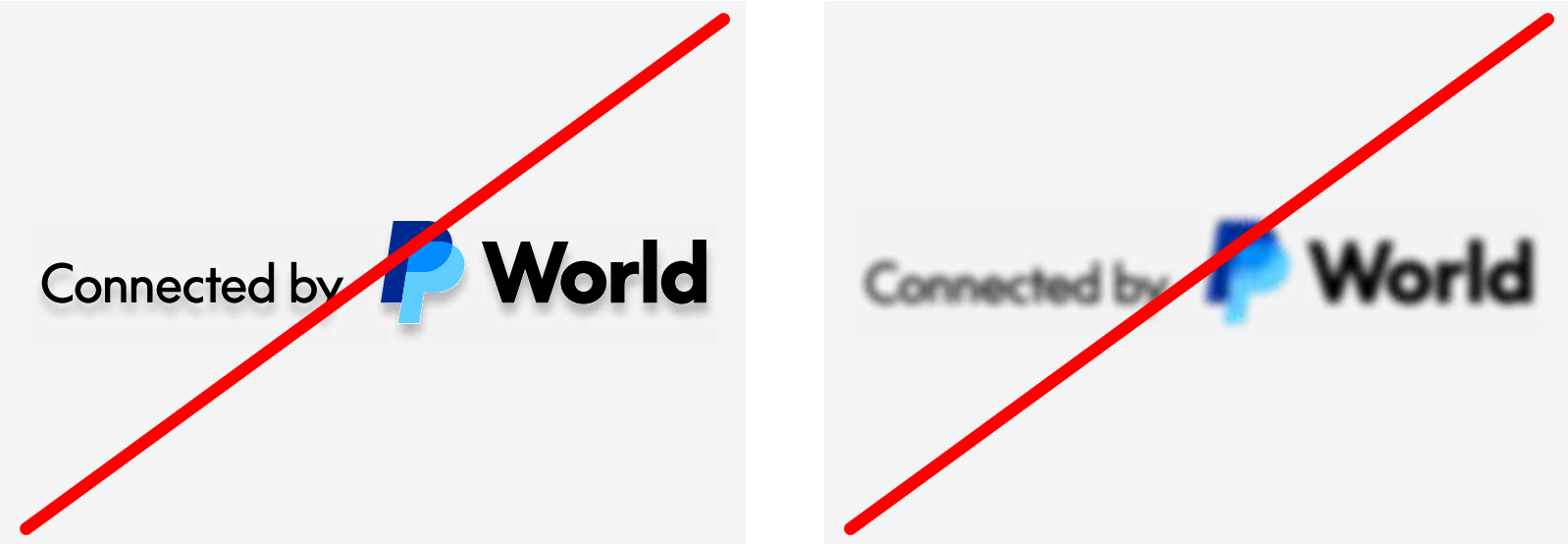
Misuse

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

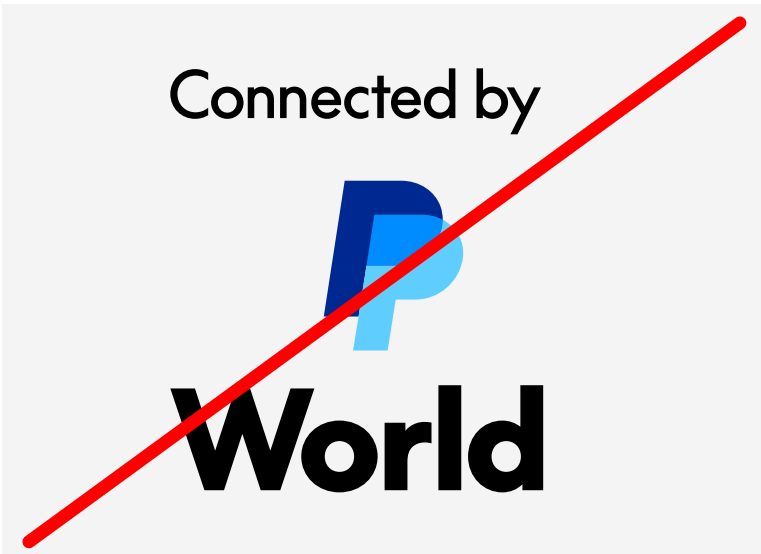
Don't stretch our logo's proportions



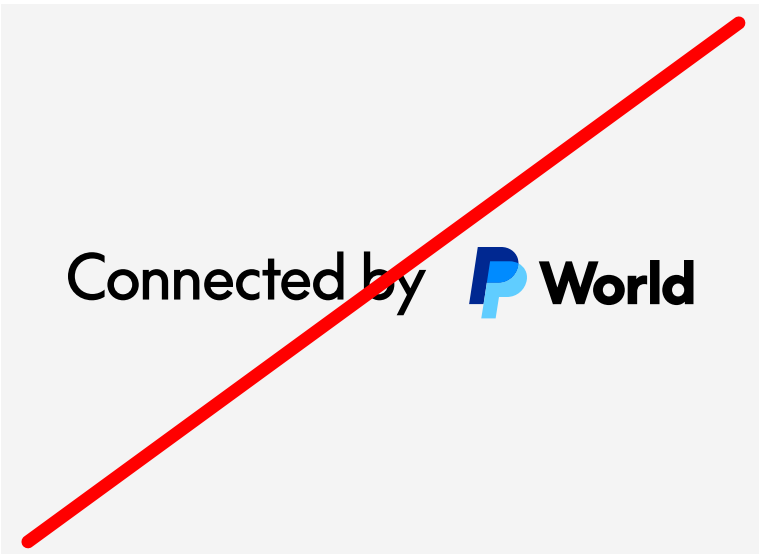
Don't use custom treatments



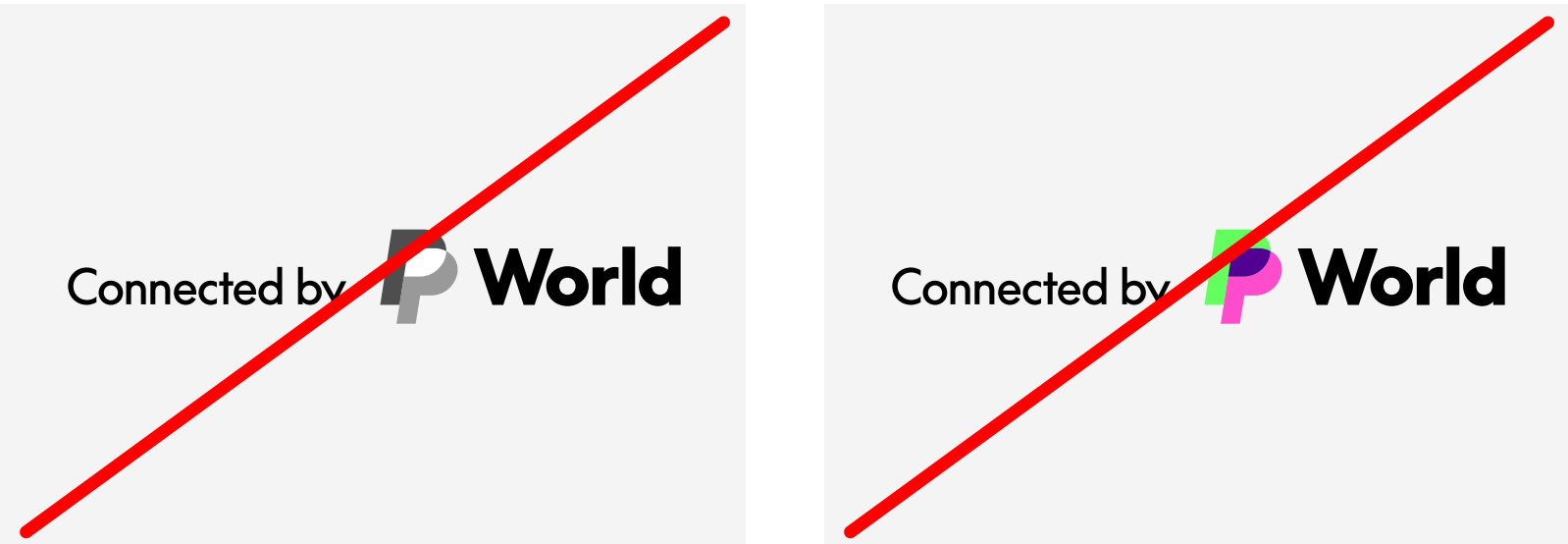
Don't stack vertically



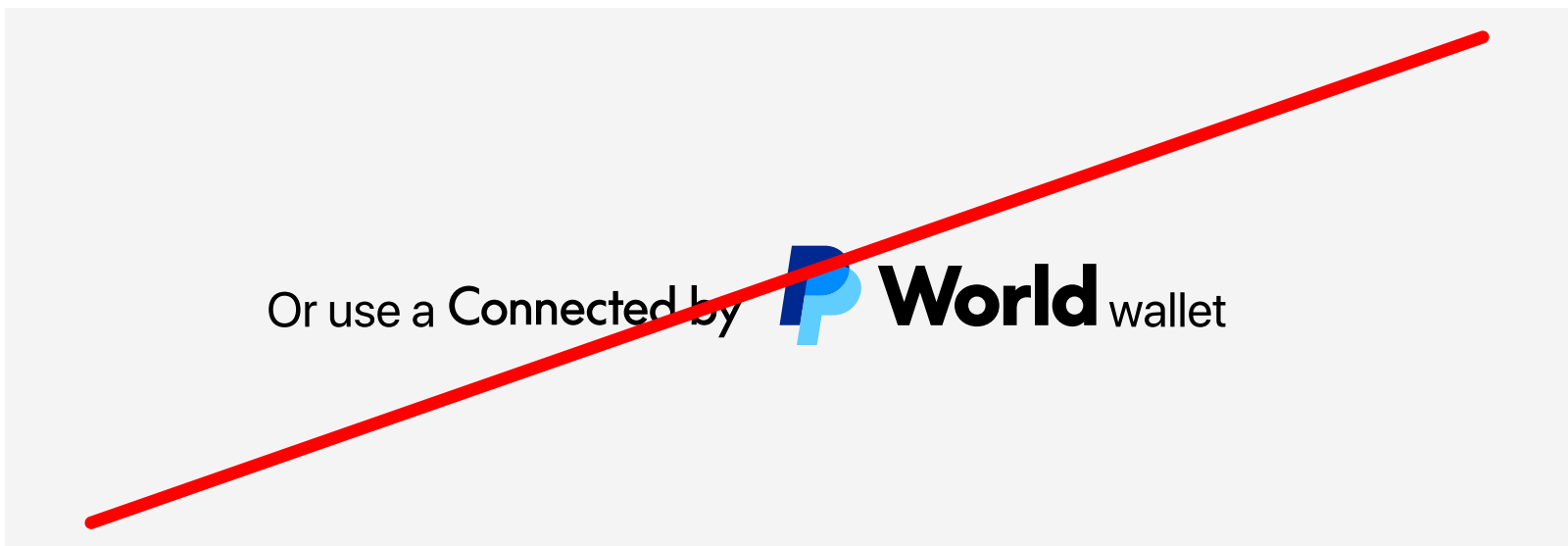
Don't adjust size



Don't customize coloring



Don't use the logo within a line of text



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



Our primary and preferred lockup is the horizontal layout. It allows flexibility to include more than two participant 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 Participant Wallet lockup should only be used when representing a joint campaign or shared experience between PayPal World and a participant wallet.

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

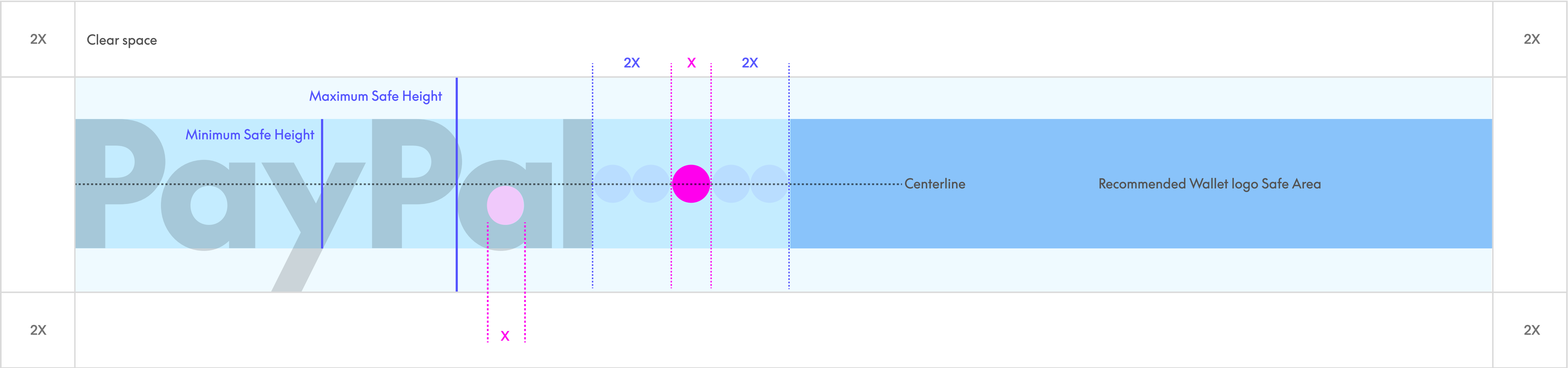
Wallet Lockup



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

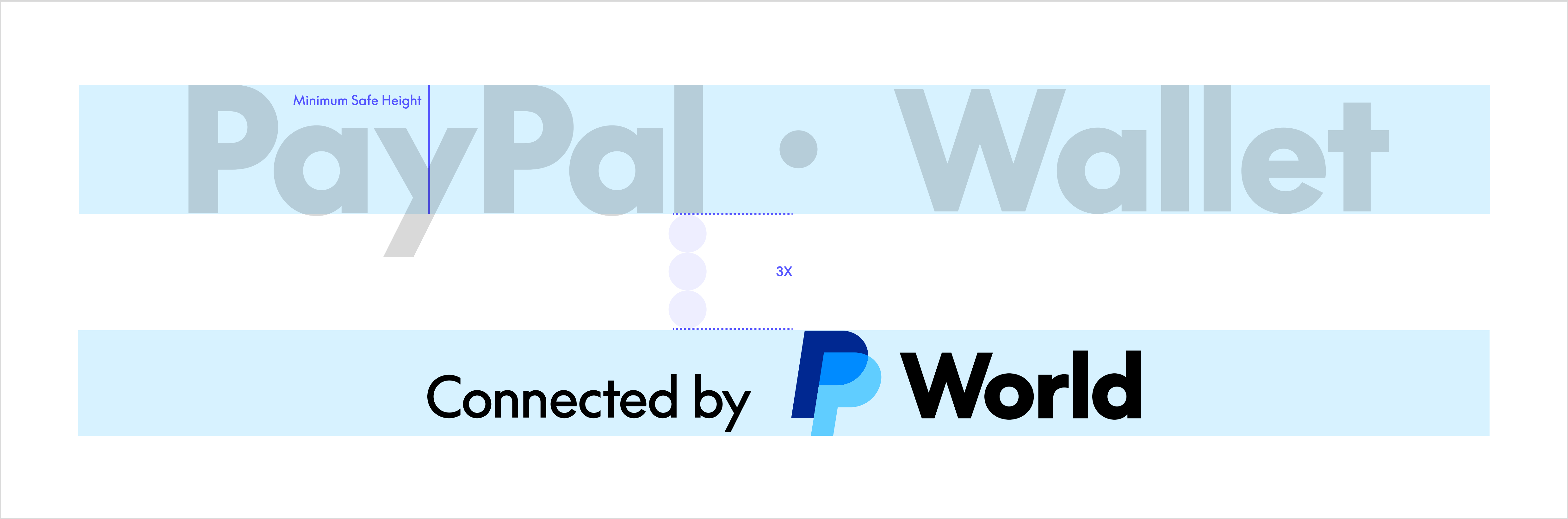
To maintain clearspace around each wallet participant, use the width of 2X, as shown in the example below.

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.

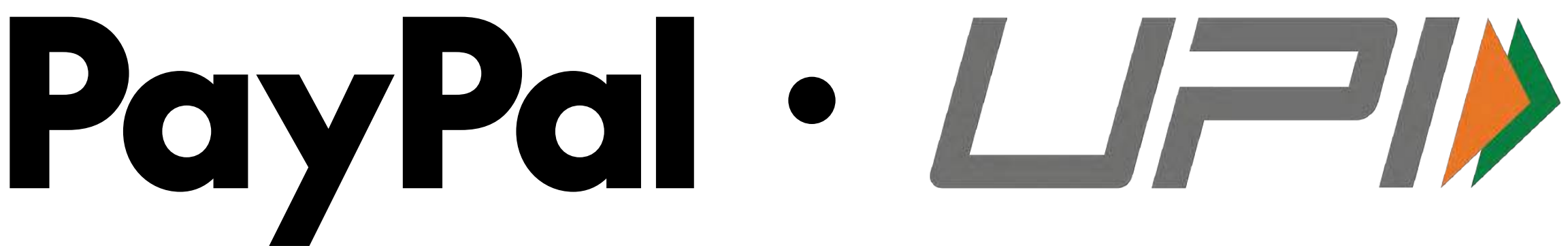


The attribution height is set to 85% of the minimum safe height of the PayPal logo mark. It should be centered beneath the wallet participant logos.

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



Using two wallet participants 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.



Due to space and sizing constraints, this lockup represents the maximum number of participant 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

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 participants at a time.



It is not recommended to lock up more than four wallet participant at a time. However, we understand there may be unique circumstances that require additional wallet participant to be presented. In those cases, wrap the wallet logos onto additional lines. A maximum of three wallet participant 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.



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 participant wallets at a time.

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

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

Wallet lockup

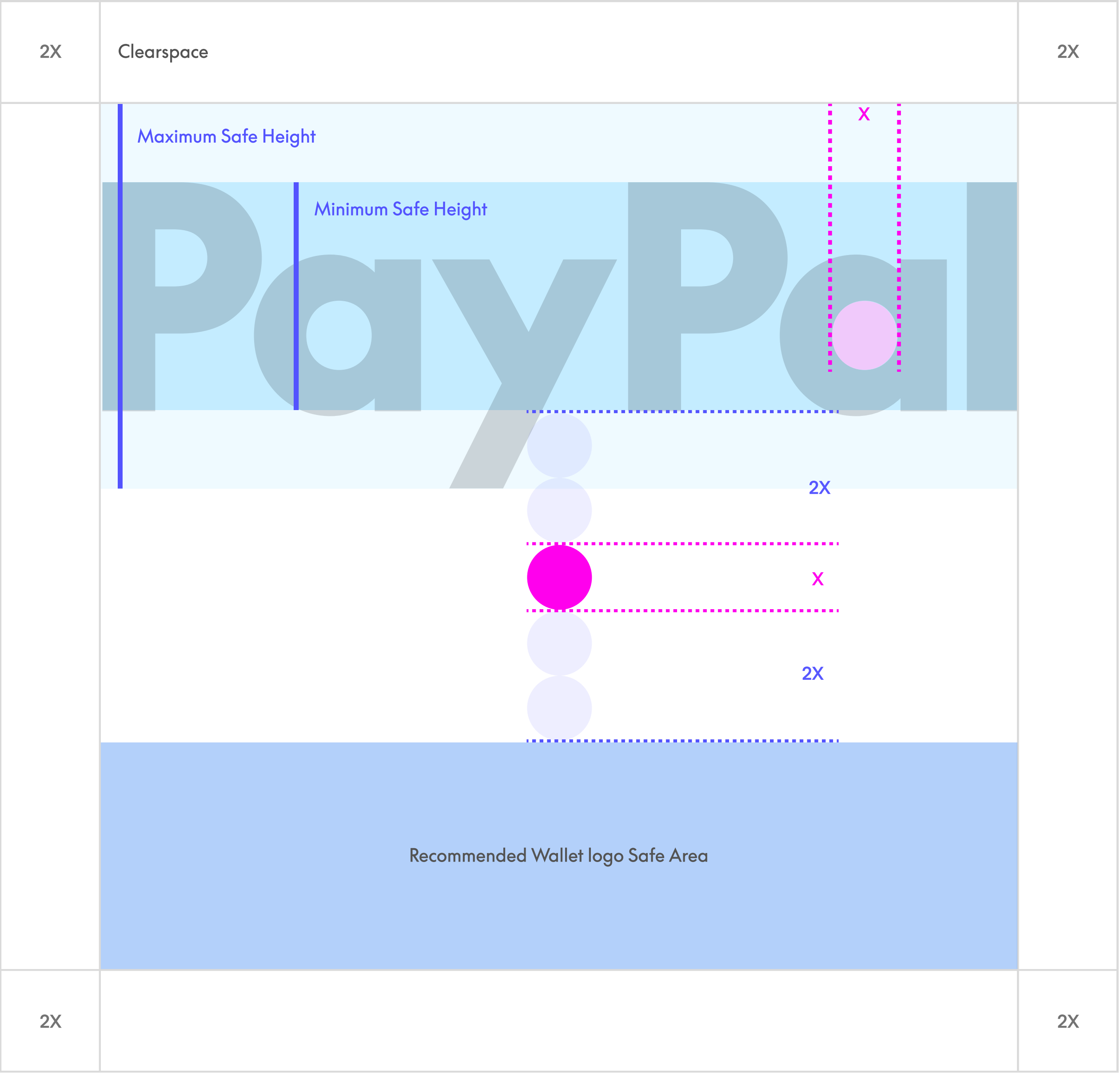
Wallet
•
Wallet

Connected by  World

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 participant 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.



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

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



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

PayPal



Connected by  World

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

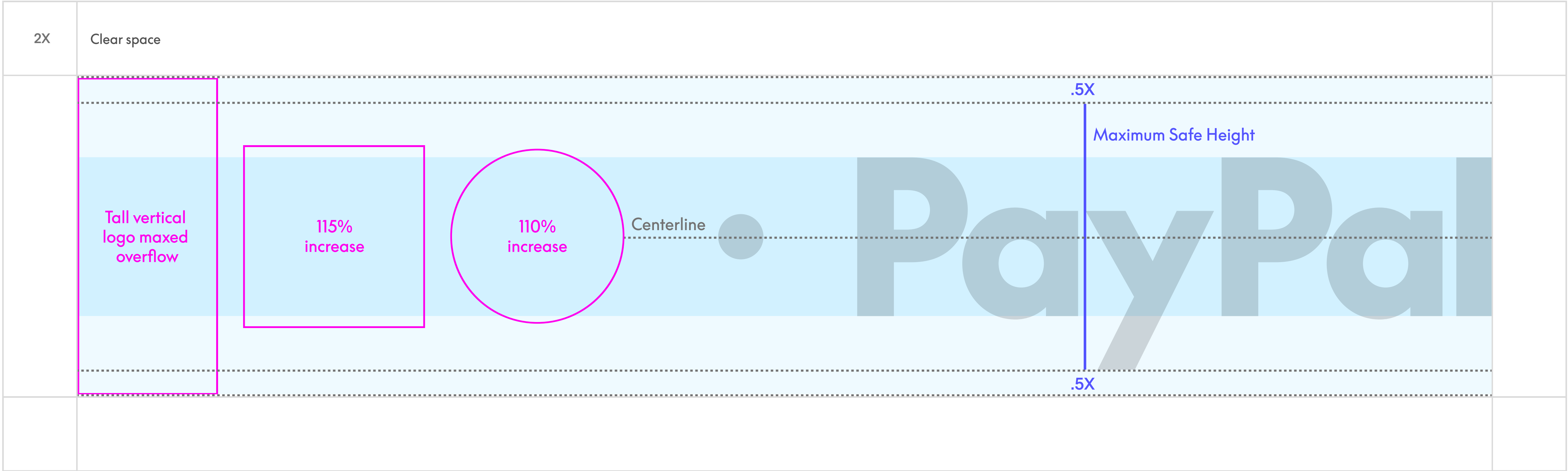
Size the logos proportionally to achieve equal optical weight, rather than identical height or width, and use optical centering to prevent imbalance.

Irregular Shapes



Participant 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 participant 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 participant 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 participant horizontal and vertical layout guidelines.

Horizontal



Vertical



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

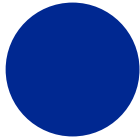
PANTONE 305 C

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



Deep Blue

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



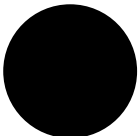
Venmo Blue

#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.

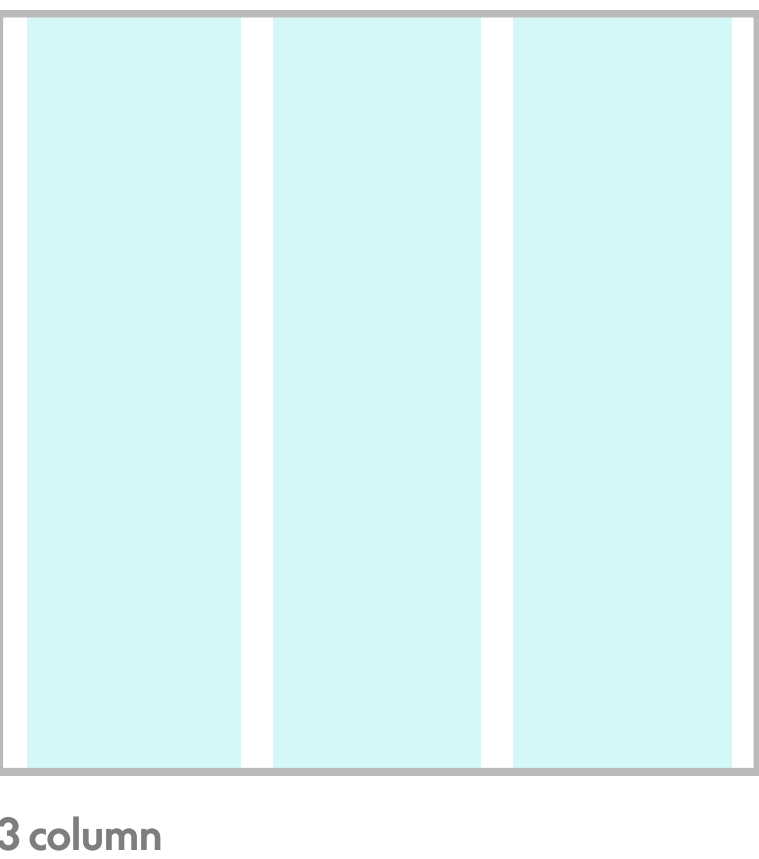
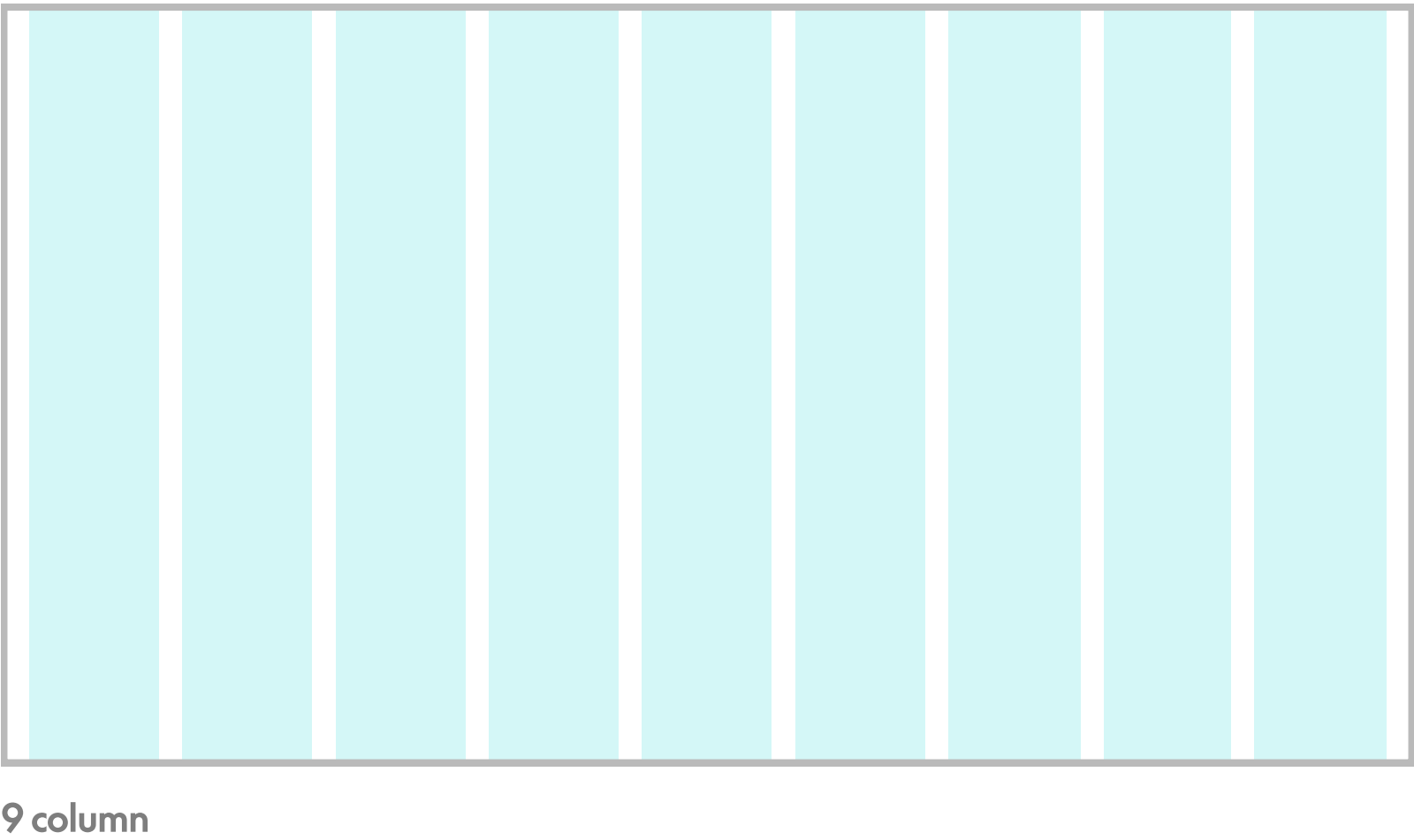
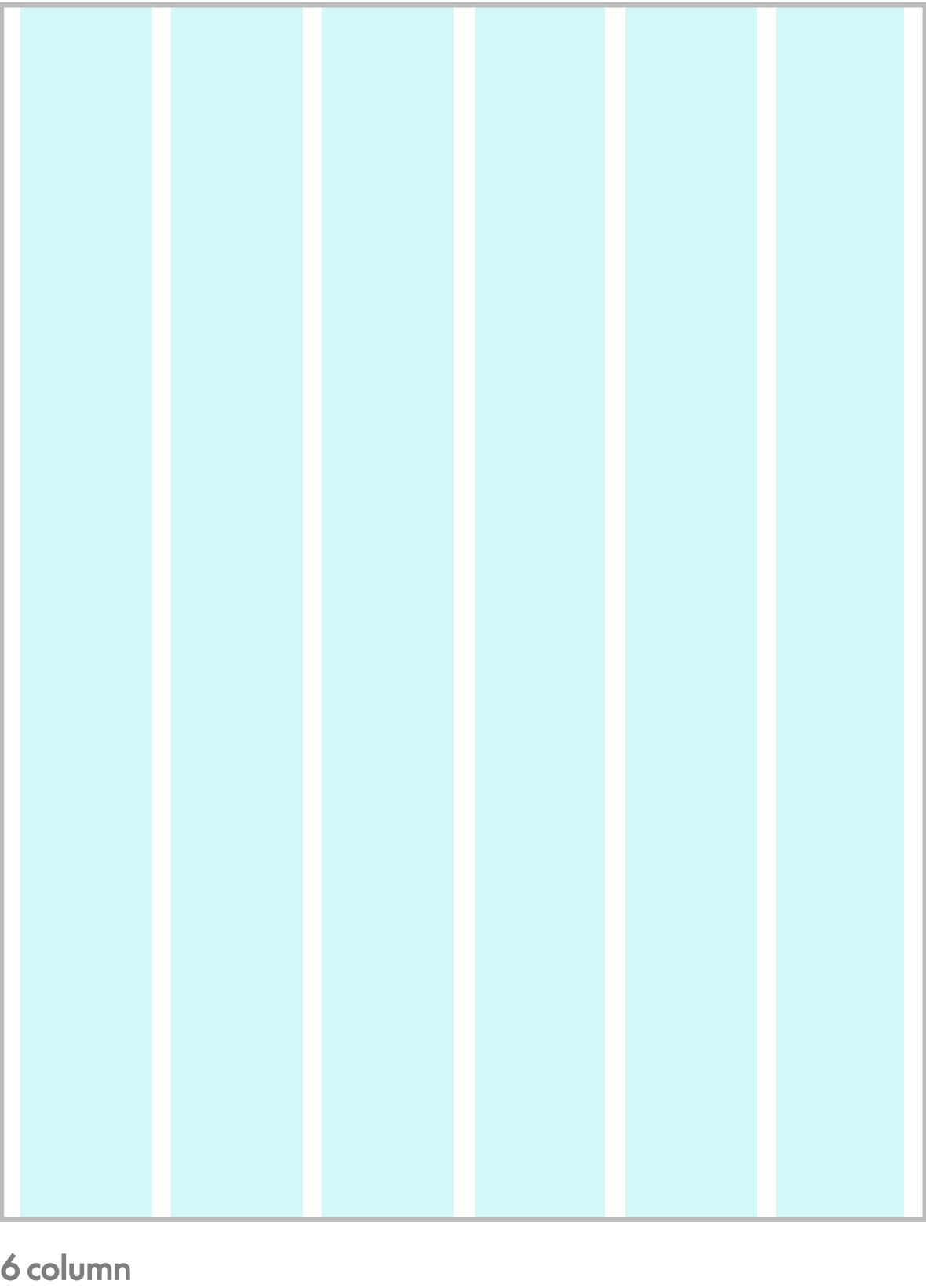
To set up the grid, start with a 6-column grid.

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.

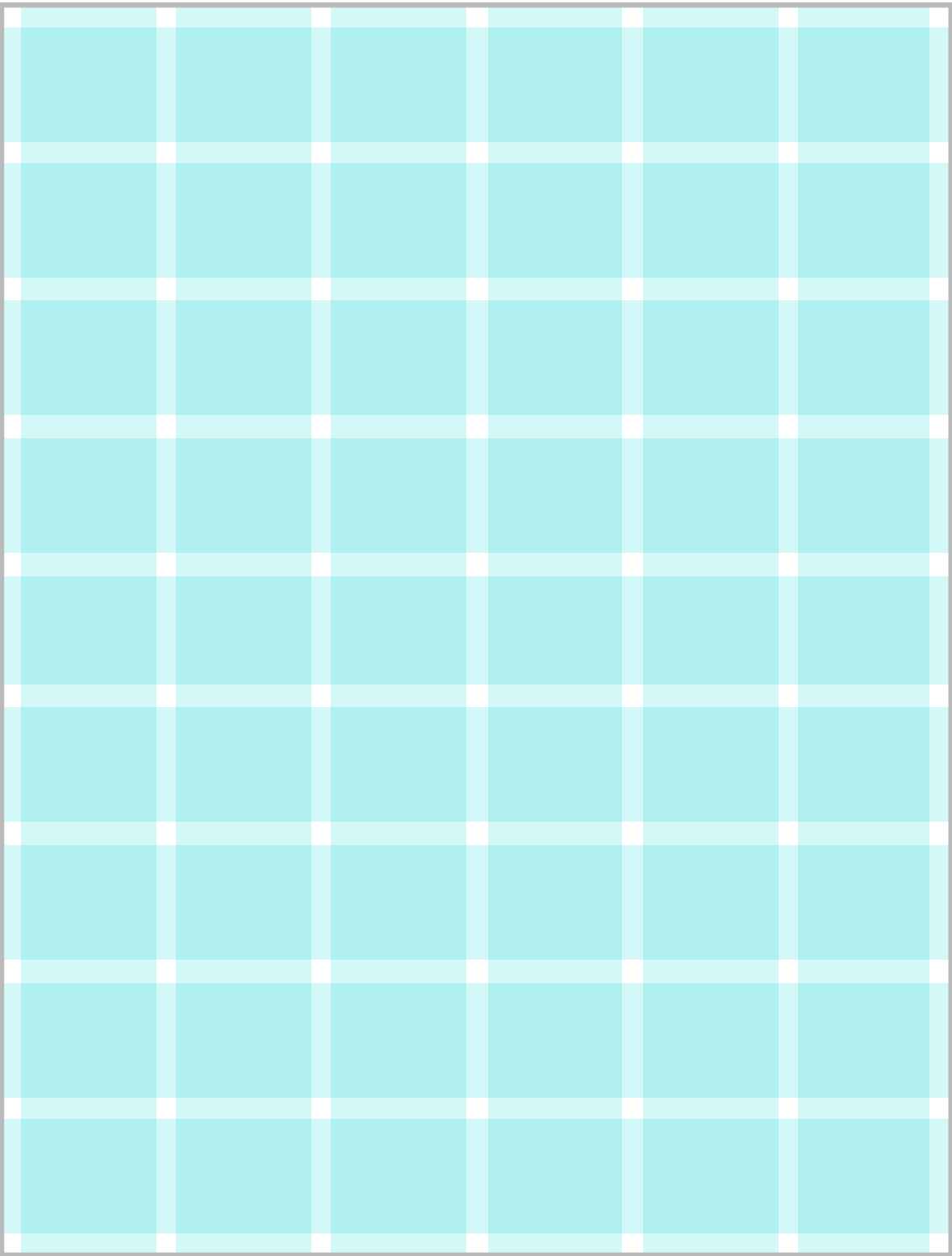
Column and margins setup



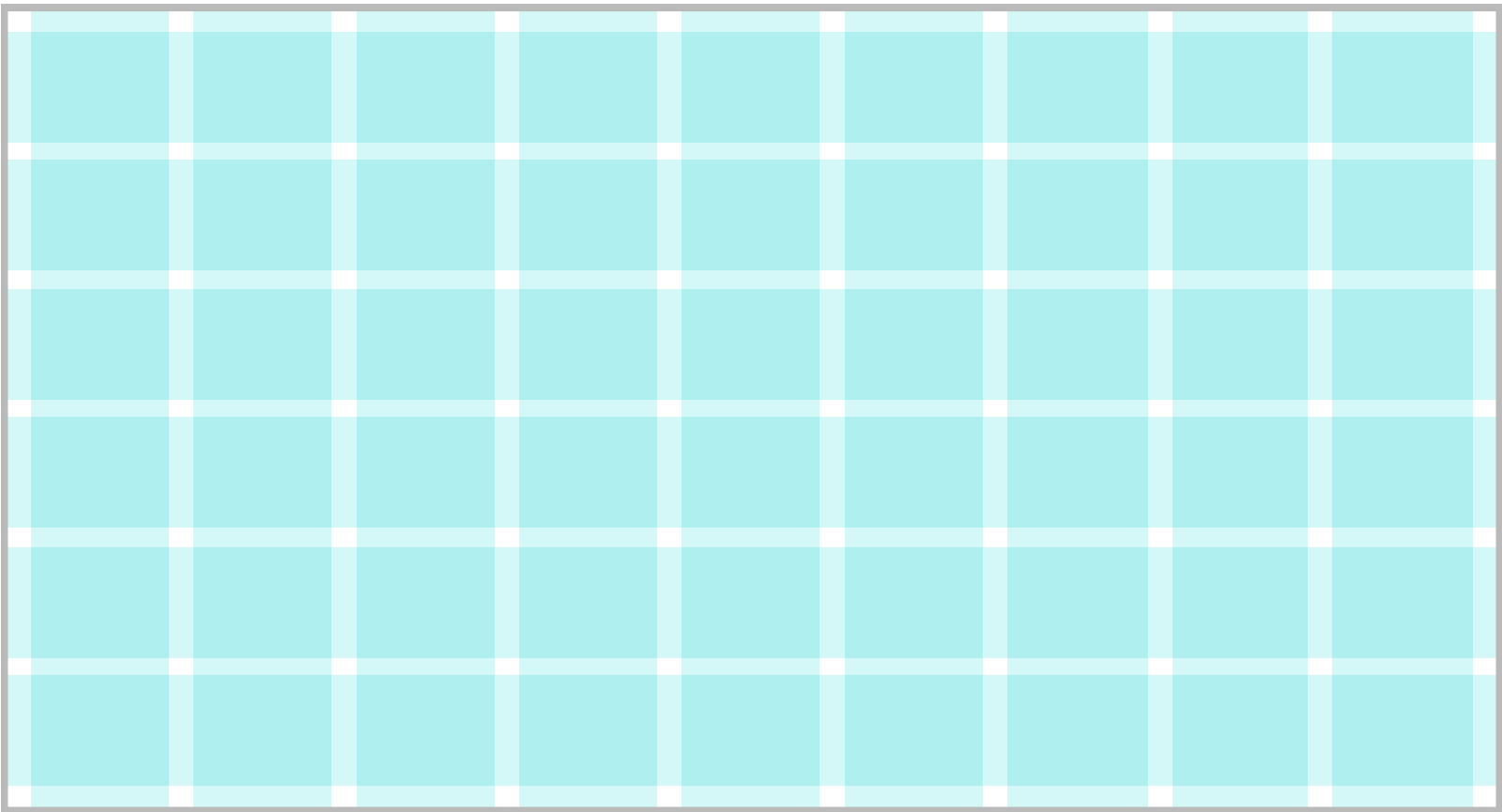
Add rows based on your content and canvas size, using multiples of 3 up to a maximum of 12.

Row gutters should match margins and column gutter size.

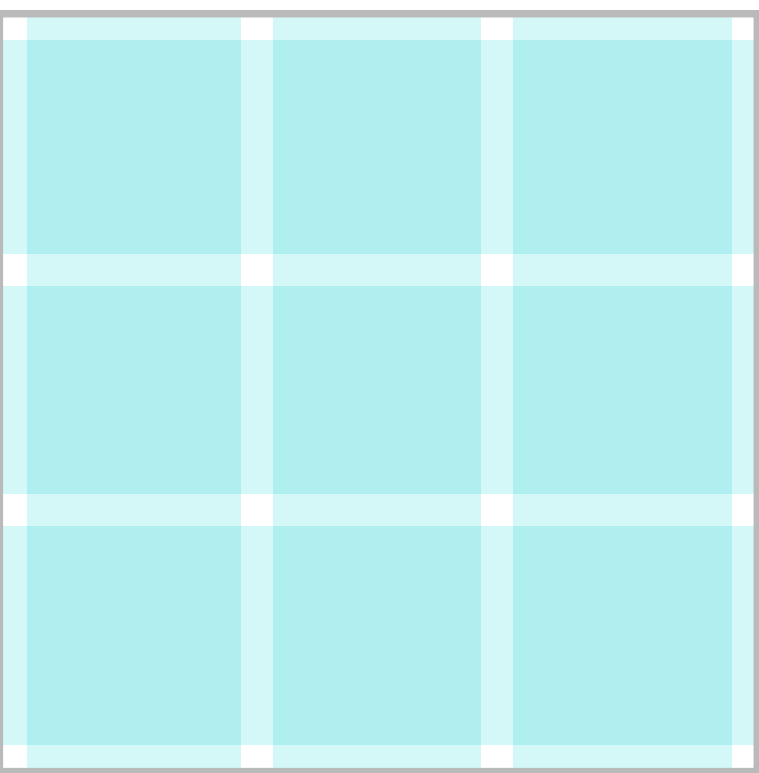
Row setup



9 rows



6 rows



3 rows

Typography

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

**PayPal
Pro**

For Display and Headings,
we use PayPal Pro Black.

PayPal Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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	Cash	At Size	Cash
Headline -4%	Cash		Cash
Subhead -2%	Cash		Cash
Body and Detail 0%	Cash		Cash

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%

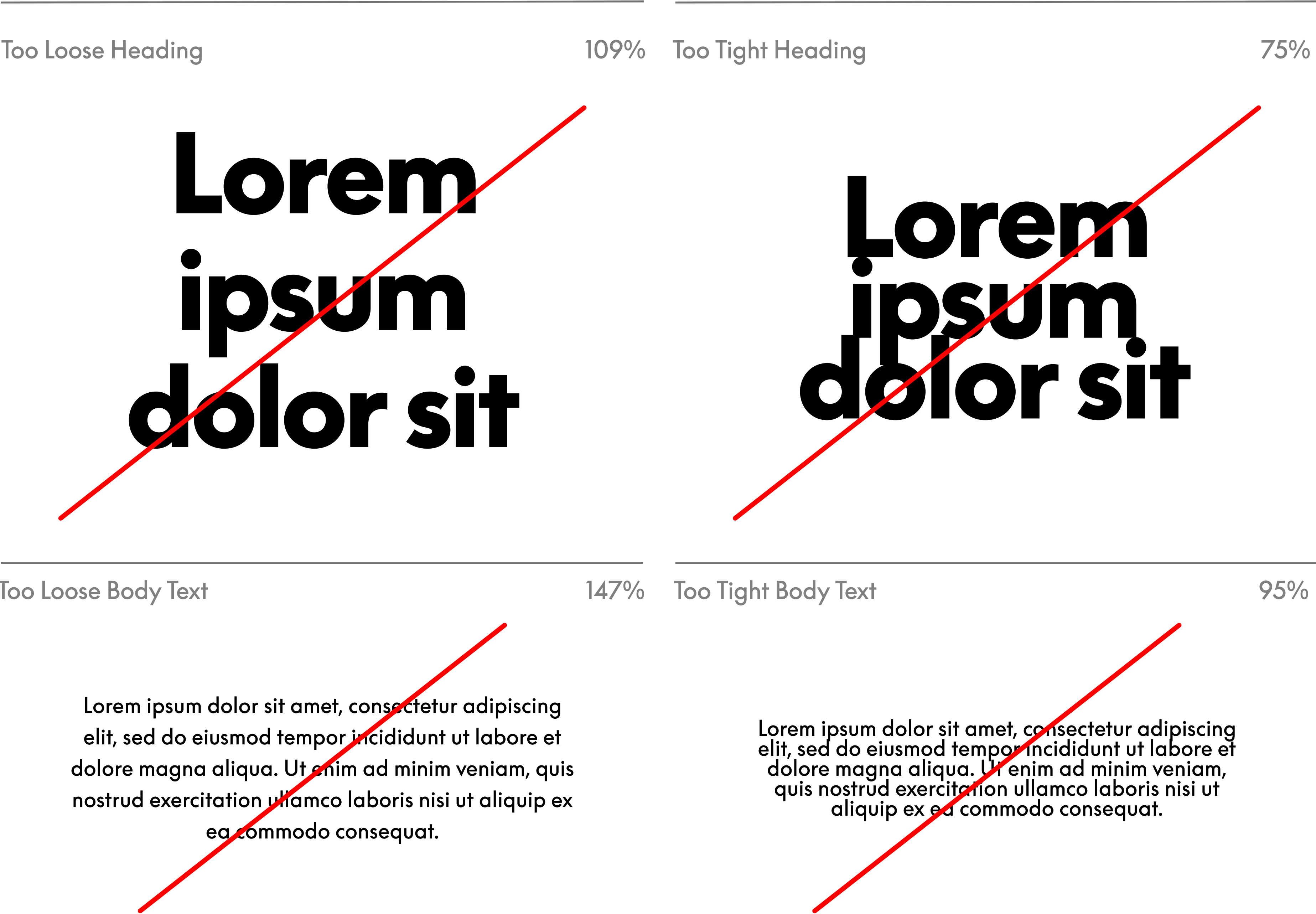
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Looser Body Text

130%

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

Avoid the following when using PayPal Pro.



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.



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.



Type Scale

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

1rem = Reading

1.6rem = Small Heading

4.8rem = Heading

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

Cashback

6rem1.25⁸rem8

4.8rem1.25⁷rem7

3.8rem1.25⁶rem6

3.rem1.25⁵rem5

2.4rem1.25⁴rem4

2rem1.25³rem3

tim rem1.25²rem2

1.25rem1.25¹ rem1

1rem1rem0

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

Imagery

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.



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.



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.



Application

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

Ecommerce Marketing Placements

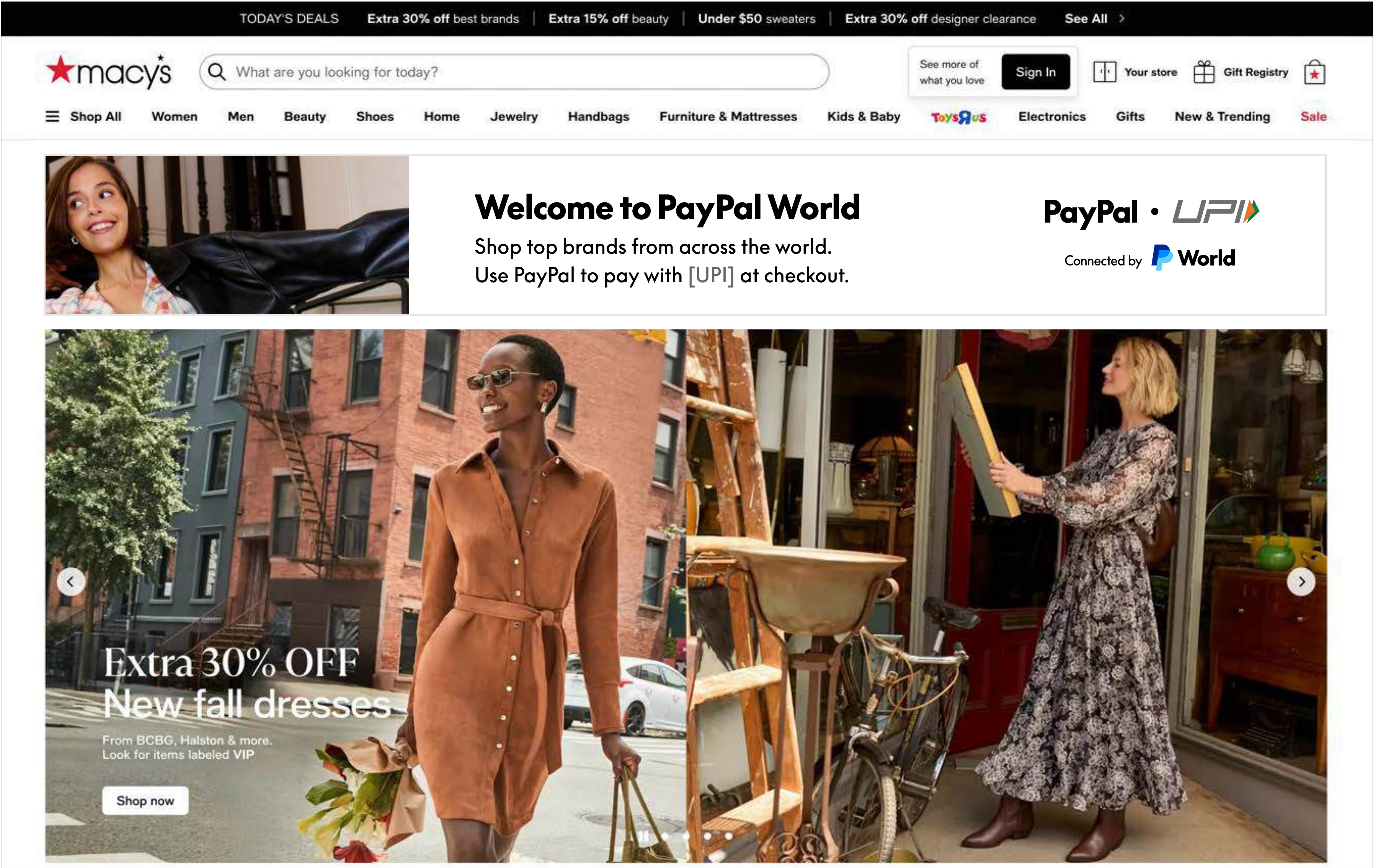
Use this section to guide how you add PayPal World messaging to your site. See the next slide for copy options by placement.

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.



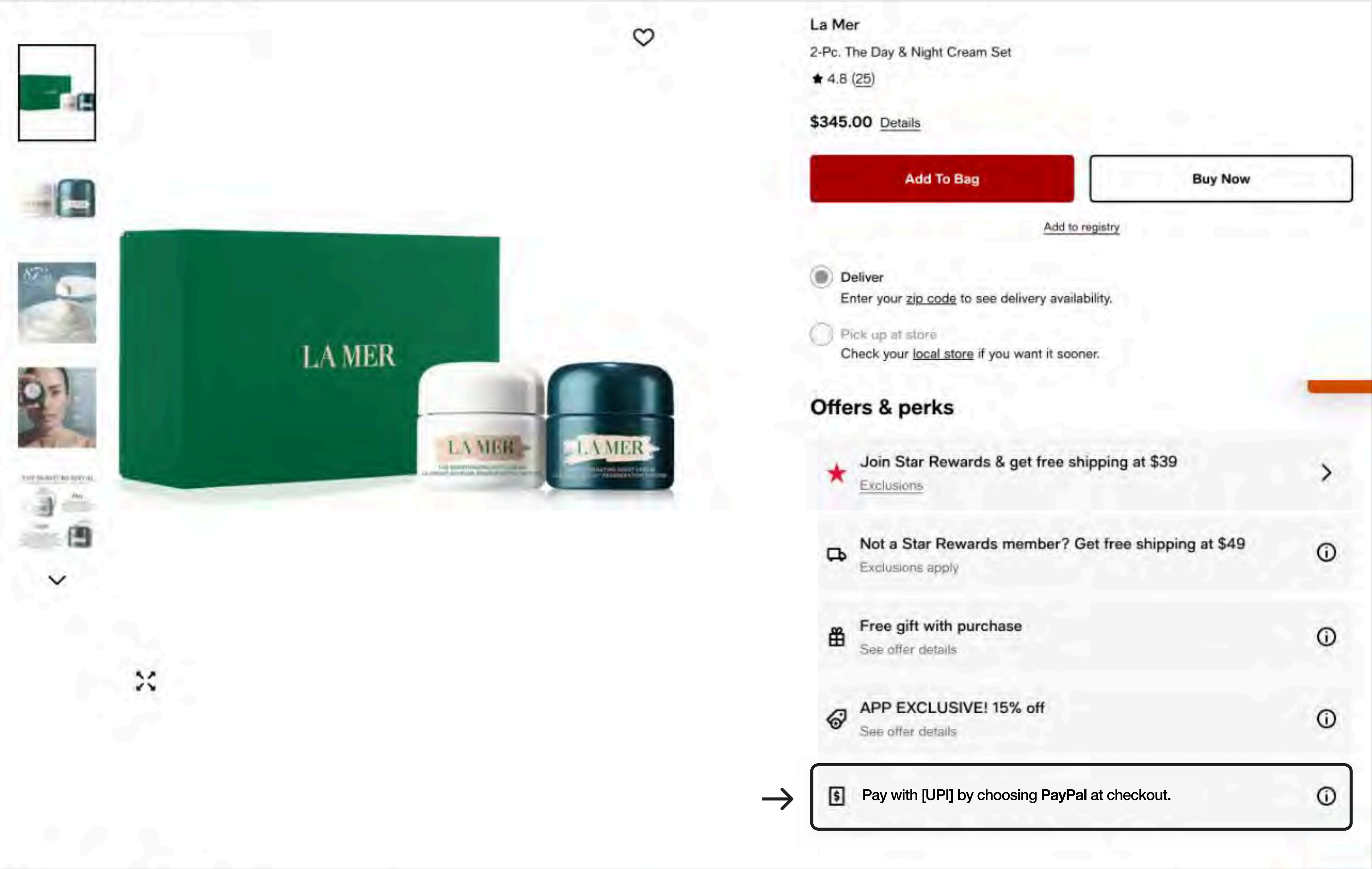
Product Page

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.



Cart / Checkout Page Copy

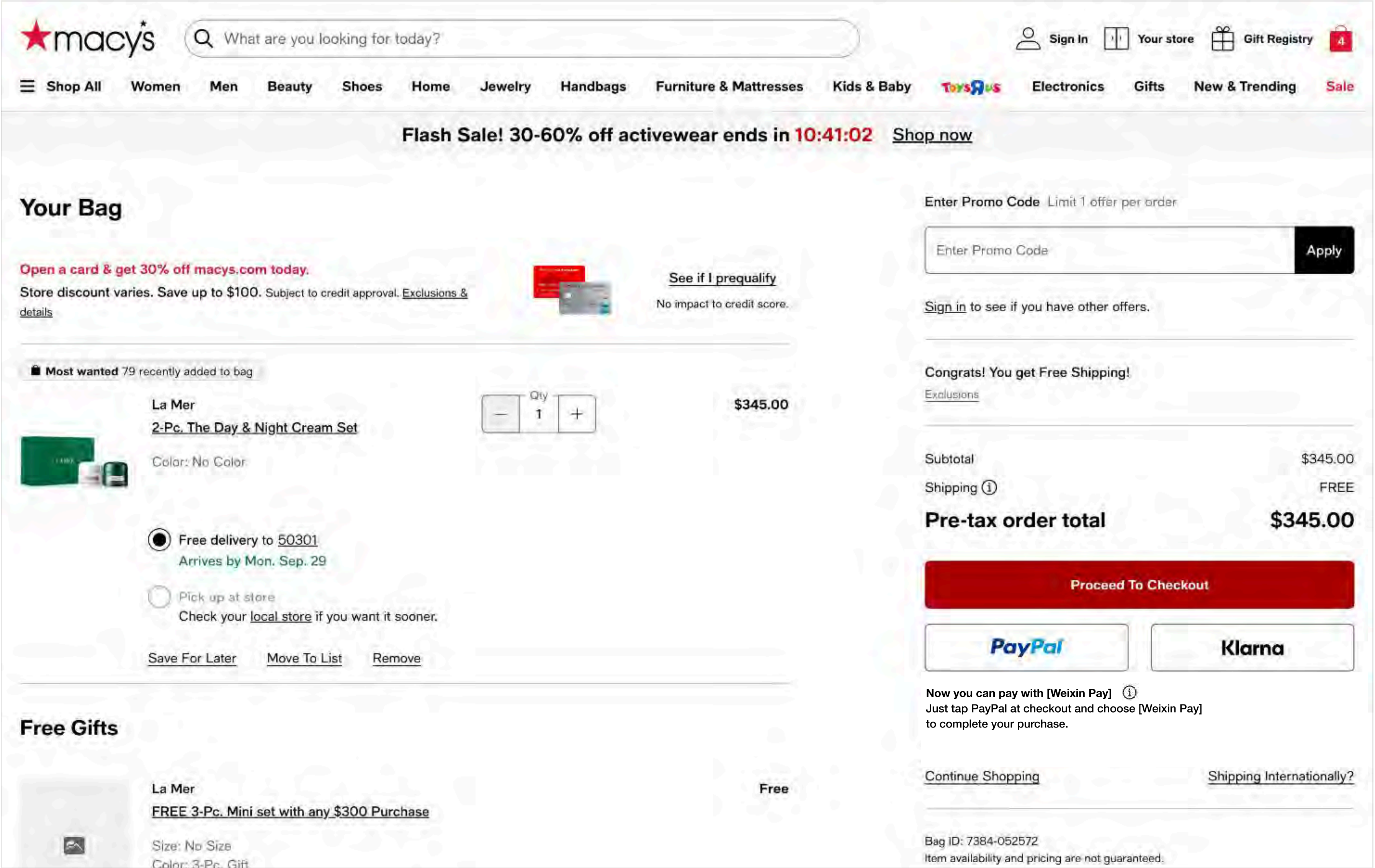
[Weixin Pay]:
Now you can pay with Weixin Pay]
Just tap PayPal at checkout and
choose [Weixin Pay] to complete
your purchase.

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.



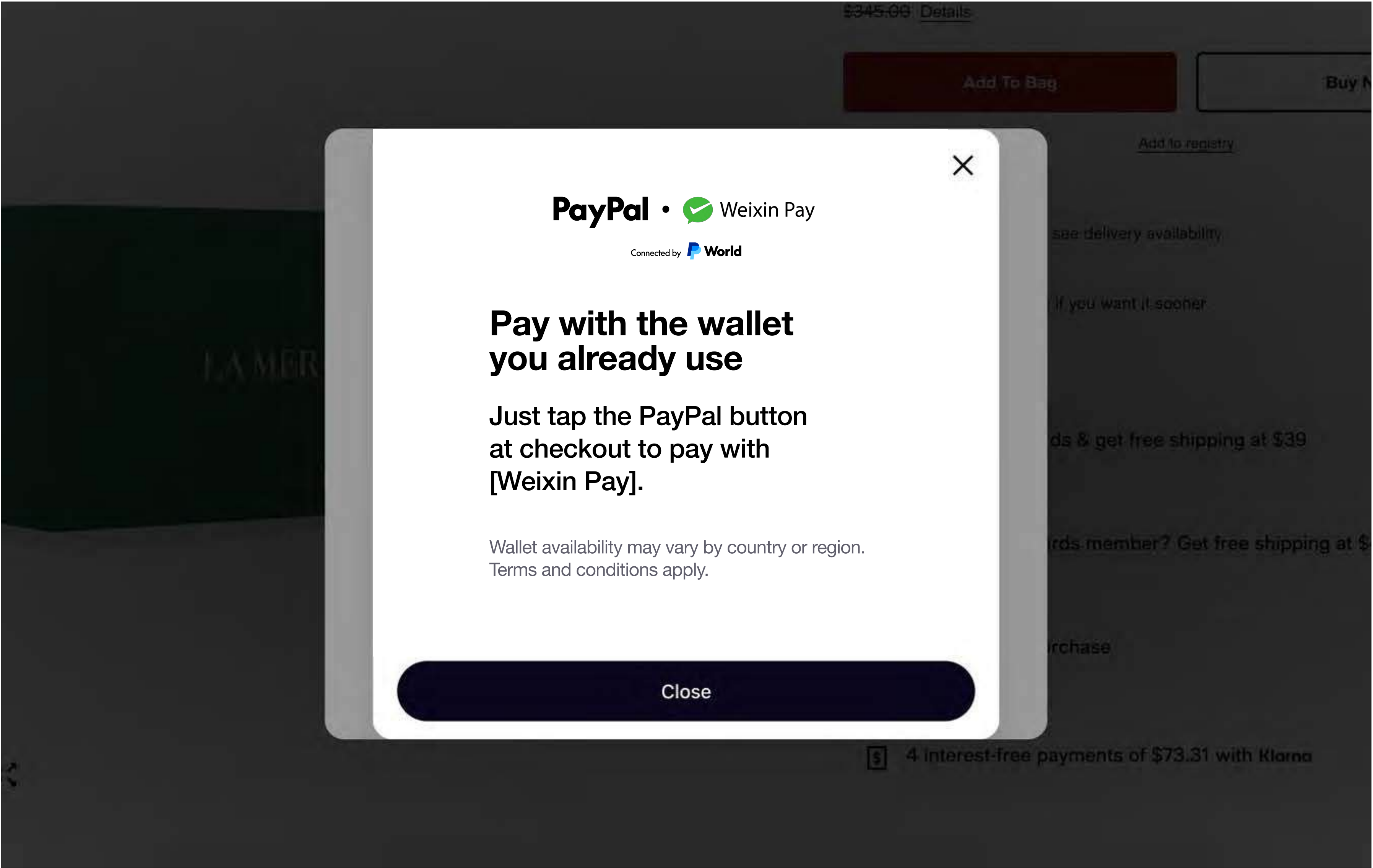
Info Pop-Up (Modal / Tooltip)

[Headline:]
Pay with the wallet you already use

[Subcopy:]
Just tap the PayPal button at checkout to pay with [Weixin Pay].

[Disclaimer:]
Wallet availability may vary by country or region. Terms and conditions apply.

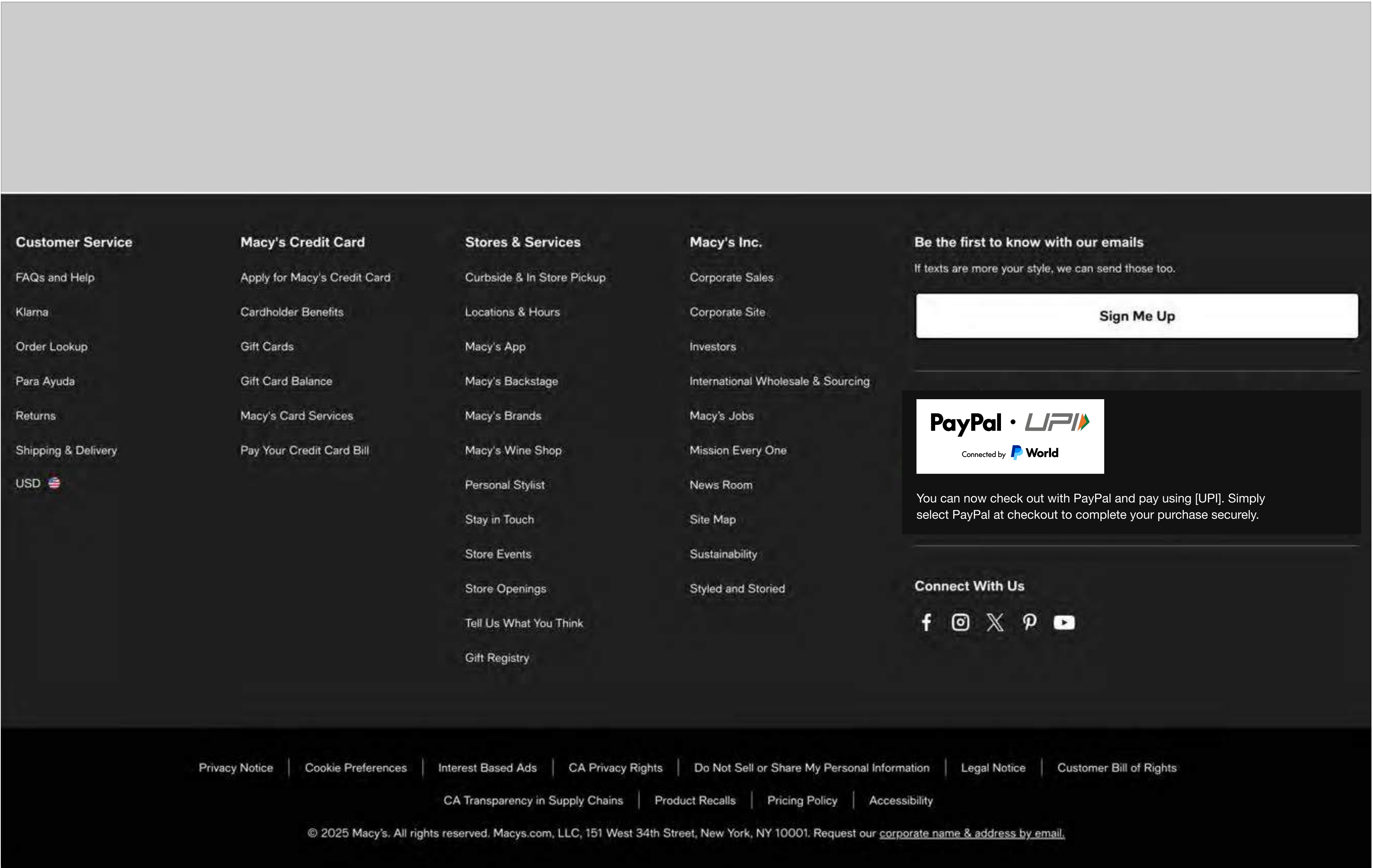
- Integration Guidance:**
- Keep copy hierarchy (headline → subcopy → disclaimer) intact.
 - Display disclaimer text in smaller font to meet compliance requirements.



Footer

[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.

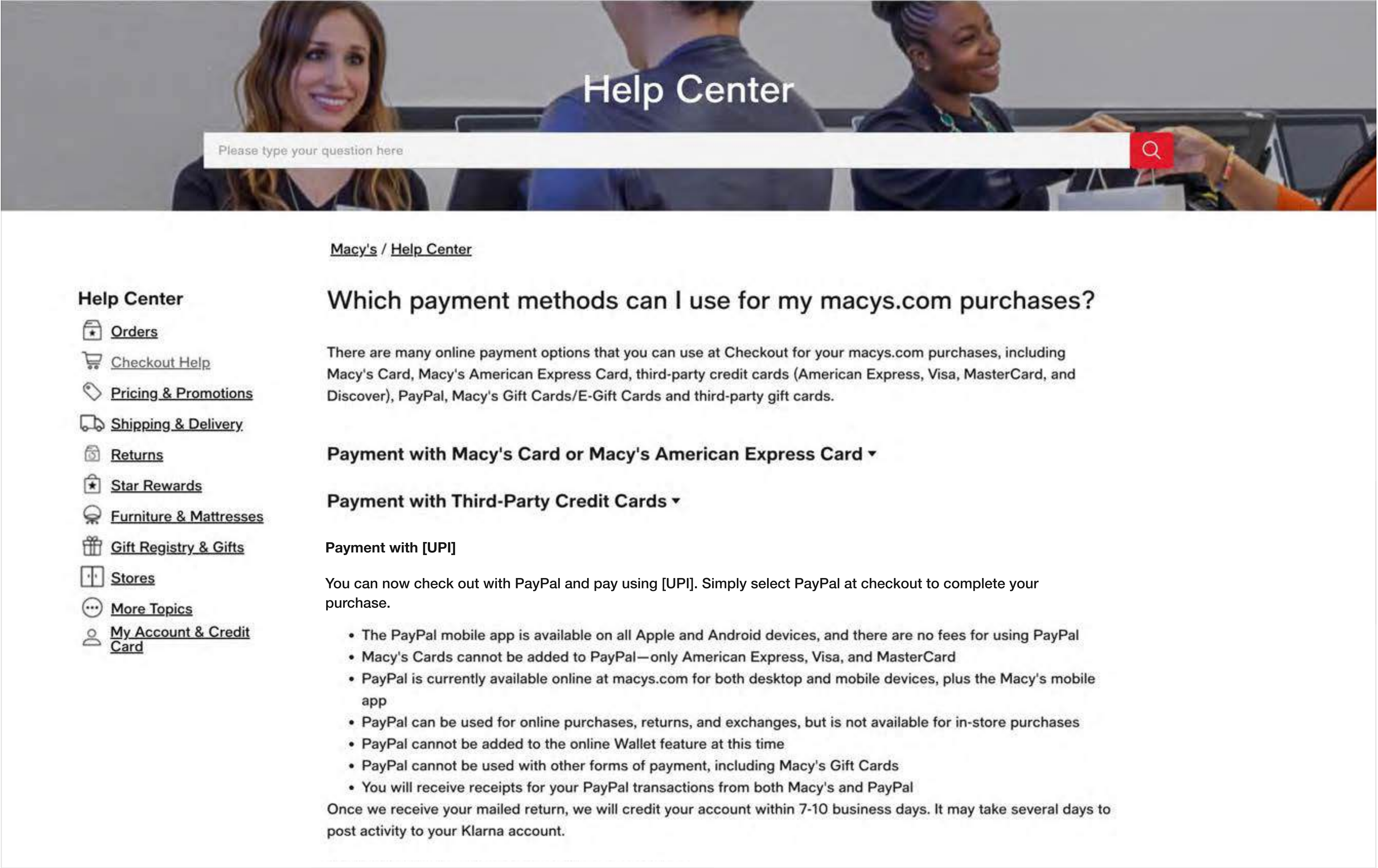


FAQ Page Copy

[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.



Social Media

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

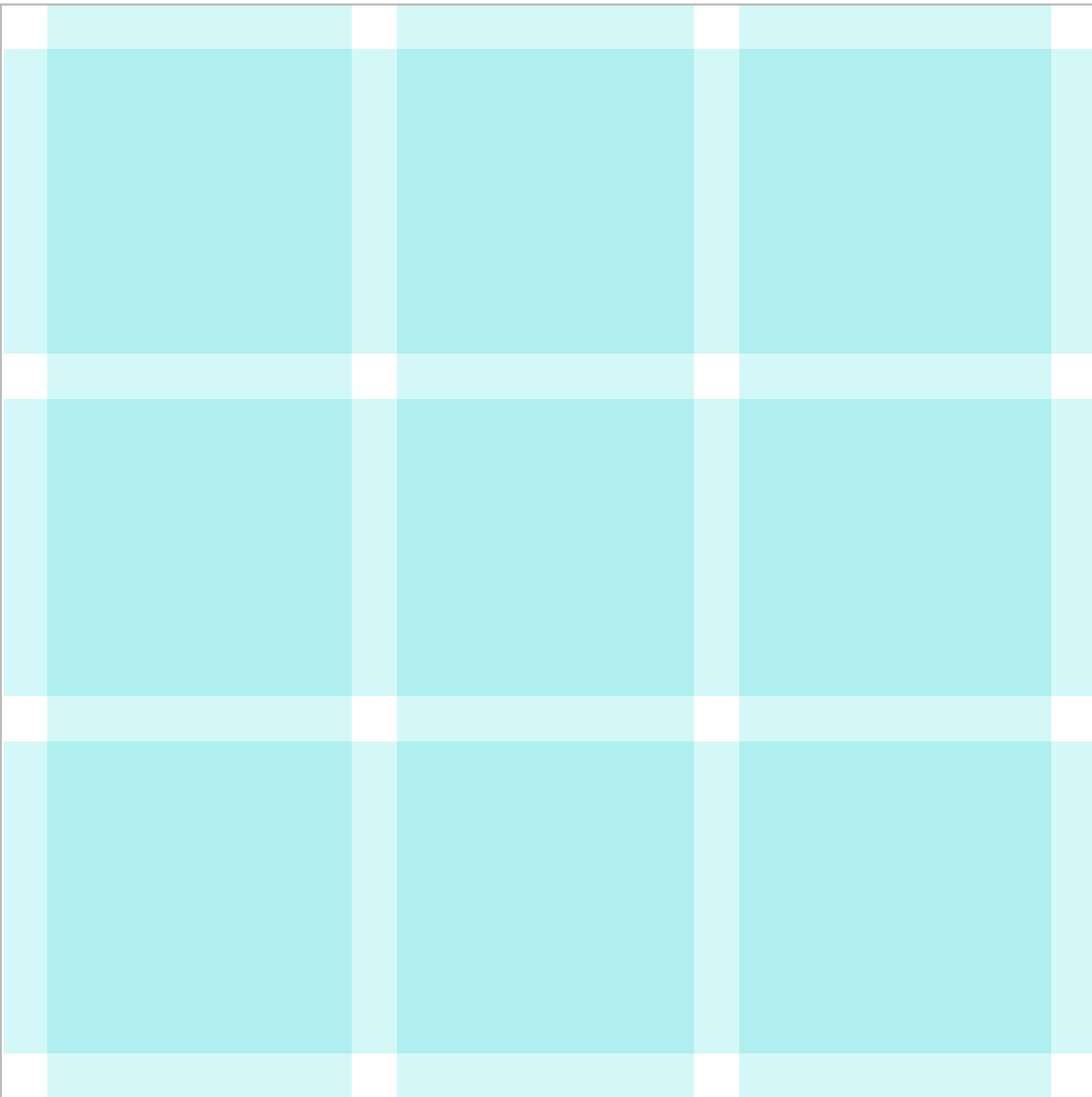
Social Media

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.

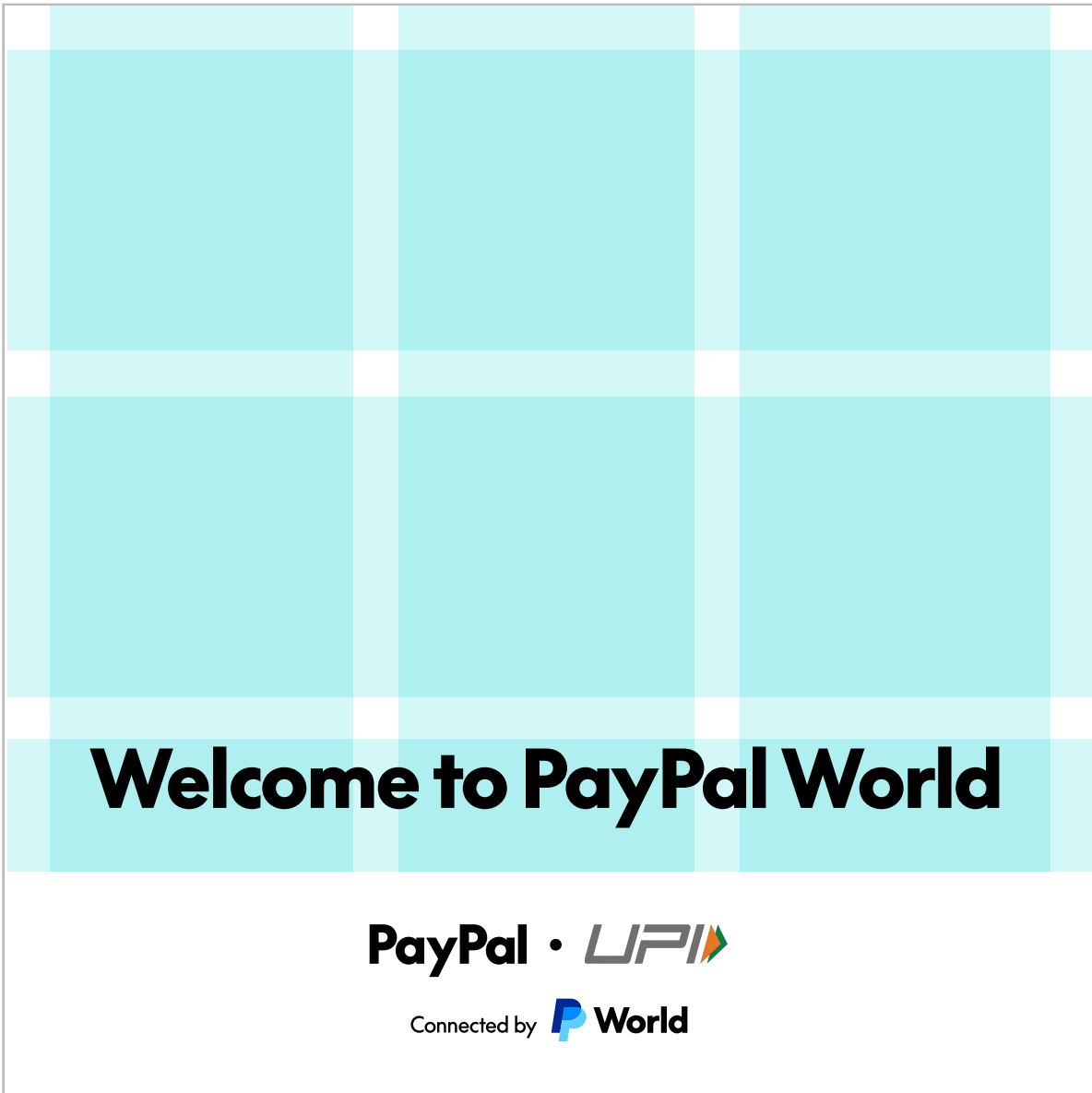
We recommend using clean, simple images with background colors that offer strong contrast against the text.

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

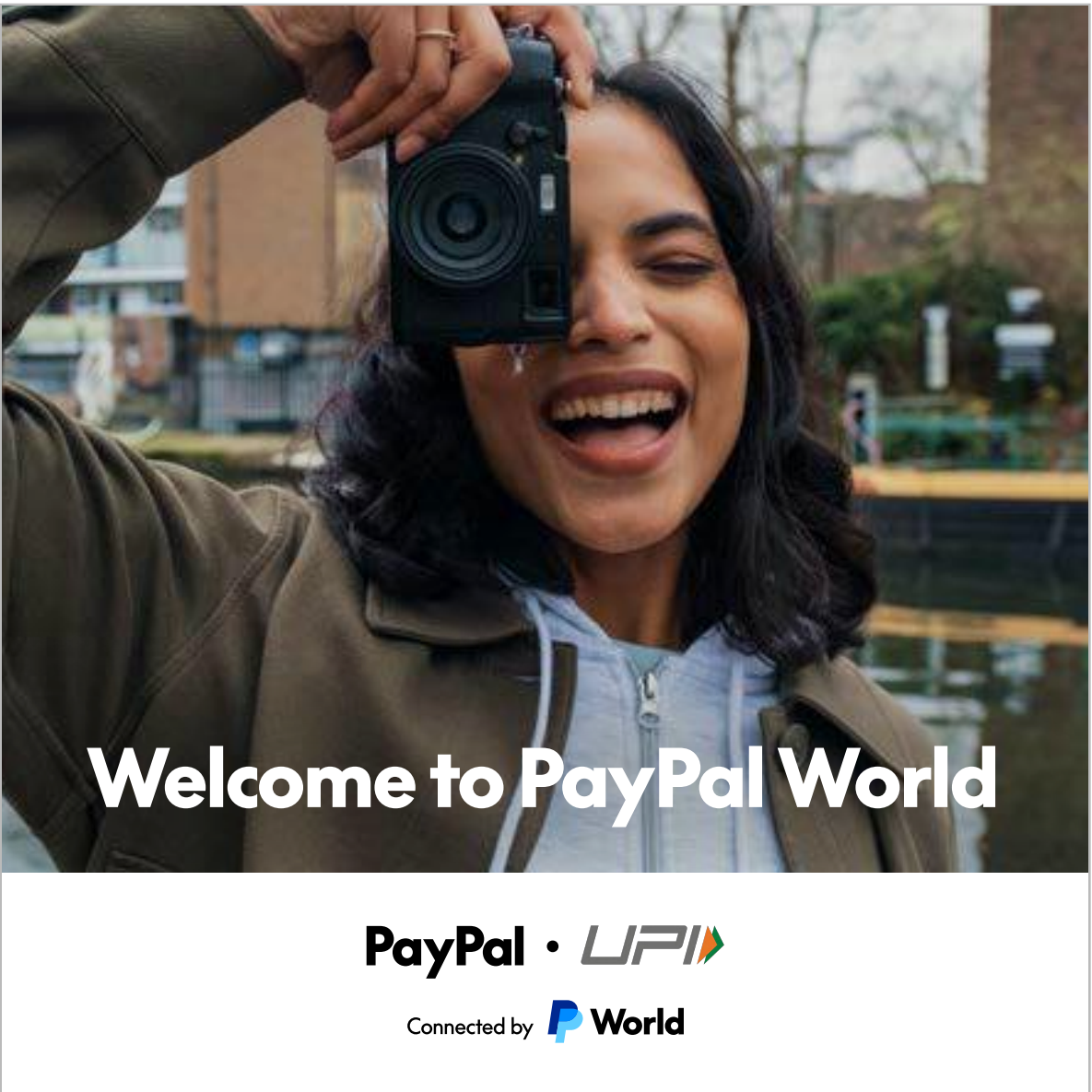
Layout



Instagram
Col: 3
Row: 3



Text + logo layout



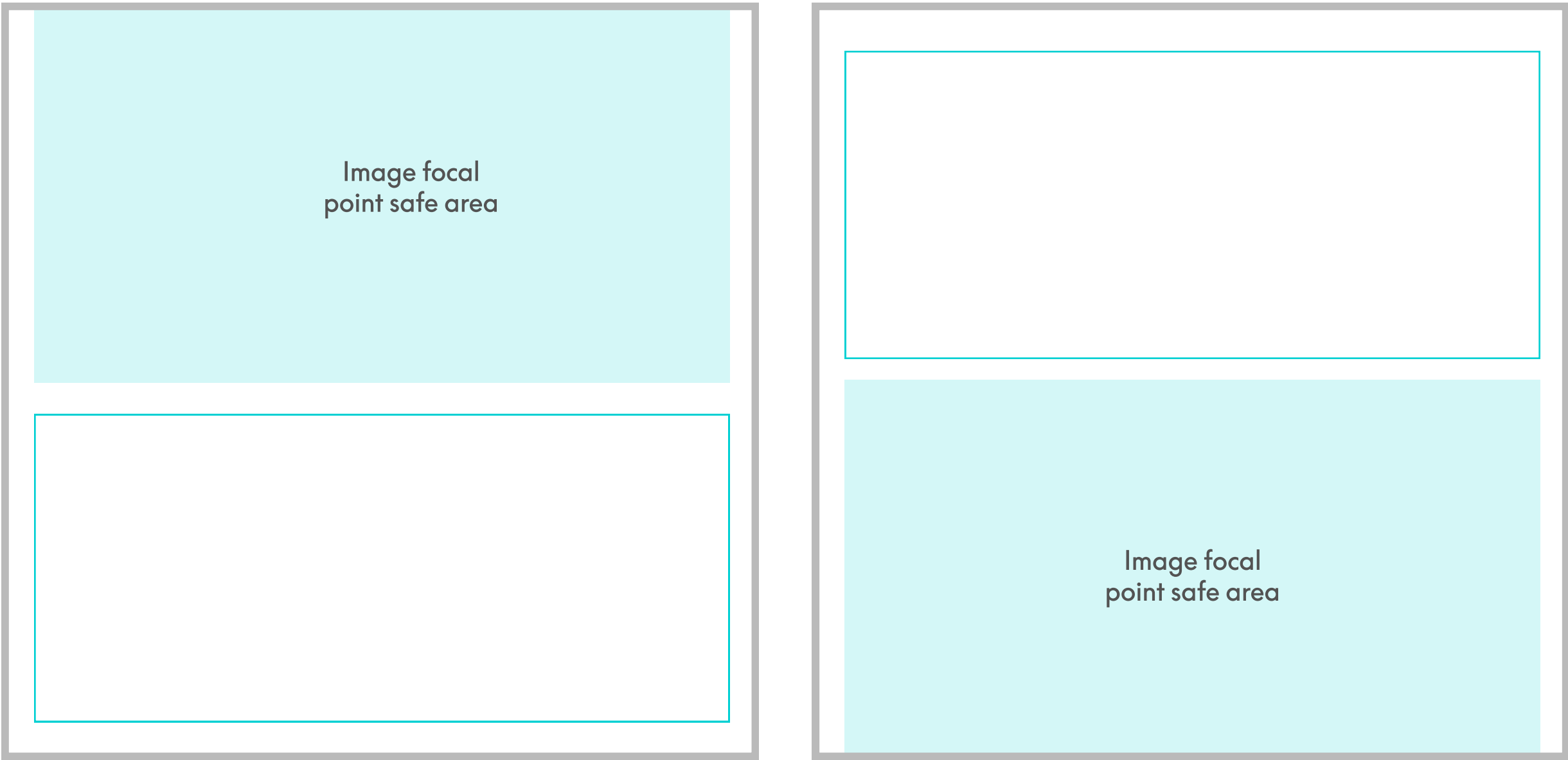
Final

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



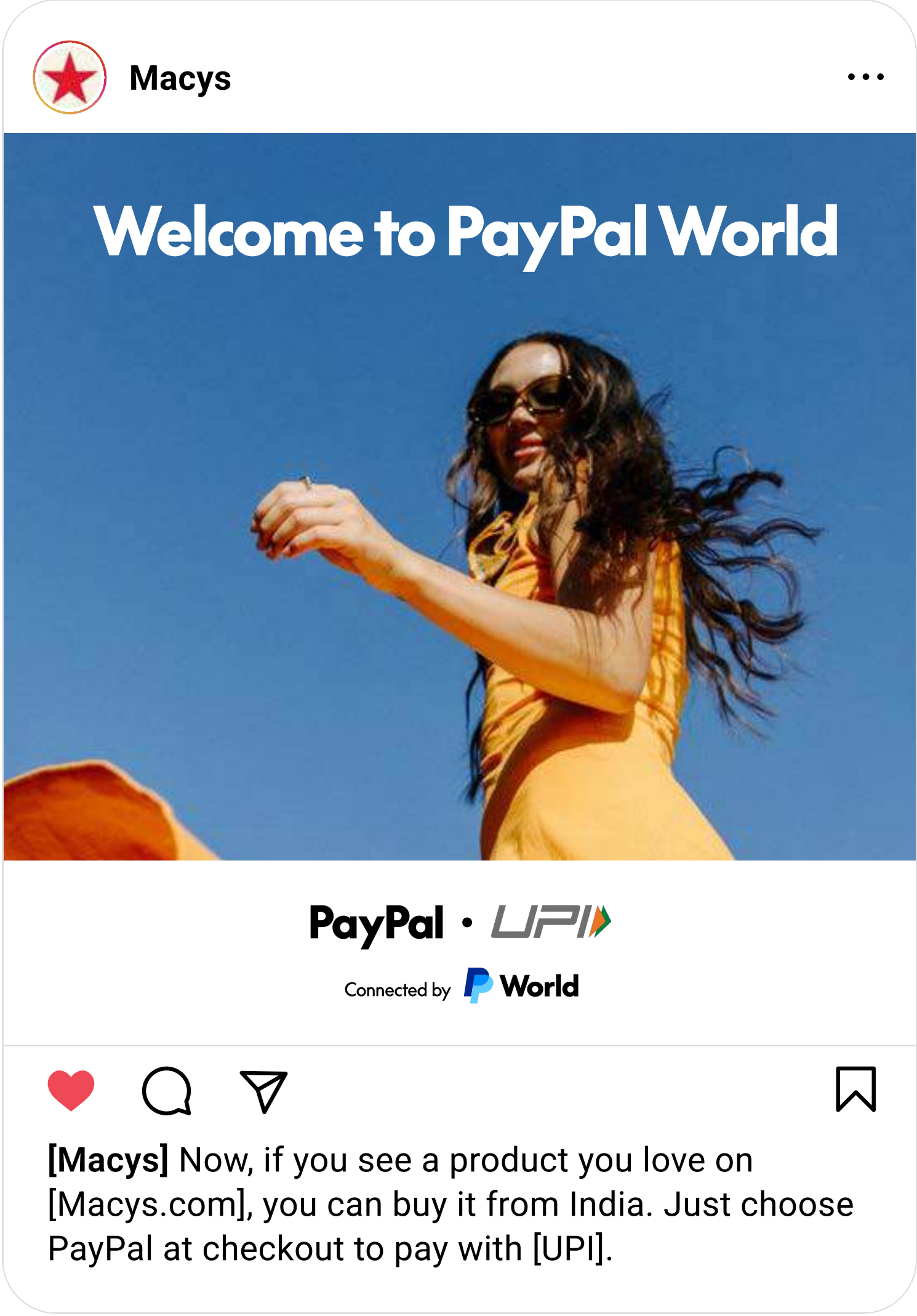
Merchant social (Macy’s):

[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)



In Stores

**These following examples
highlight how PayPal World
and your brand come together
at checkout in stores.**

In Stores

Let U.S. shoppers traveling in China or India know they can use PayPal to pay in stores with their preferred payment method. They just need to scan the QR code displayed in the sign holder.



Window Decal

Shoppers can also pay in stores by scanning a QR code on a window decal.



In Stores

PayPal and UPI Wallet

Point of Sale

Let shoppers traveling in India know that they can use PayPal to pay in store with their preferred payment method. Customers simply scan the QR code displayed in the sign holder to complete the transaction.



Window Decal

Shoppers can also pay in stores by scanning a QR code on a window decal.



In-Store Sticker

At the point of sale, a QR code sticker helps customers complete their purchase with PayPal World.



In Stores

PayPal and Weixin Pay

Point of Sale

Let shoppers traveling in China know that they can use PayPal to pay in store using their PayPal balance. Customers simply scan the QR code displayed in the sign holder or show their code to pay to complete the transaction.



Window Decal

Shoppers can also pay in stores by scanning a QR code on a window decal or showing their code to pay.



In-Store Sticker

At the point of sale, a QR code sticker lets customers scan to pay or show their code at checkout with PayPal.



Consumer QR

When the customer is ready to make a purchase, they show their QR code, and the merchant scans it to complete the payment.



Access

Download additional assets:

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[Design Figma](#)

For additional information, go to:

paypalworld.com/us/business

paypalworld.com/us/faq

Thank you