



P World

**Wallet
Participant**

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

The purpose of this toolkit is to help our wallet 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	Messaging
---	-----------

3	Sample Applications
	Social Media
	Web Banners
	Email
	Video

4	Legal
---	-------

5	Access
---	--------

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.

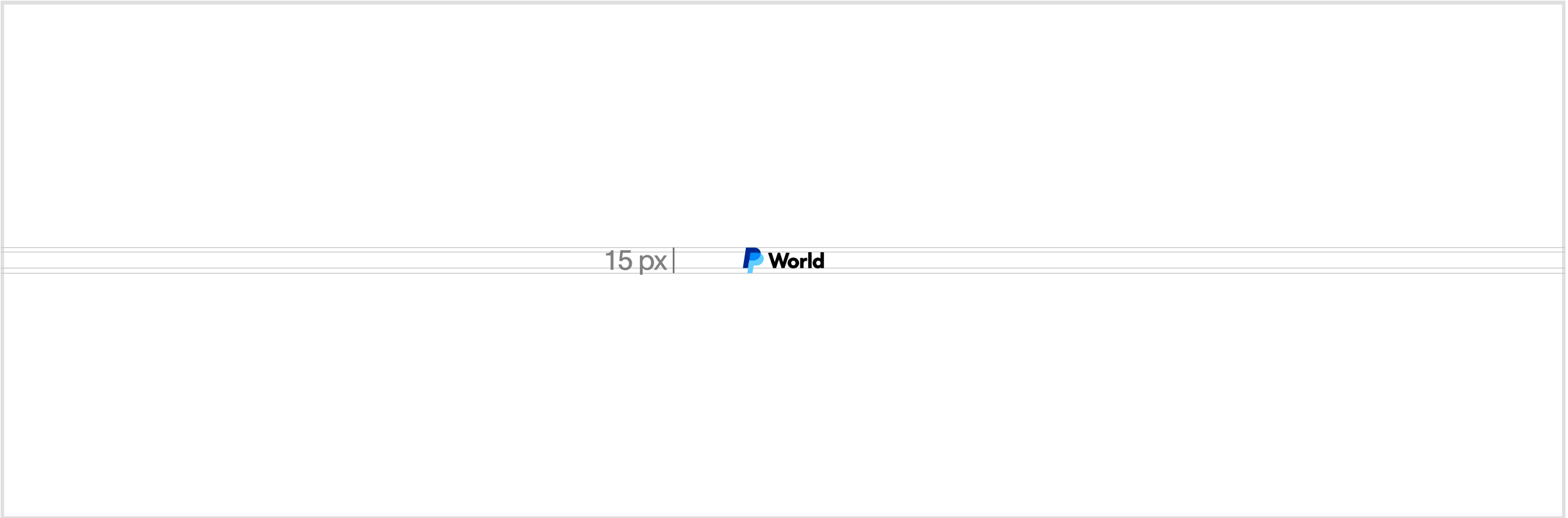
Whenever possible, keep the logo at a minimum size of 15px.

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]

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

BY PYMNTS | 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



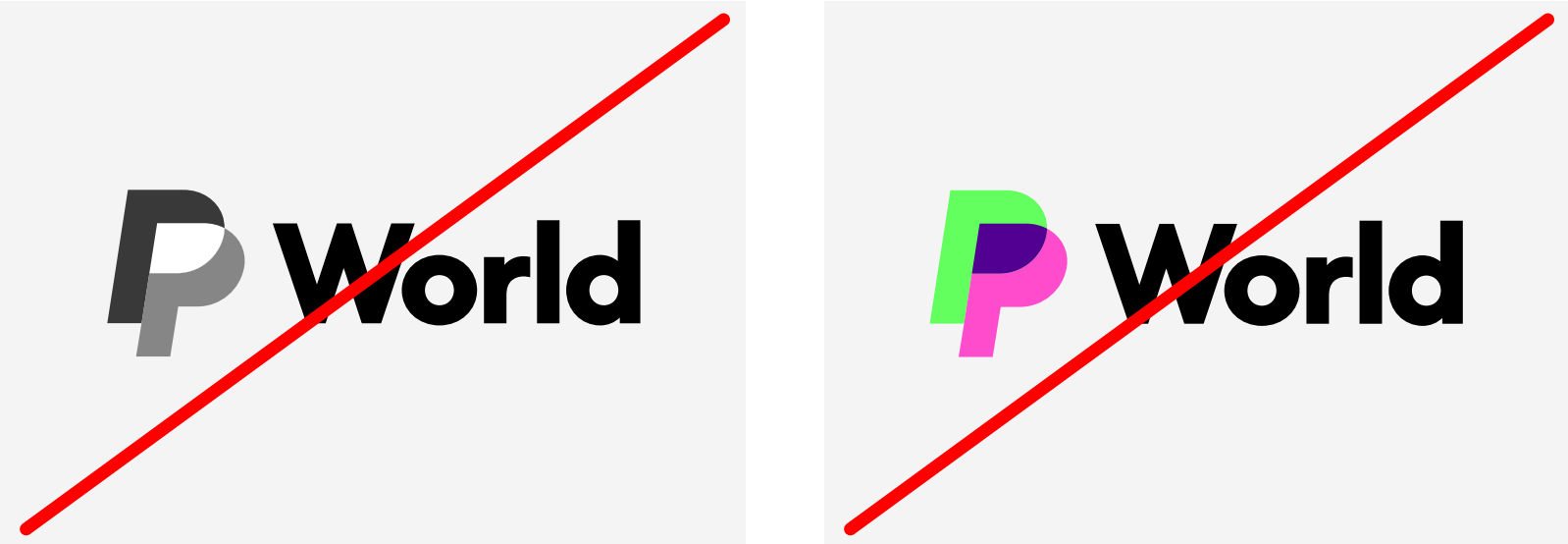
Don't stack vertically



Don't adjust size



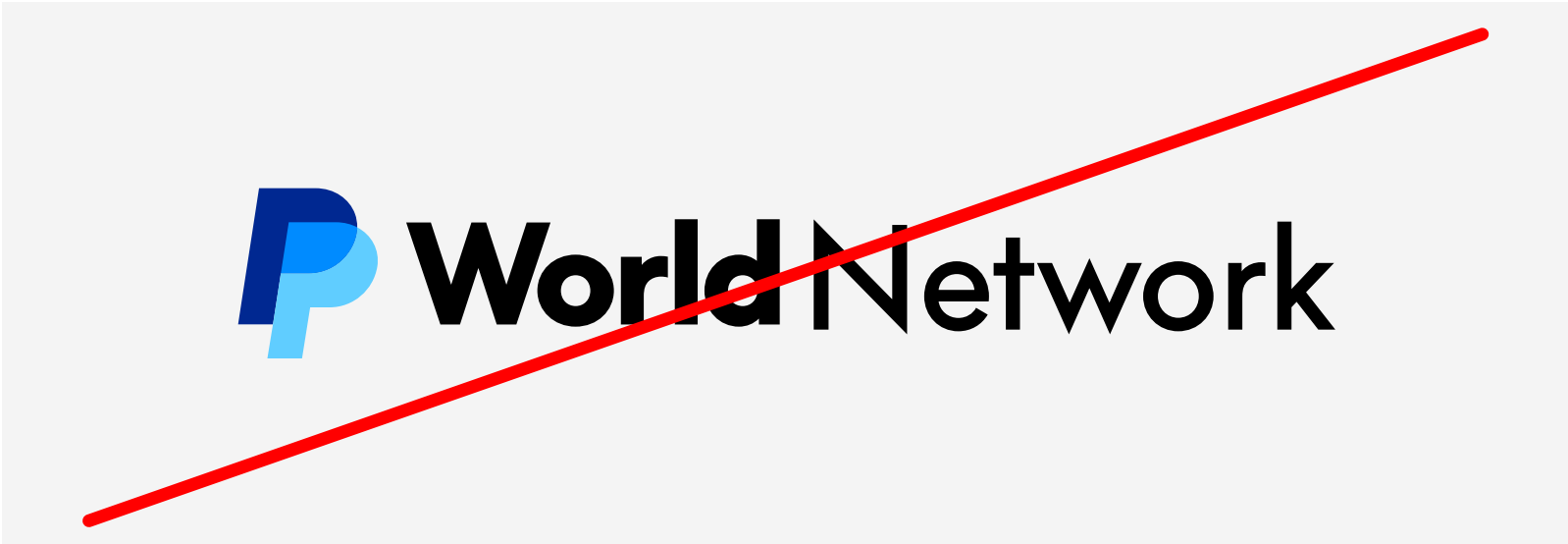
Don't customize coloring



Don't use the logo within a line of text



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



Attribution Lockup

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.

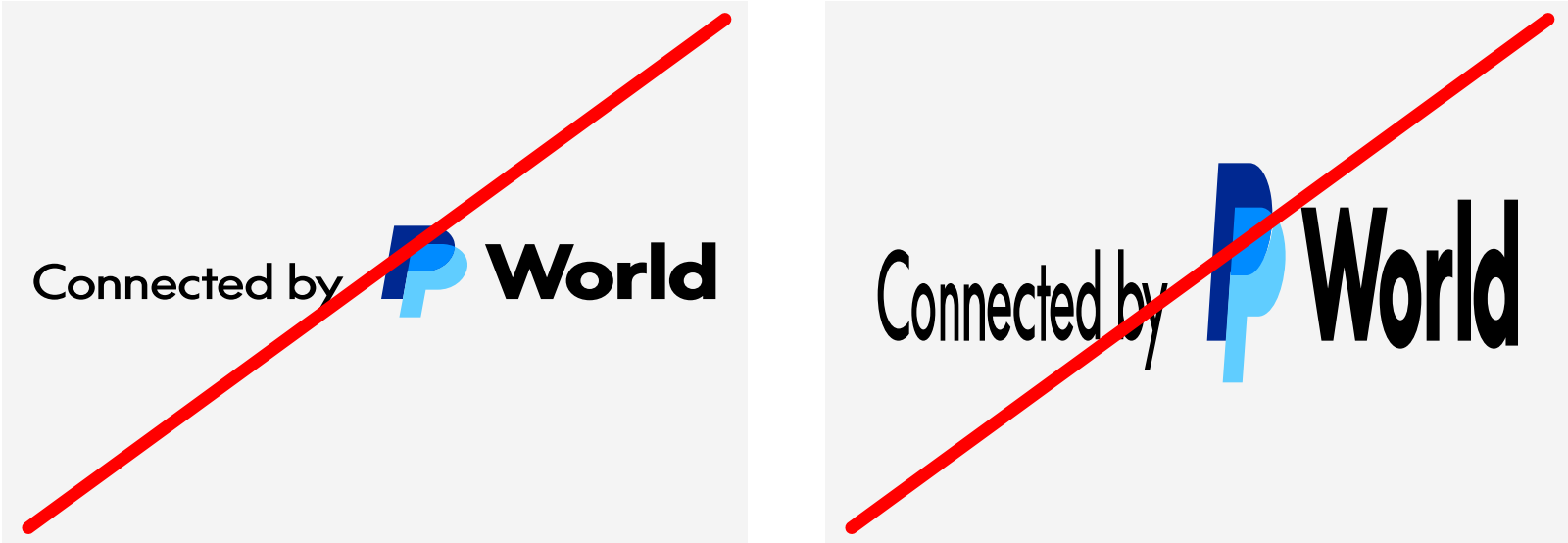
Attribution Lockup



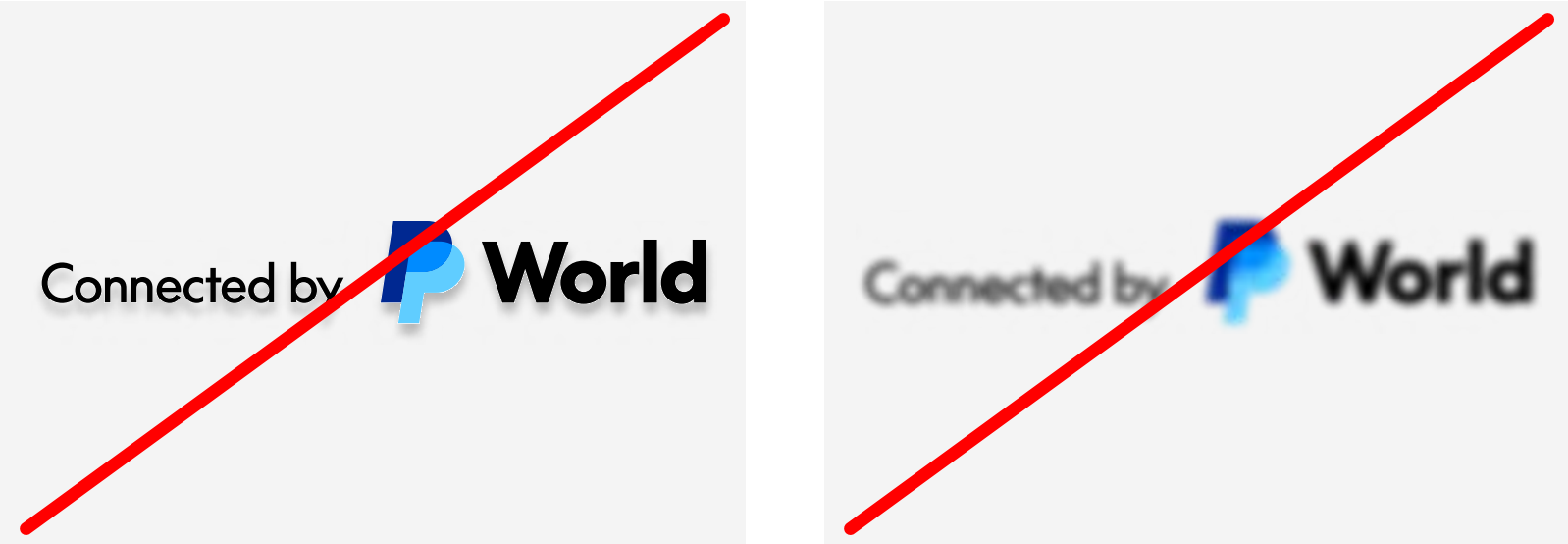
Misuse

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

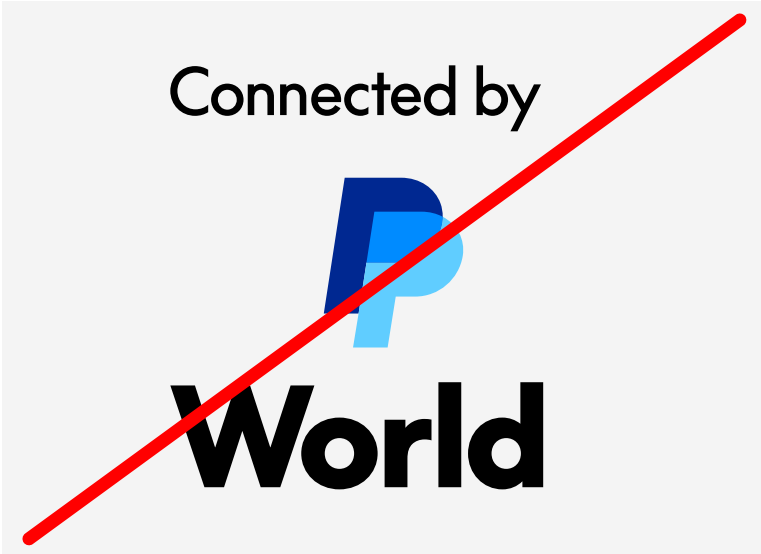
Don't stretch our logo's proportions



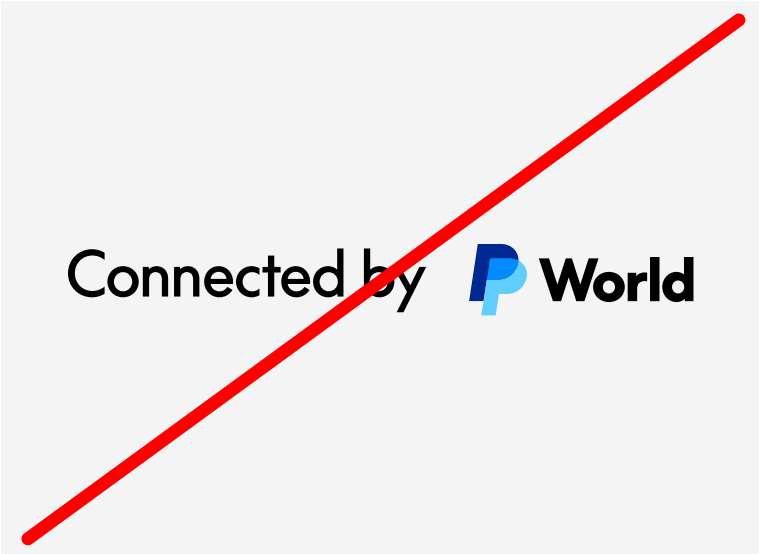
Don't use custom treatments



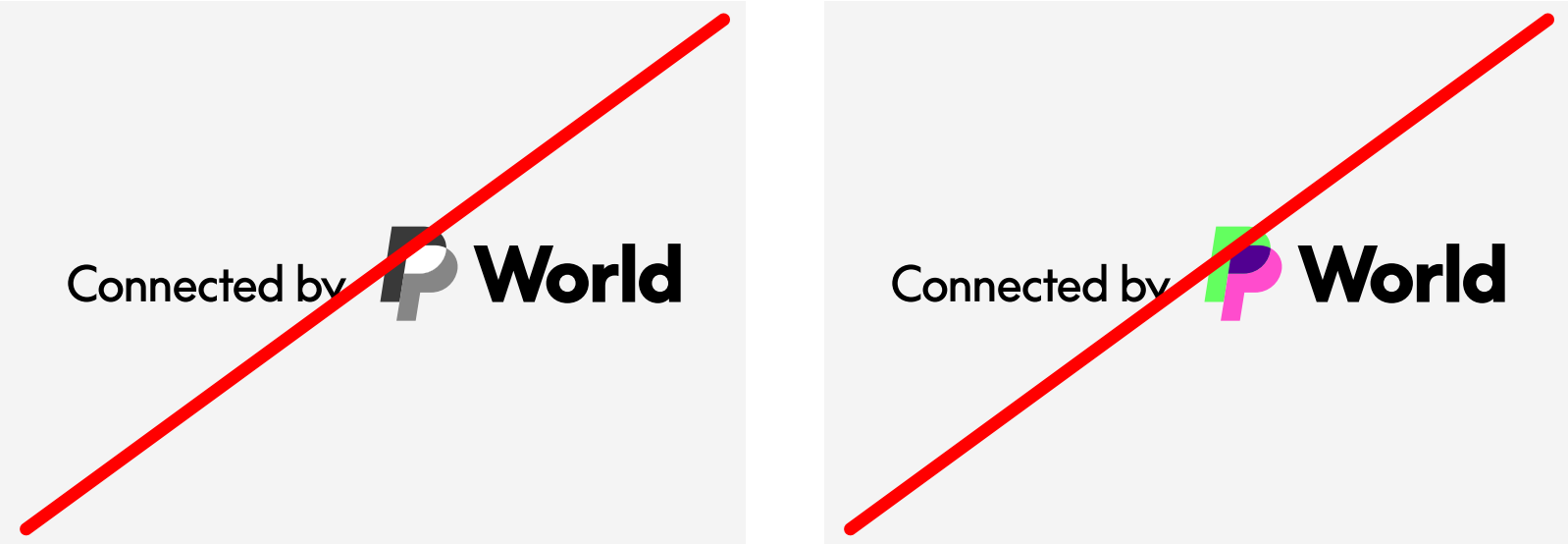
Don't stack vertically



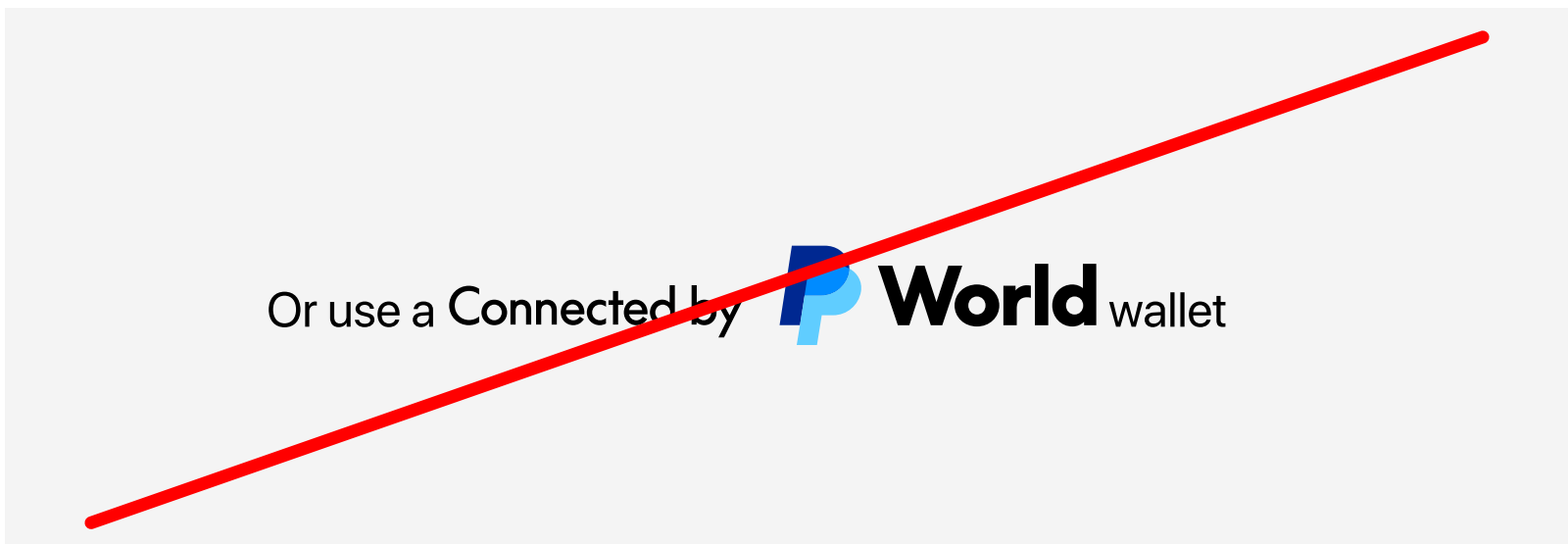
Don't adjust size



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.

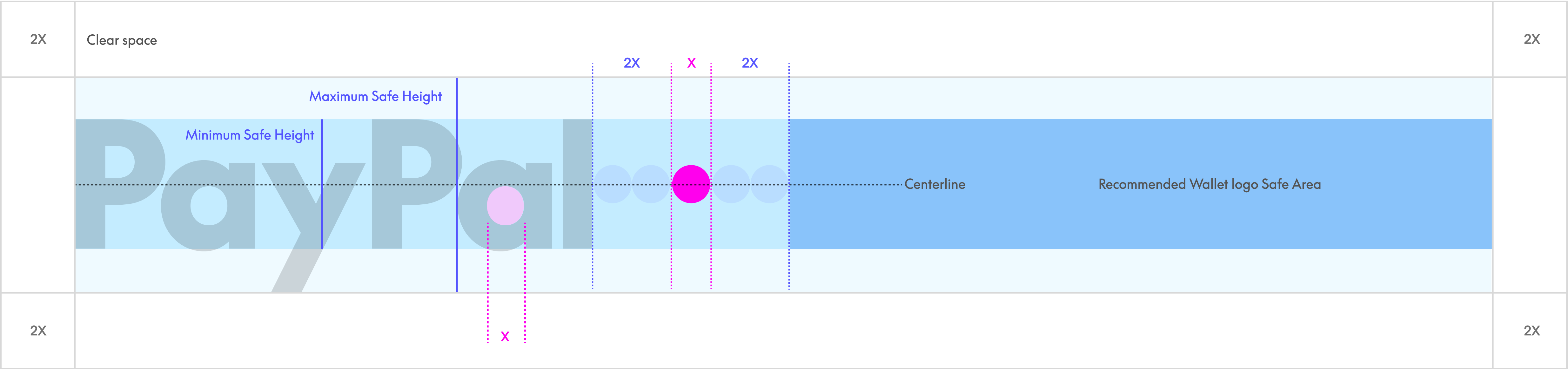
Wallet Lockup



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

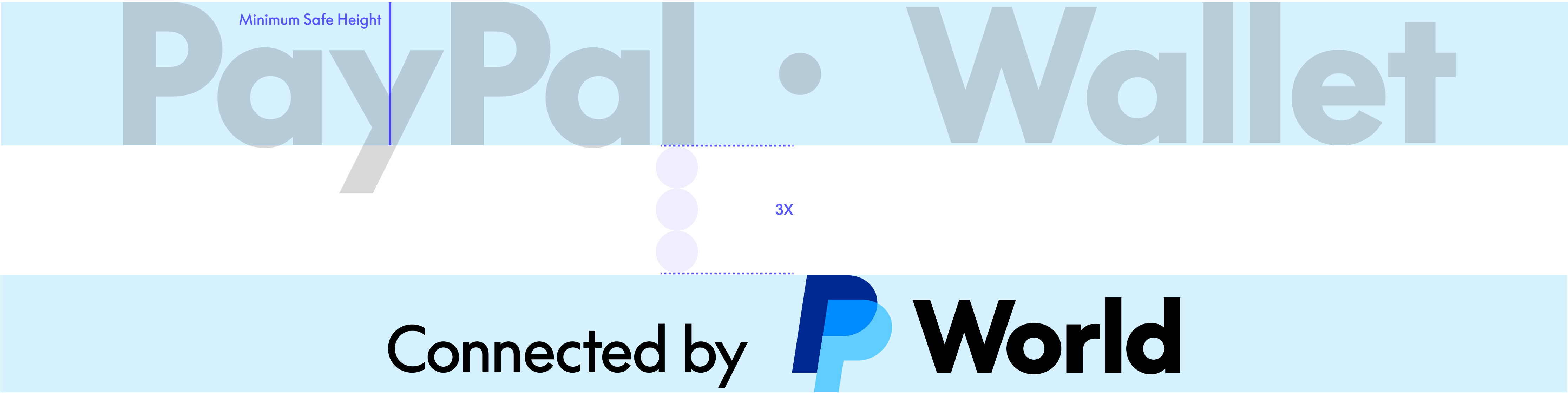
To maintain clearspace around each wallet participant, use the width of 2X, as shown in the example below.

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.

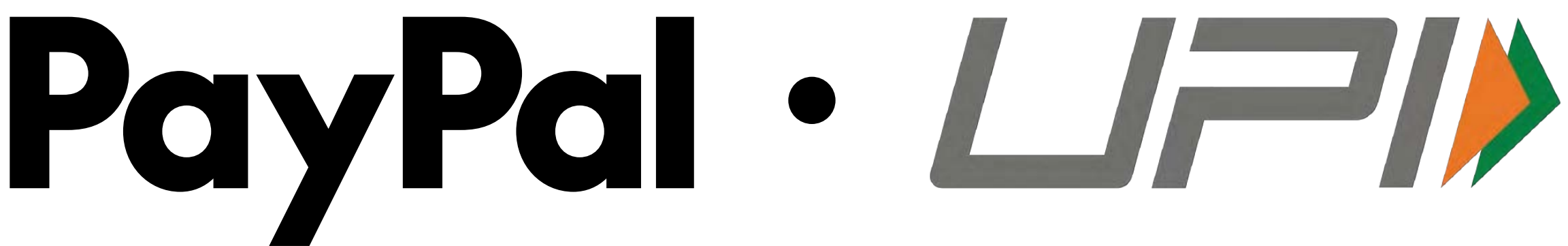


The attribution height is set to 85% of the minimum safe height of the PayPal logo mark. It should be centered beneath the wallet participant logos.

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

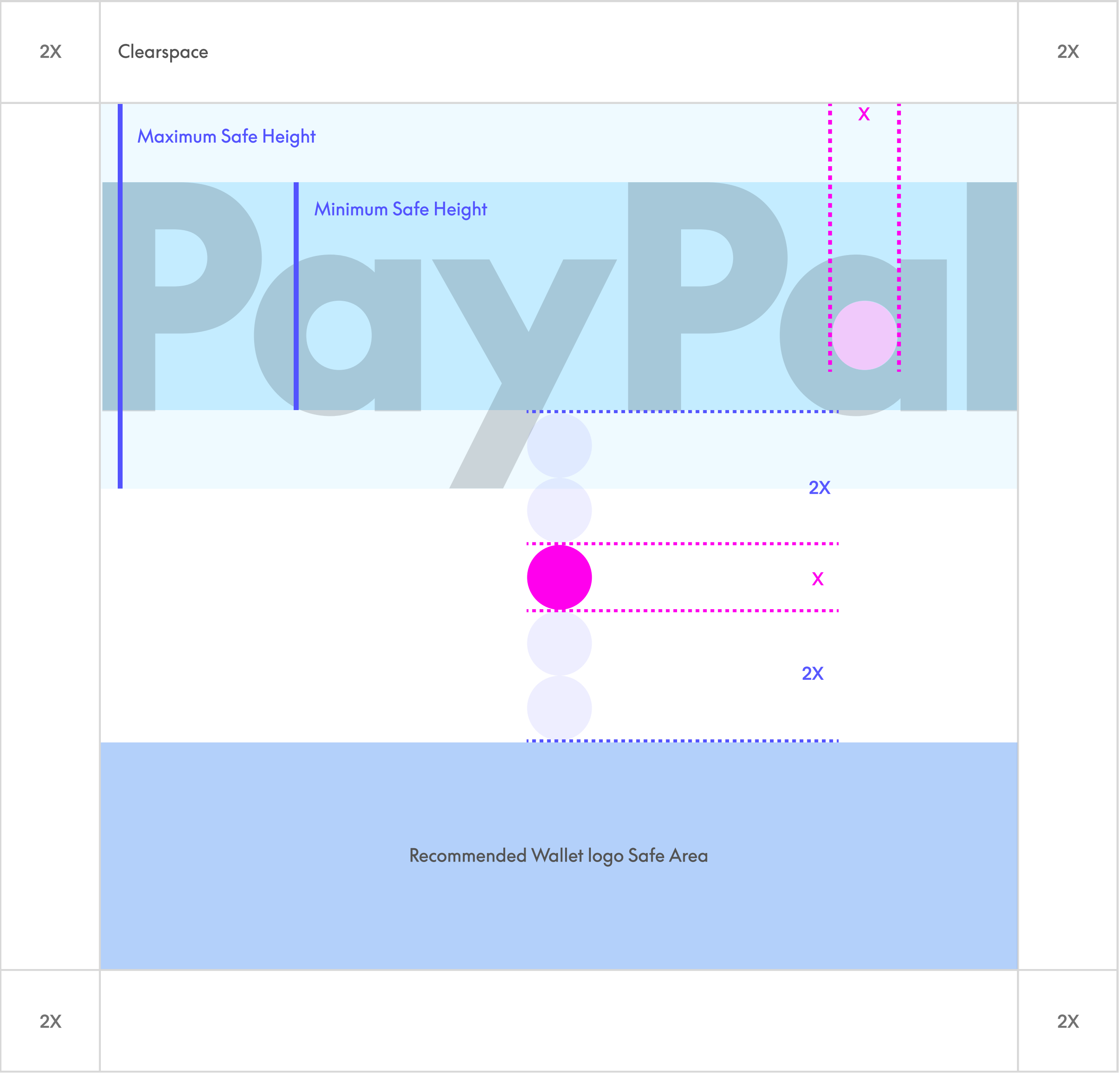
Wallet
•
Wallet

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.

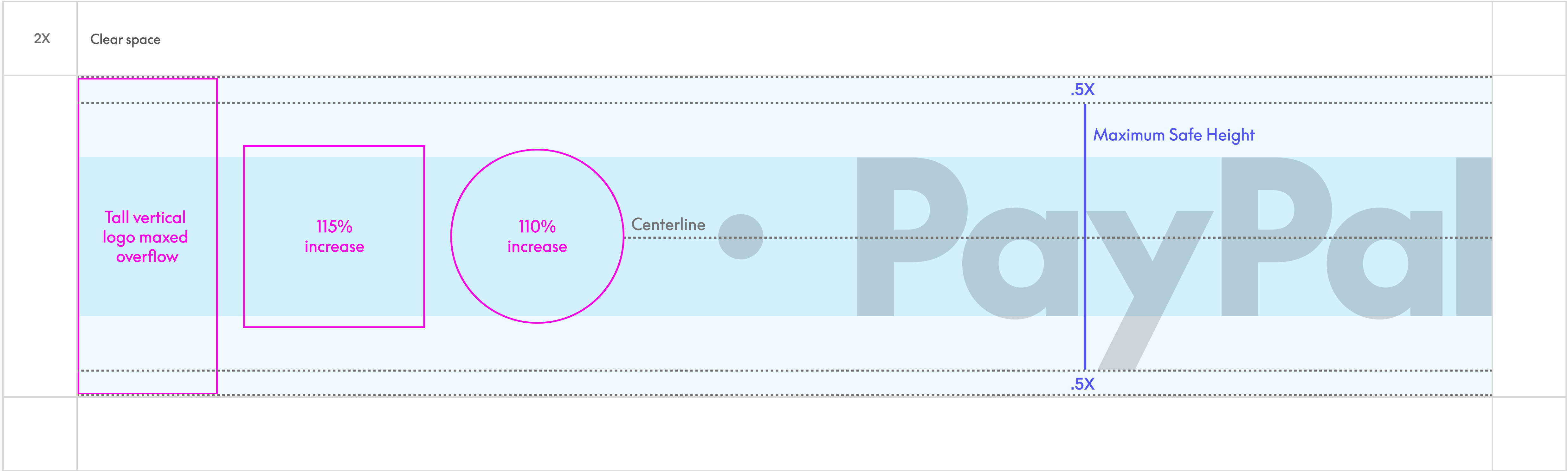
Size the logos proportionally to achieve equal optical weight, rather than identical height or width, and use optical centering to prevent imbalance.

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

The image shows the PayPal World logo. The 'P' is composed of three overlapping shapes: a dark blue shape on the left, a medium blue shape in the middle, and a light blue shape on the right. 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 to the top of the 'P', Venmo Blue to the middle of the 'P', Bright Blue to the bottom of the 'P', and Black to the 'World' text.

Grid

Grid

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

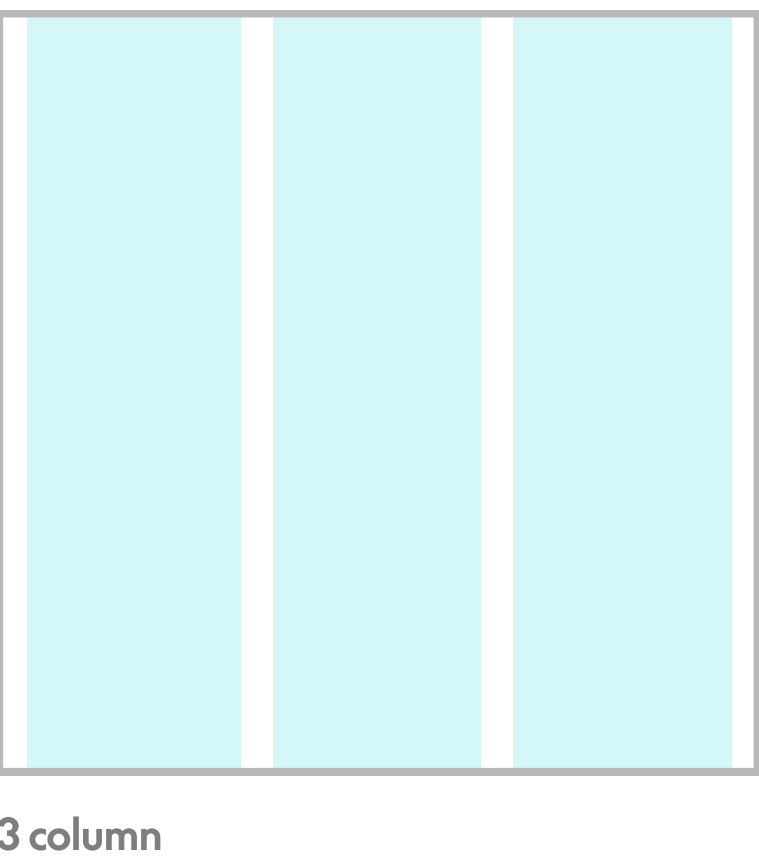
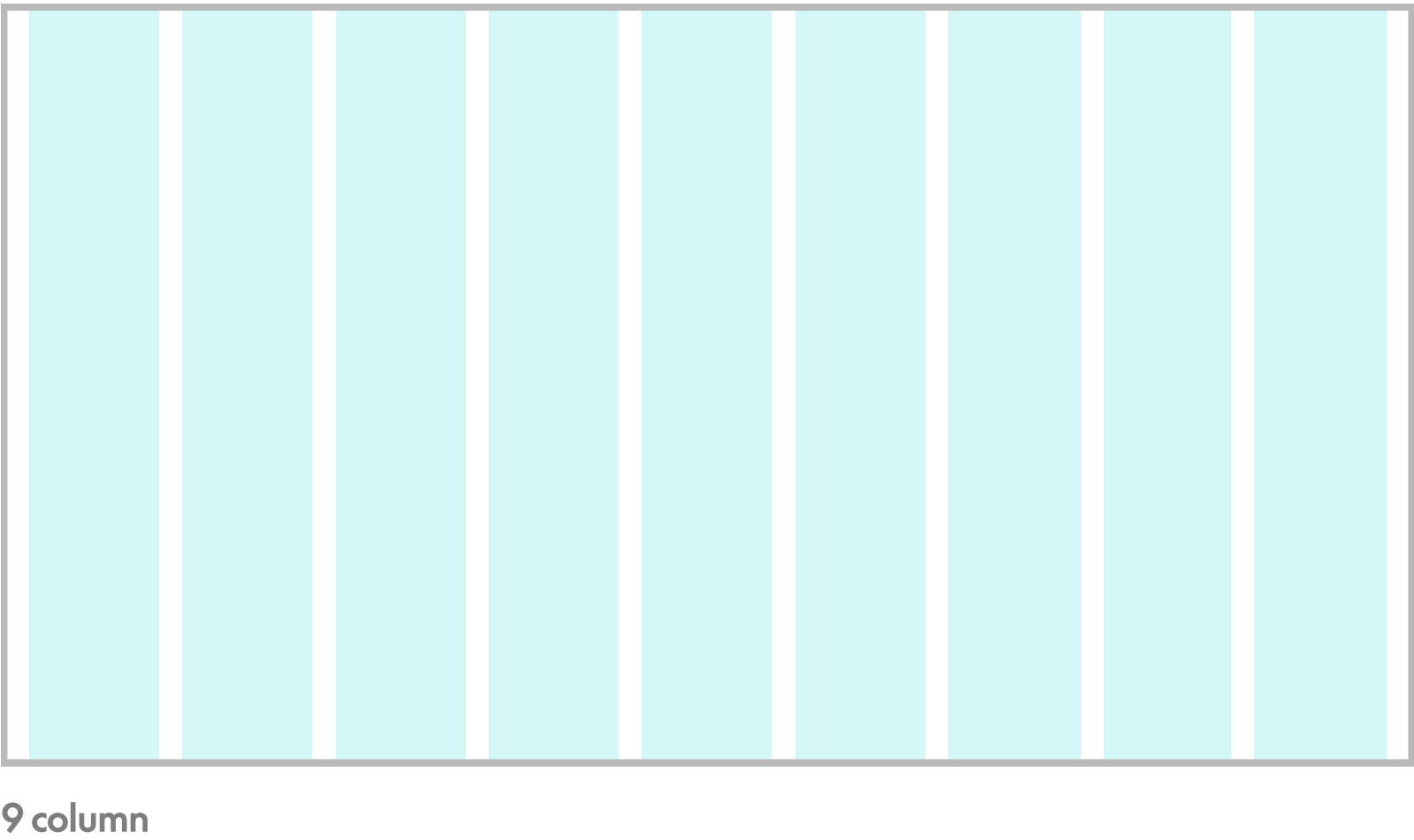
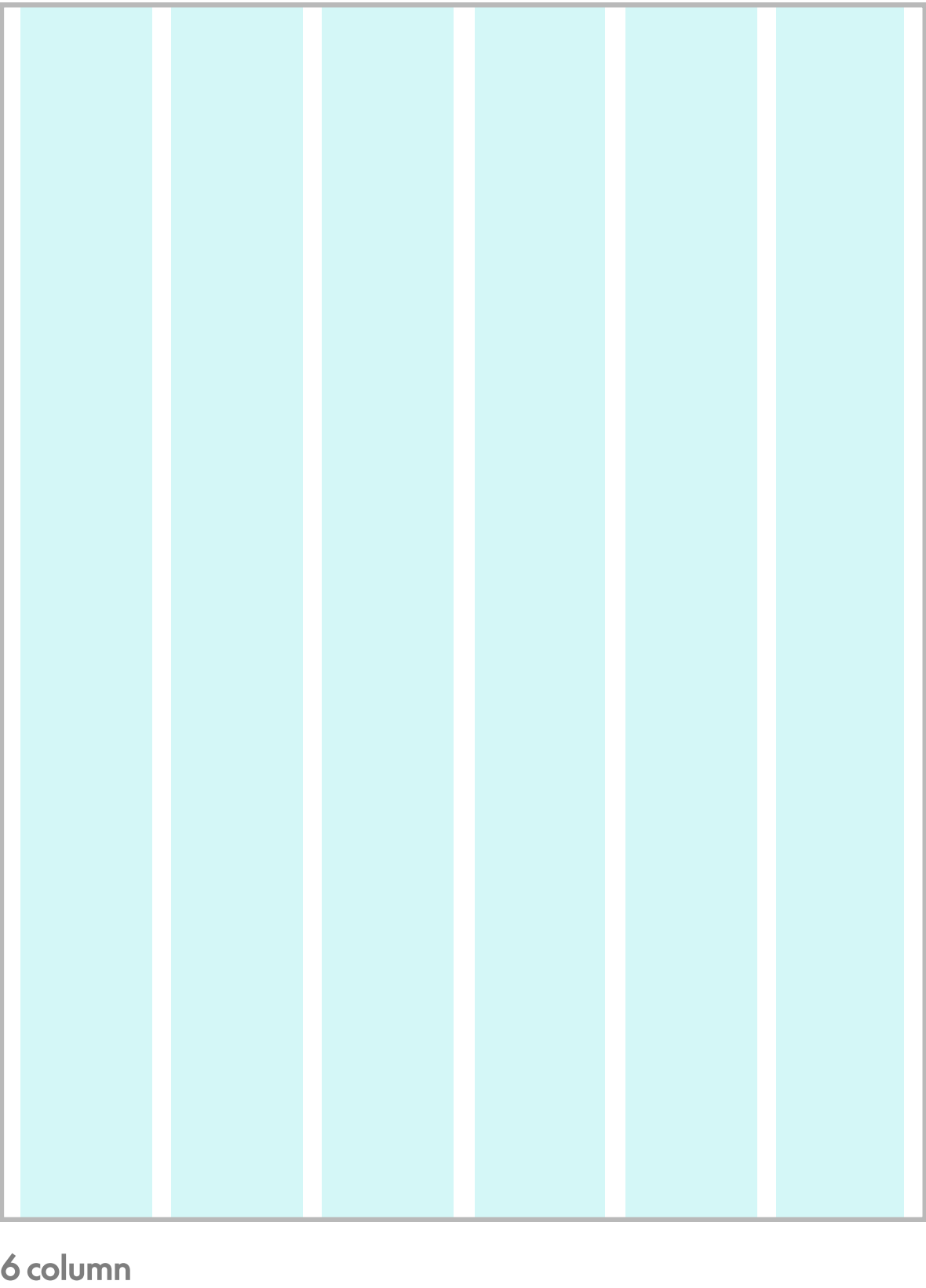
To set up the grid, start with a 6-column grid.

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.

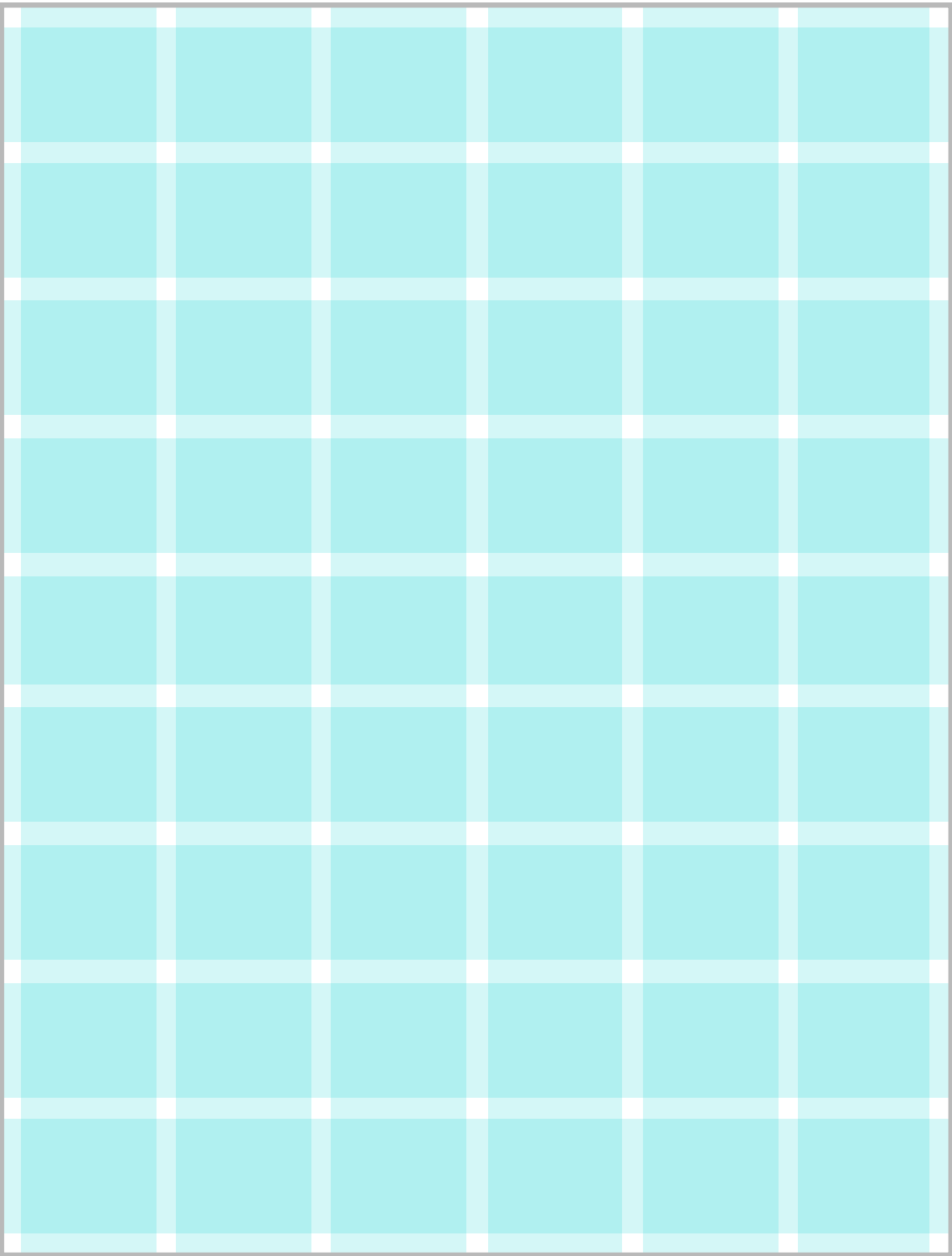
Column and margins setup



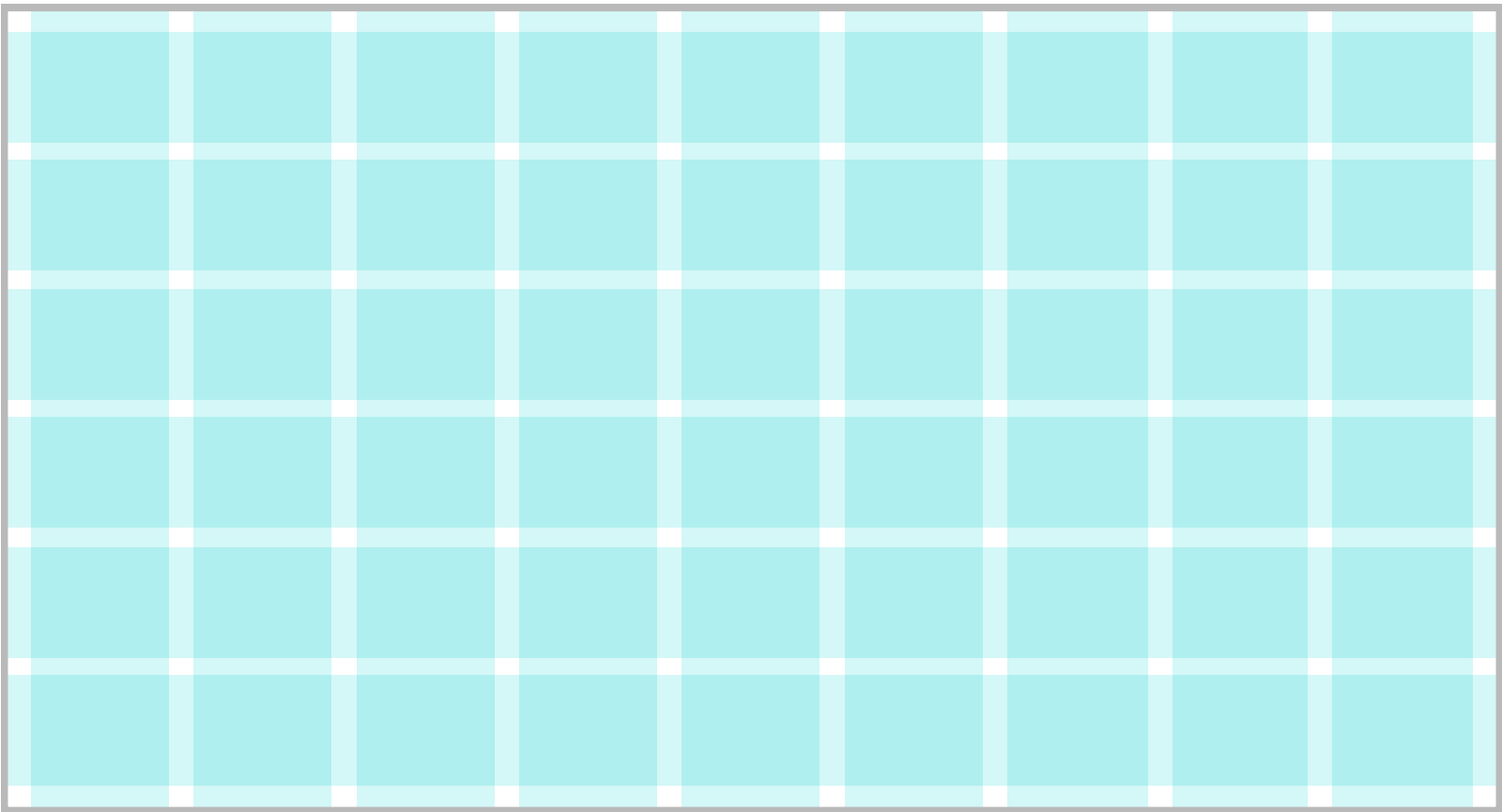
Add rows based on your content and canvas size, using multiples of 3 up to a maximum of 12.

Row gutters should match margins and column gutter size.

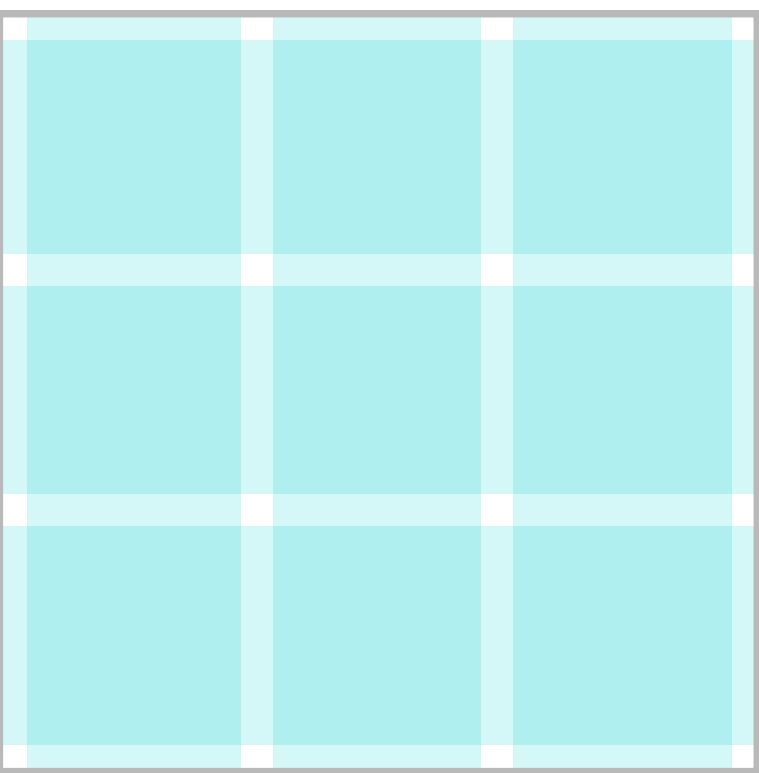
Row setup



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

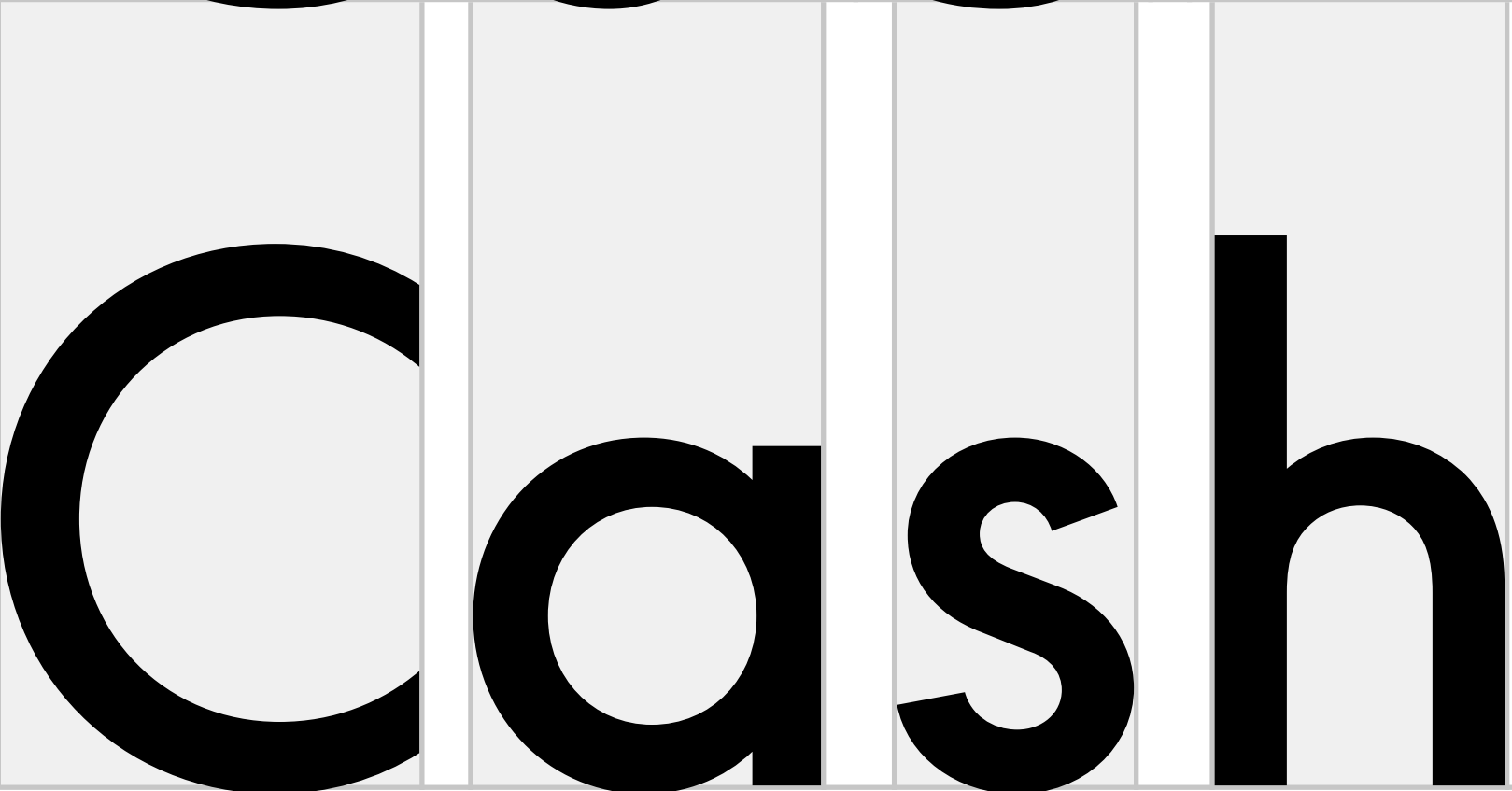
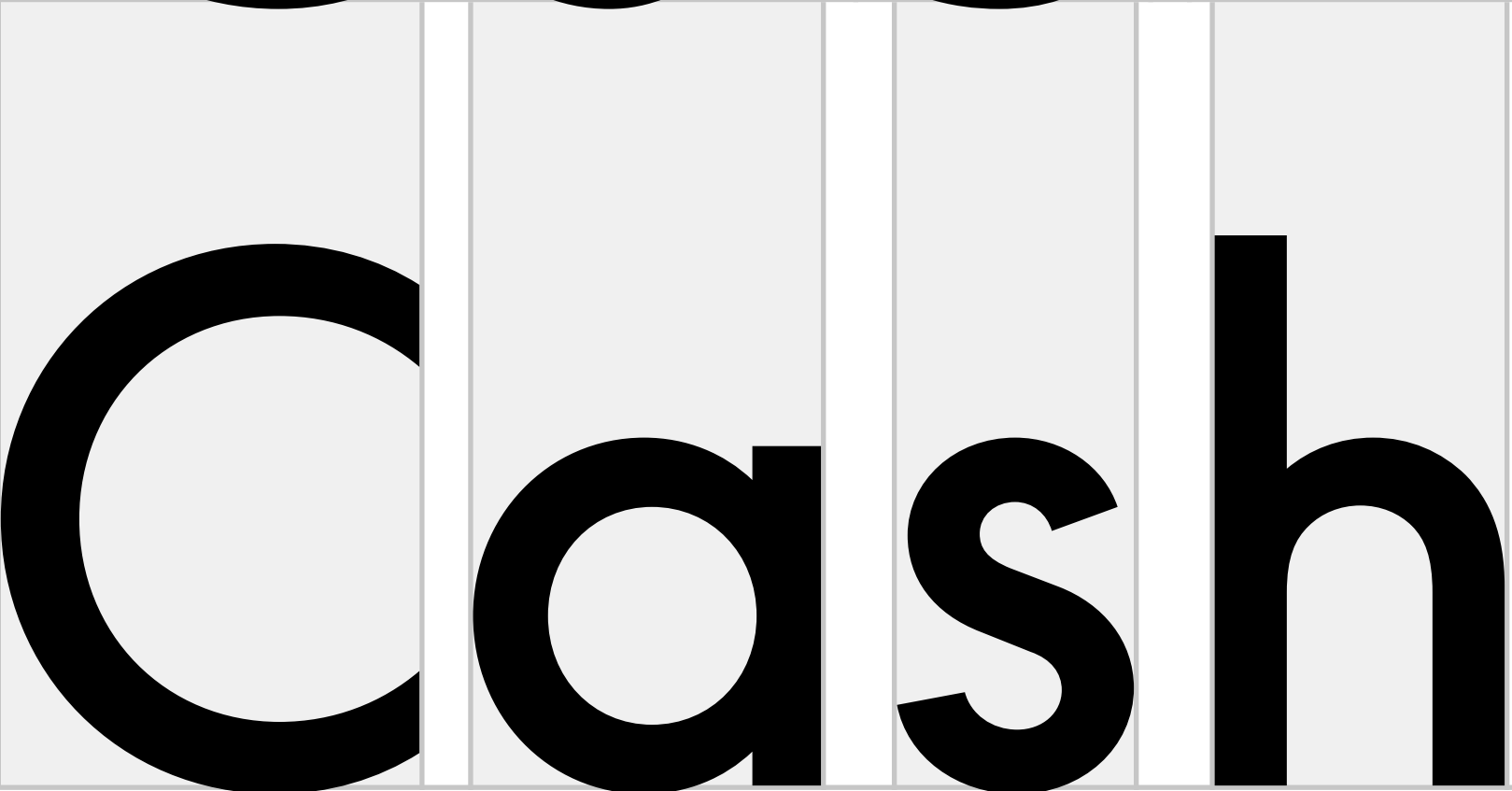
Headline
Letter Spacing

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						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%

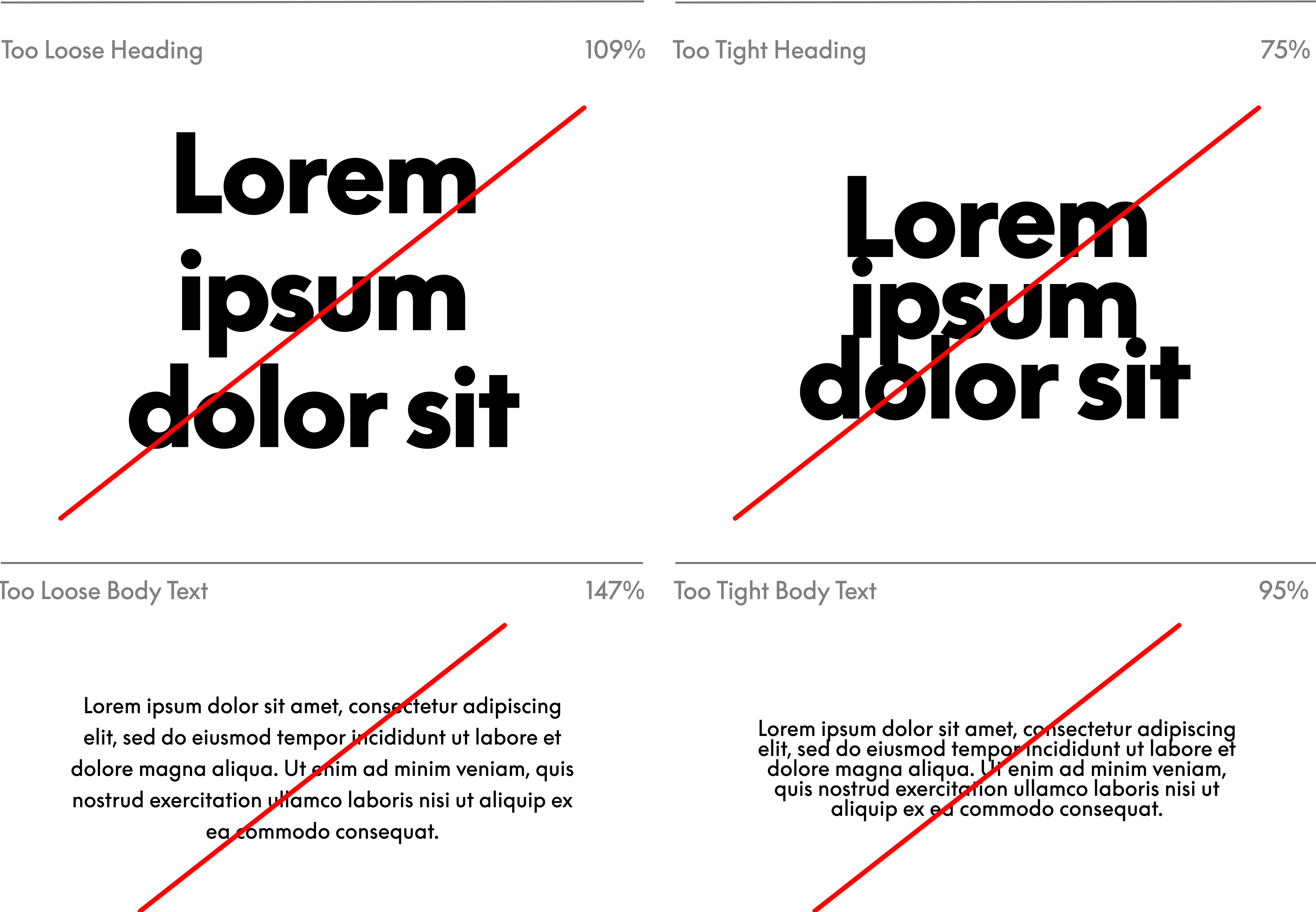
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Looser Body Text

130%

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

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.



Messaging

The messaging hierarchy helps make sure every asset delivers a consistent message. Each layer builds on the last to add relevance and highlight benefits, giving you an easy structure to follow. In this framework, [UPI] is used as an example. Update to reflect your brand.

Primary:

- H1 Welcome to PayPal World
- Alt 2 Say hello to PayPal World
- Alt 3 This is the future of global payments
- Alt 4 From your pocket to the world
- Alt 5 Shop the world. Pay like home.

These lines may appear in the lockup, as headlines, or as lead copy. They must always be used as provided . Do not replace, rewrite, or adapt.

Secondary:

Messages are optional, only one at a time.

- Choose a network-specific line (e.g., UPI in India).
- Place directly after the primary message for local relevance.
- Use exactly as written, no edits or substitutions, excepting the addition of your brand.

Secondary:

Capability
(Online shopping)

[UPI] is used as an example. Update to reflect your brand.

- Now you can shop online with [UPI] where PayPal checkout is available.
- Shop online in the US or Germany where PayPal checkout is available, using your preferred payment method.
- With [UPI] and PayPal World, if you can see it online, you can buy it in India.
- With [UPI] and PayPal World, if you can click it, you can buy it.

Tertiary:

Messages are optional, only one at a time.

- Add one supporting benefit line (e.g., “No downloads. No detours.”).
- Use in smaller placements like sub-copy, captions, or supporting text.
- Apply sparingly; limit to one per asset.

Tertiary:

Global
Accessibility

[UPI] is used as an example. Update to reflect your brand.

- PayPal World is available at millions of merchants globally.
- No downloads. No detours. Now you can pay with [UPI] where PayPal is accepted.
- [UPI] for every day. PayPal World for every place. One payment method, infinite ways to pay.

Tertiary:

Ease of Use

[UPI] is used as an example. Update to reflect your brand.

- Pay with your favorite payment method. No need to download a new wallet or app. Simply use the payment method you already have.
- No new apps. No detours. Now you can pay globally with [UPI] backed by PayPal World.
- [UPI] at home. PayPal around the world. Pay with the payment method you already have.
- [UPI] is going global with PayPal World.

Structure:

Combinations

- Minimum = Primary only.
- Standard = Primary + one Secondary.
- Full build = Primary + one Secondary + one Tertiary.
- Never use more than one Secondary or one Tertiary per asset.

Consistency & Compliance

- Use copy and design elements exactly as supplied.
- Do not adapt into brand voice, redraw, or restyle visuals.
- All assets must be submitted for legal review before launch.

Application

This section features examples of applications that demonstrate how we visually represent ourselves in the world. Brackets include a sample brand name to show placement; update with your own.

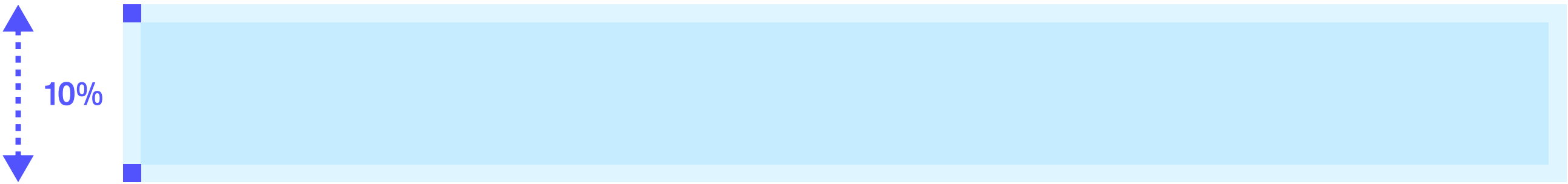
Web Banners

Margins are set at 10% of the banner’s shortest side, with exceptions for extreme formats. For banners or media wider than 3:1, margins can feel tight. Non-standard formats often need custom solutions. The more extreme the proportions, the larger the margins. Visually match margins to keep spacing consistent with standard formats.

For logo sizing, clearspace, type and layout, refer to the logo section of this toolkit to determine the most appropriate format.

Margins

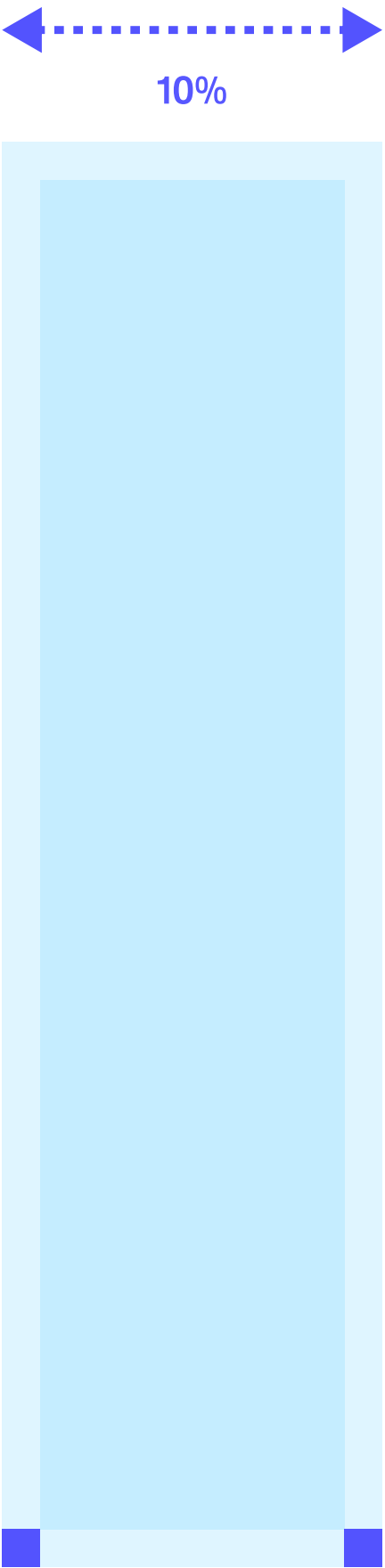
728x90



300x250



160x600

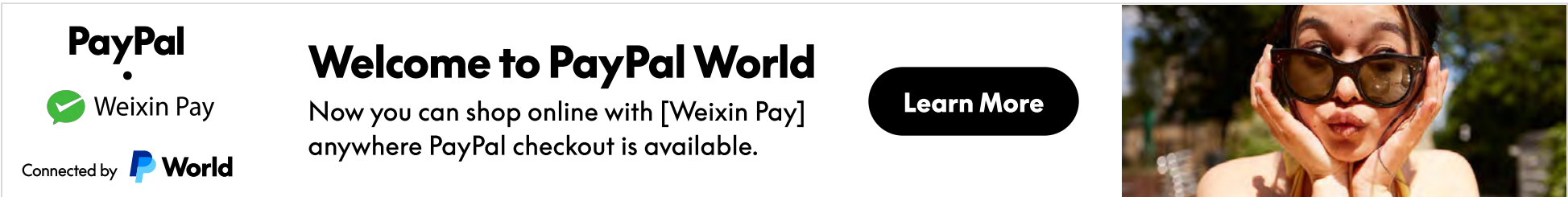
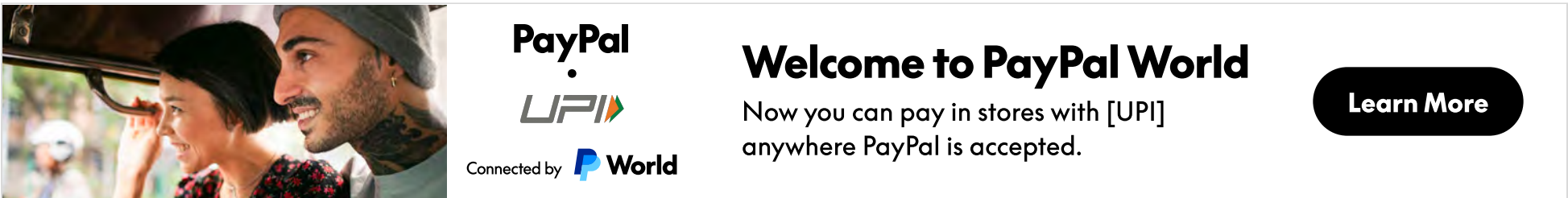


The following assets define content clearspace and image focal point safe areas.

Place the image focal point within the designated gray boxes. Keep the surrounding area free of visual distractions to ensure legibility of the text, logo lockup, and CTA.

Use images that reflect your region while remaining globally representative. The examples serve as templates or suggestions.

Size: 728x90



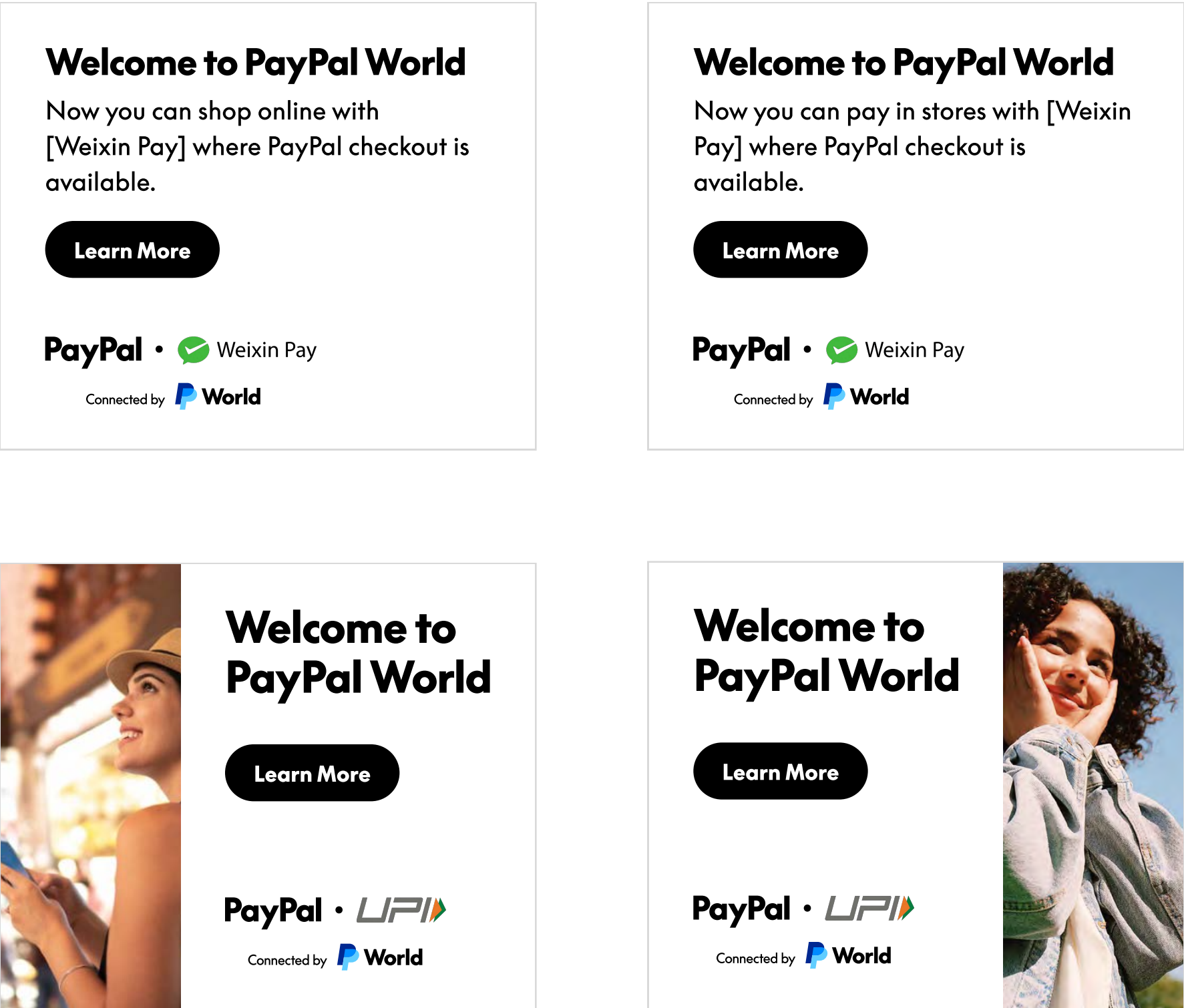
For banners, place the image focal point within the designated boxes. Keep the surrounding area free of visual distractions to ensure legibility of the text, logo lockup, and button.

Due to limited space, if additional copy is required beyond the header, we recommend removing the image from the banner entirely. This ensures adequate space for legibility and proper logo placement.

To determine text scale, refer to the Typography section of this toolkit.

Use images that reflect your region while remaining globally representative. The examples serve as templates or suggestions.

Size: 300x250

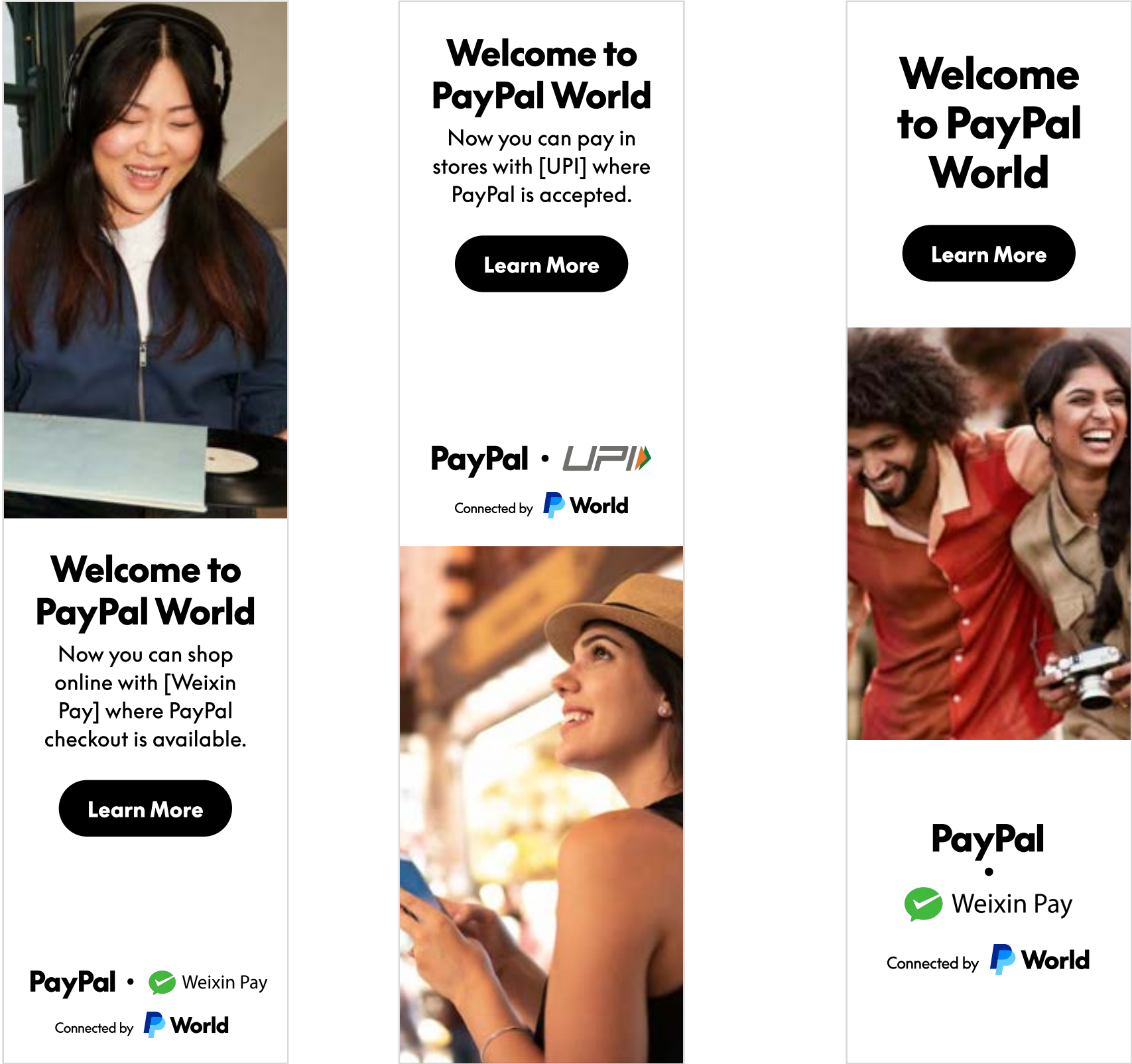


For banners, place the image focal point within the designated boxes. Keep the surrounding area free of visual distractions to ensure legibility of the text, logo lockup, and button.

To determine text scale, refer to the Typography section of this toolkit.

Use images that reflect your region while remaining globally representative. The examples serve as templates or suggestions.

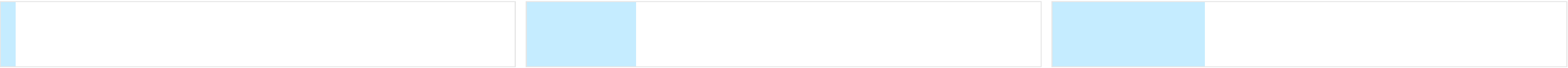
Size: 160x600



Animation on banners is optional. If you choose to include animation, follow the recommended sequence listed below. For any layout, follow the order in which the animation appears and is presented.

Size: 728x90

1. Image

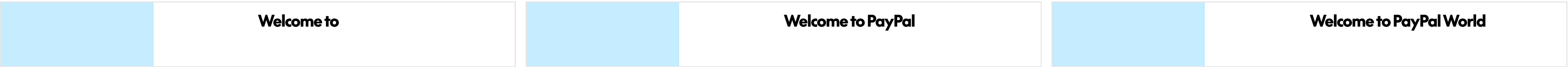


The image pushes in from off-screen. Depending on the final layout, it may enter from the right or bottom of the composition.

.....

Once the final position is reached, the image locks in place. The final placement depends on the composition of the banner, as shown in the previous examples.

2. Message



The title or message appears once the image has locked into place. This motion leverages the “Swipe” animation defined in the PayPal guidelines. For additional details, refer to the Video section of this toolkit.

.....

3. Logo, Sub and CTA



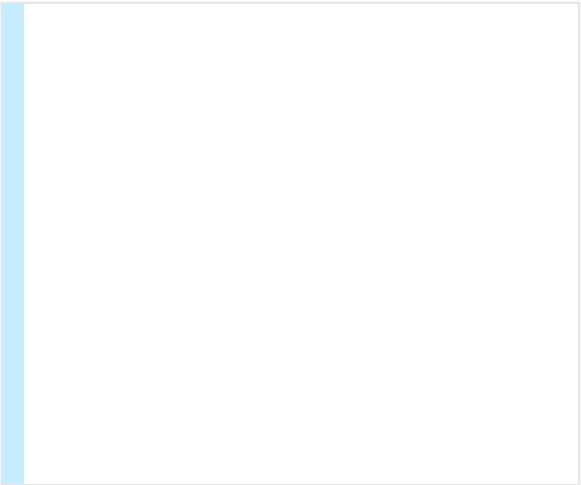
Once the title or message has animated in, the PayPal World lockup, sub-messaging, and optional CTA load together at the end with an ease-out animation. For additional details, refer to the Video section of this toolkit.

.....

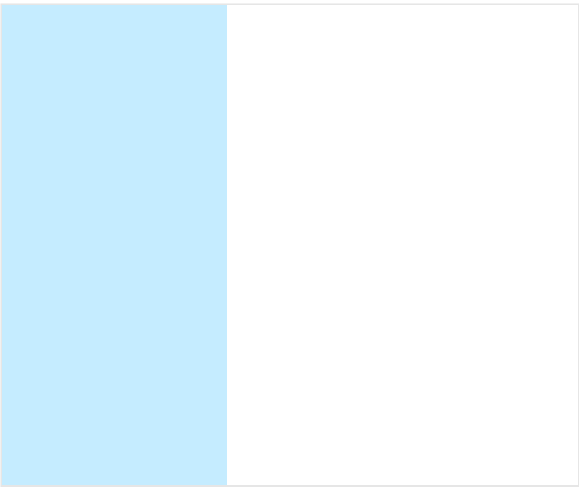
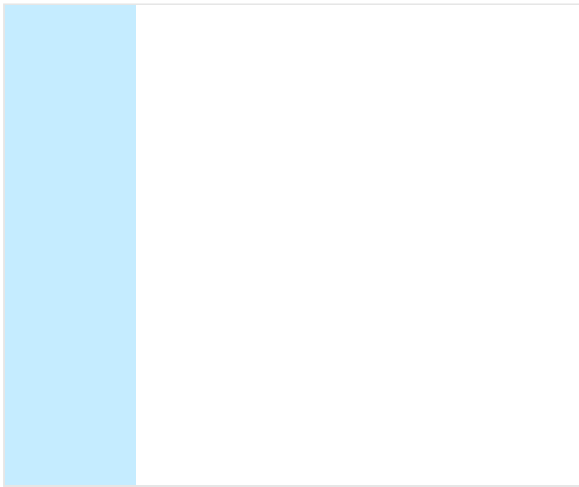
Animation on banners is optional. If you choose to include animation, follow the recommended sequence listed below. For any layout, follow the order in which the animation appears and is presented.

Size: 300x250

1. Image

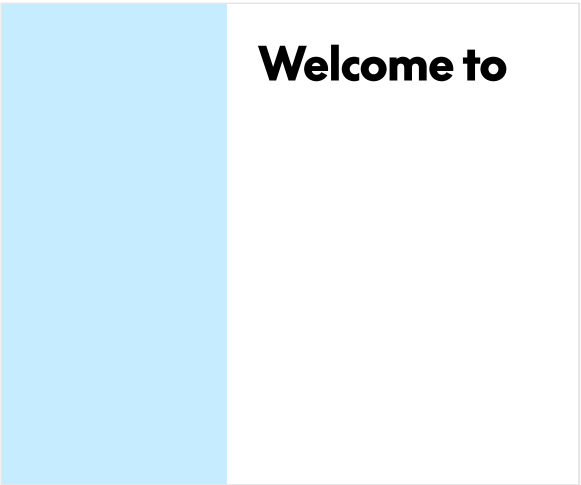


The image pushes in from off-screen. Depending on the final layout, it may enter from the right or bottom of the composition.

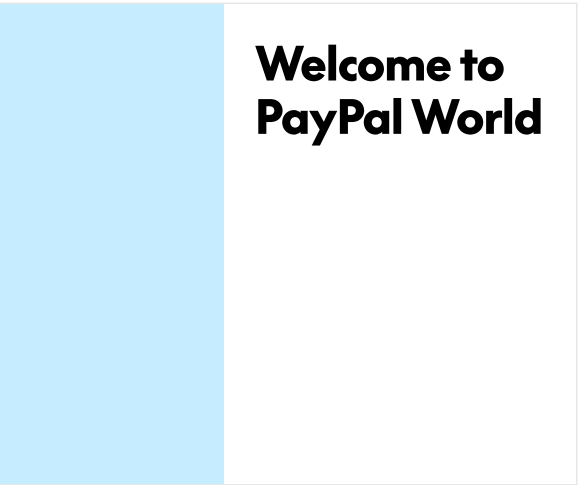
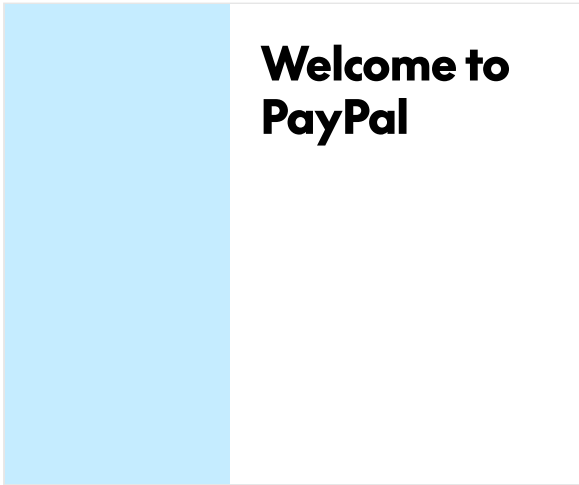


Once the final position is reached, the image locks in place. The final placement depends on the composition of the banner, as shown in the previous examples.

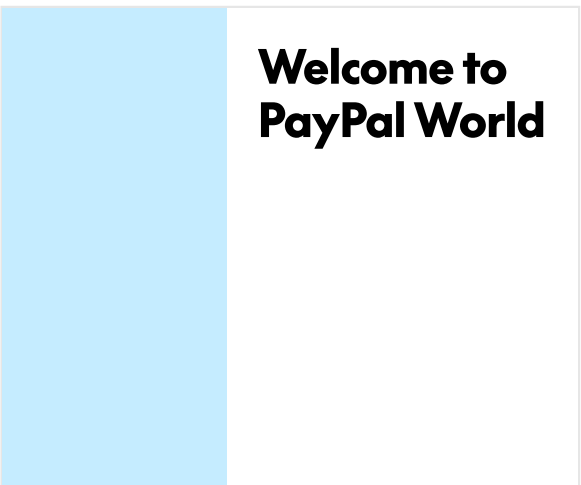
2. Message



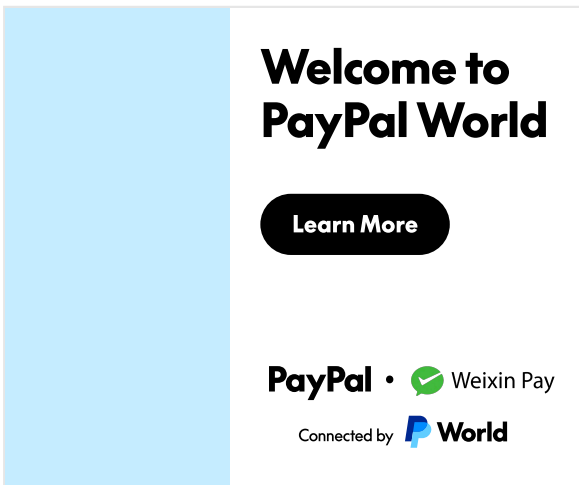
The title or message appears once the image has locked into place. This motion leverages the “Swipe” animation defined in the PayPal guidelines. For additional details, refer to the Video section of this toolkit.



3. Logo, Sub and CTA



Once the title or message has animated in, the PayPal World lockup, sub-messaging, and optional CTA load together at the end with an ease-out animation. For additional details, refer to the Video section of this toolkit.



Animation on banners is optional. If you choose to include animation, follow the recommended sequence listed below. For any layout, follow the order in which the animation appears and is presented.

Size: 160x600

1. Image

The image pushes in from off-screen. Depending on the final layout, it may enter from the top or bottom of the composition.

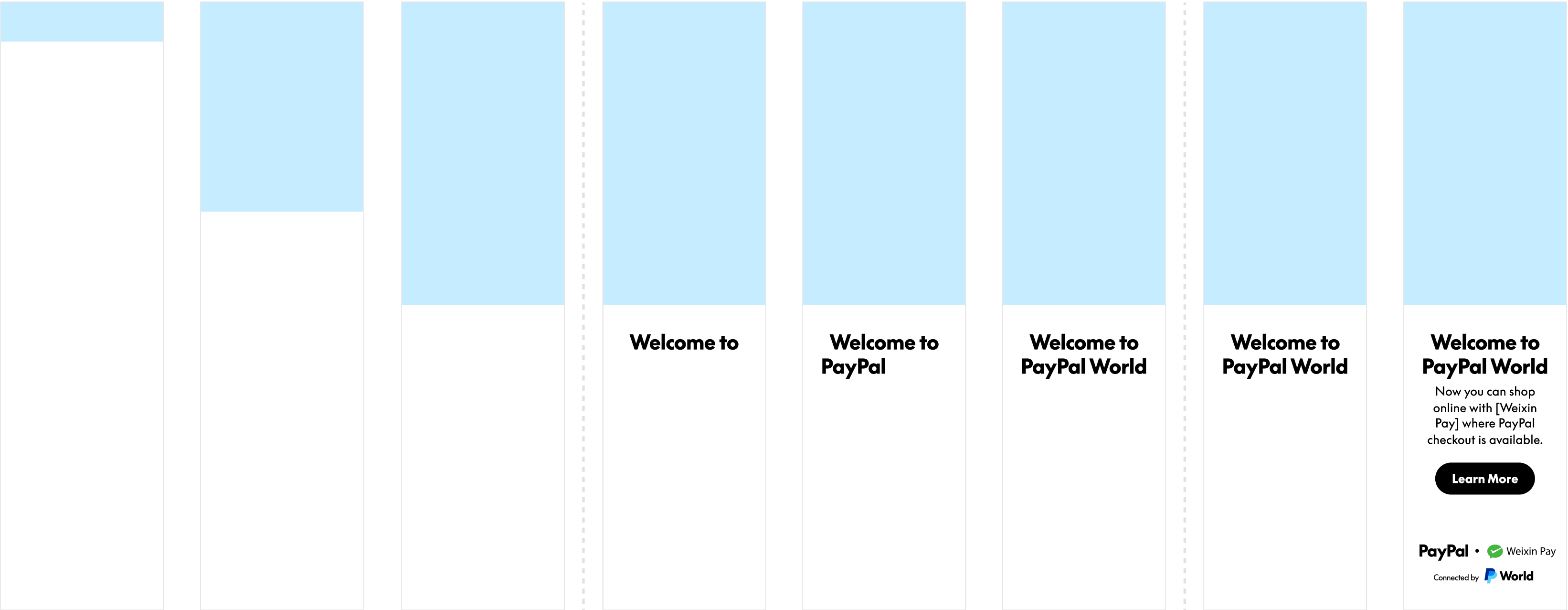
Once the final position is reached, the image locks in place. The final placement depends on the composition of the banner, as shown in the previous examples.

2. Message

The title or message appears once the image has locked into place. This motion leverages the “Swipe” animation defined in the PayPal guidelines. For additional details, refer to the Video section of this toolkit.

3. Logo, Sub and CTA

Once the title or message has animated in, the PayPal World lockup, sub-messaging, and optional CTA load together at the end with an ease-out animation. For additional details, refer to the Video section of this toolkit.



Social Media

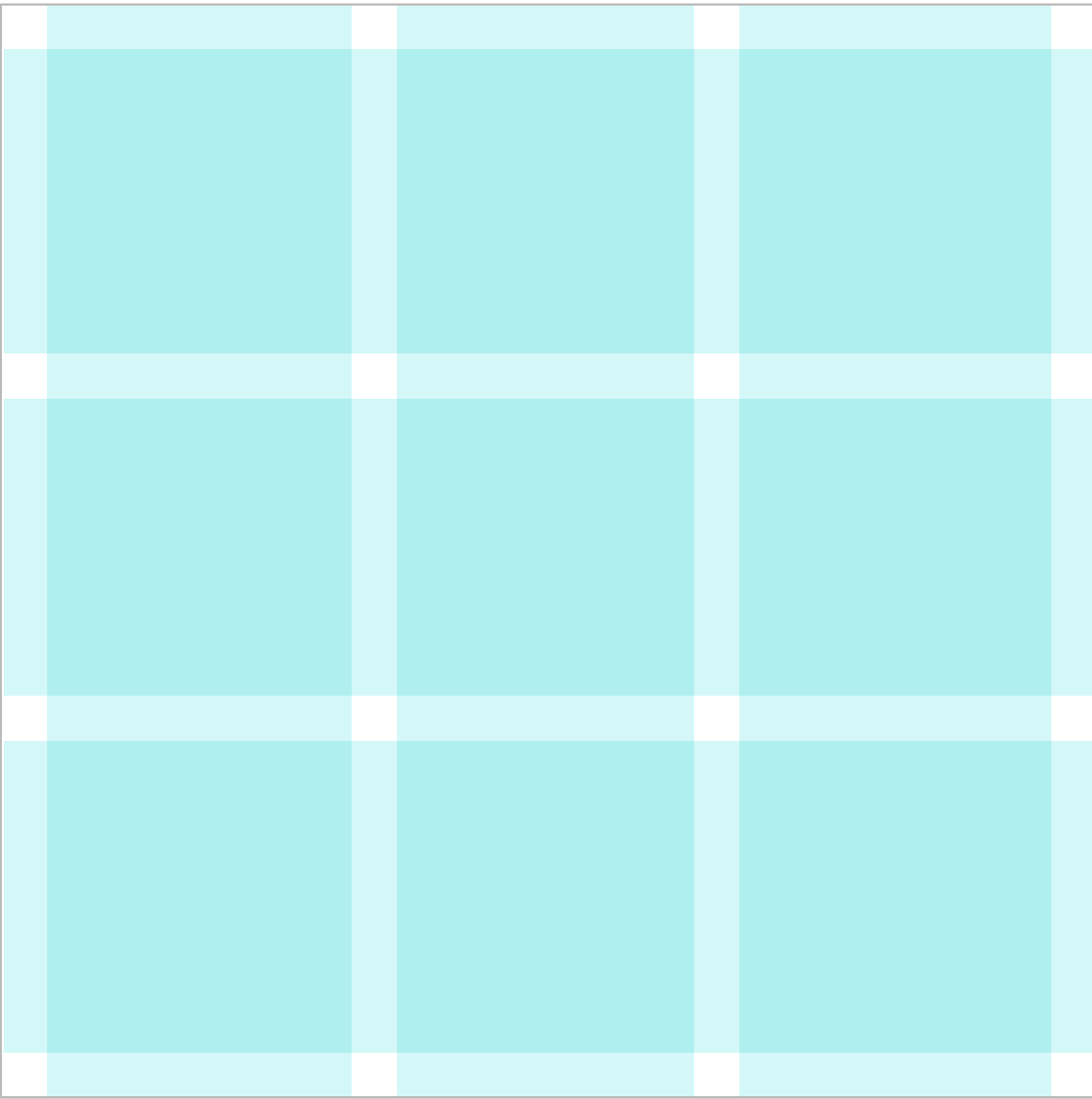
**These sample social posts
highlight the partnership
between PayPal World and
your brand.**

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.

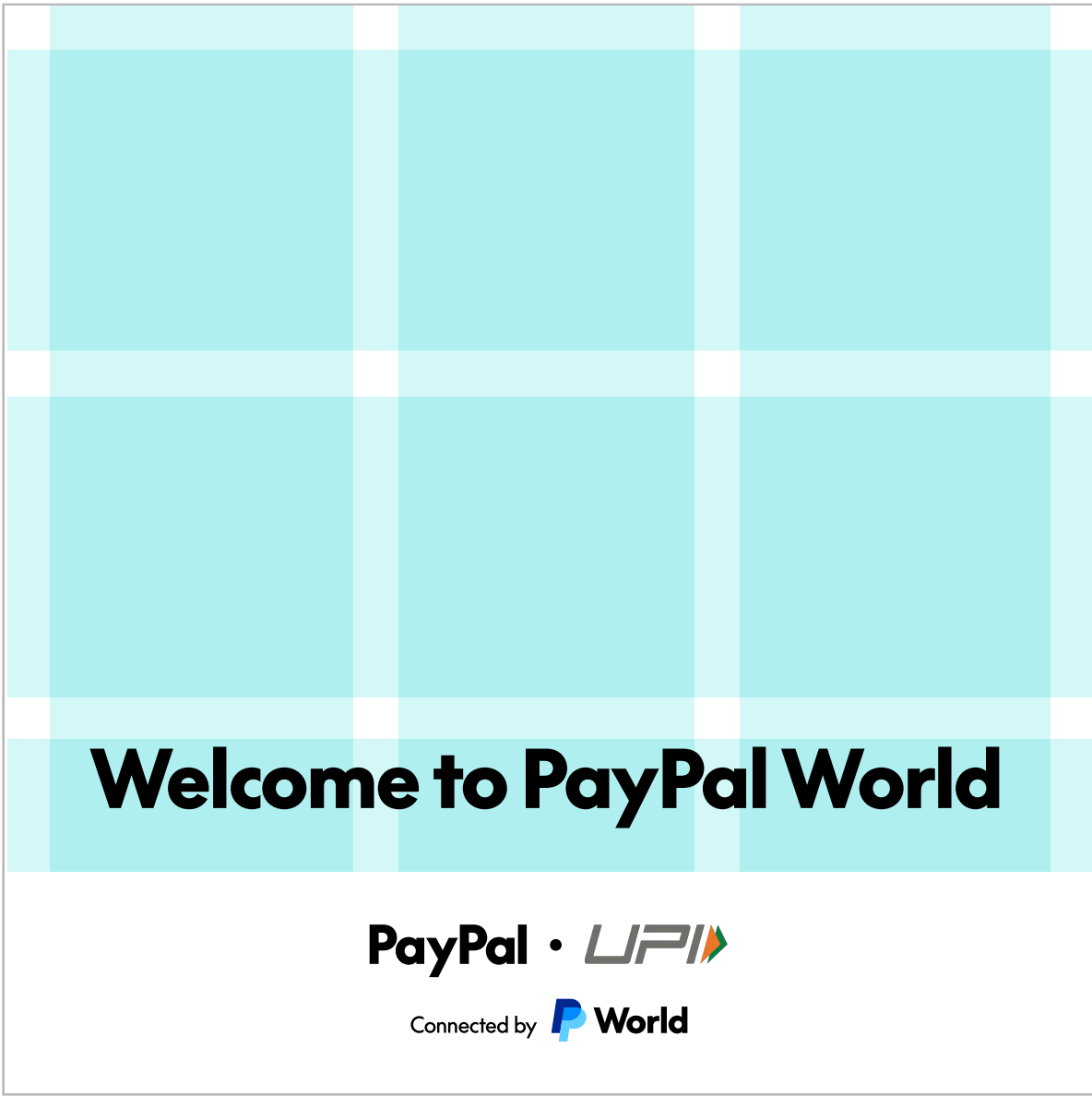
We recommend using clean, simple images with background colors that offer strong contrast against the text.

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

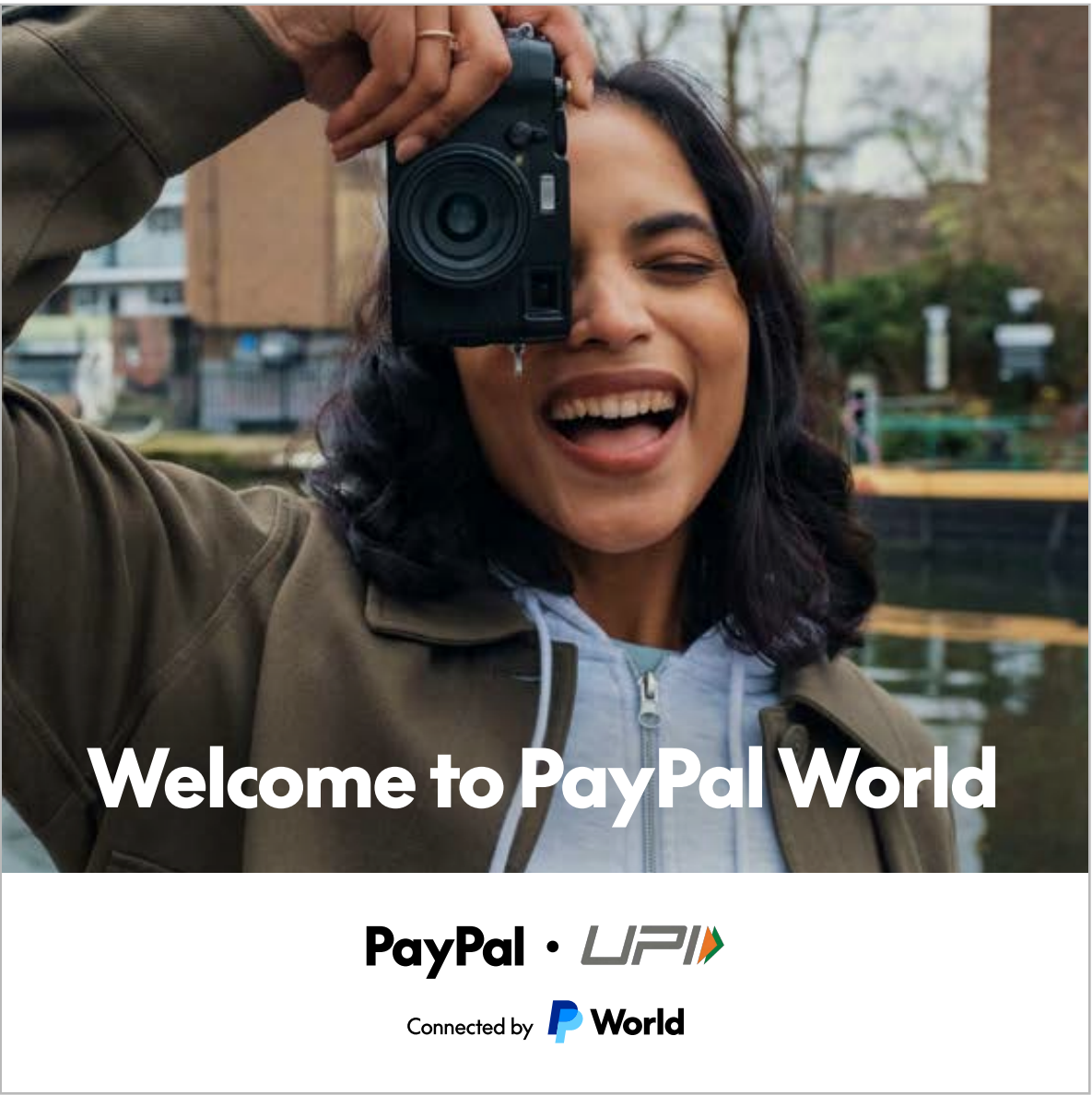
Layout



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



Participant social (UPI):

[Header:]
Welcome to PayPal World

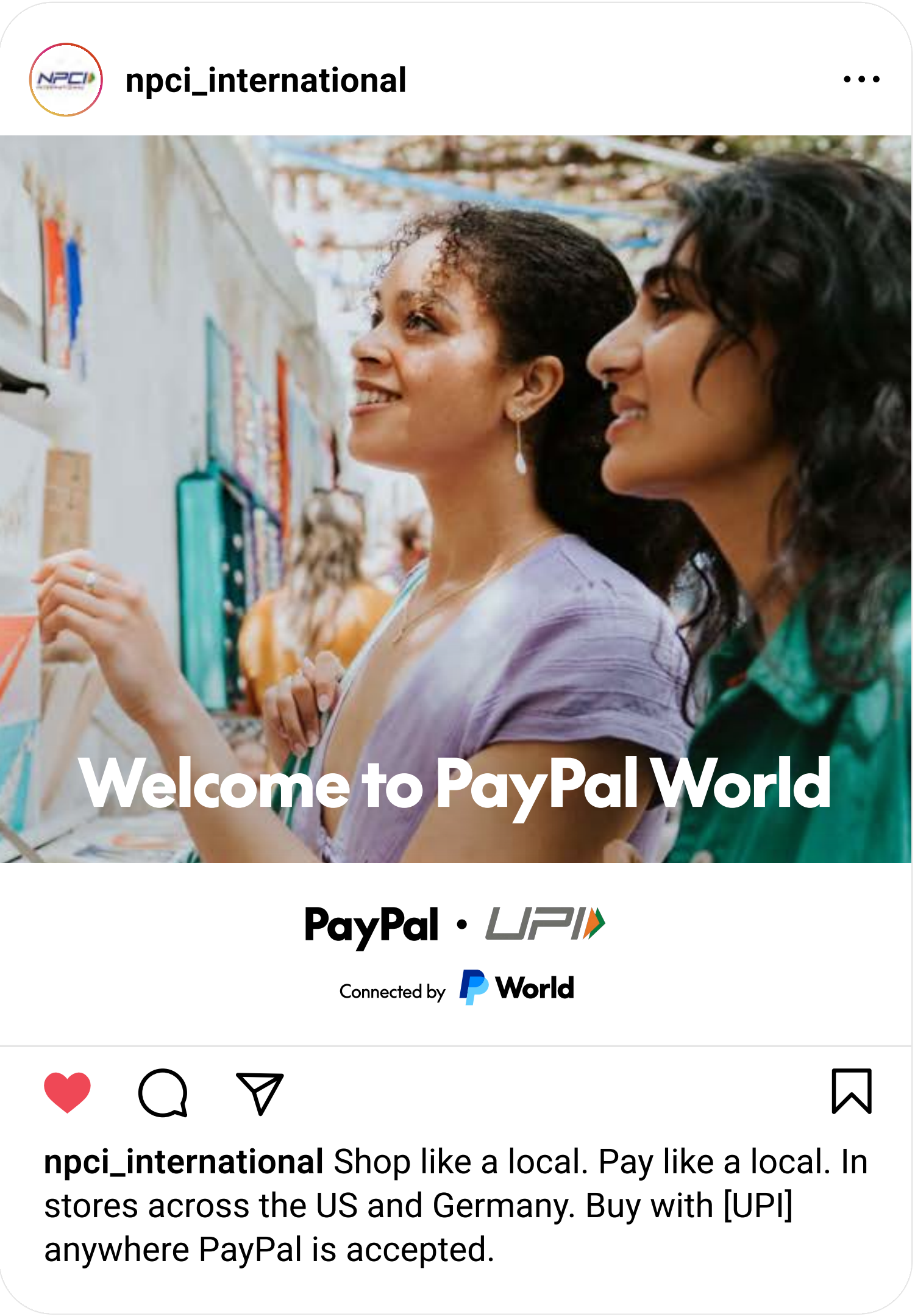
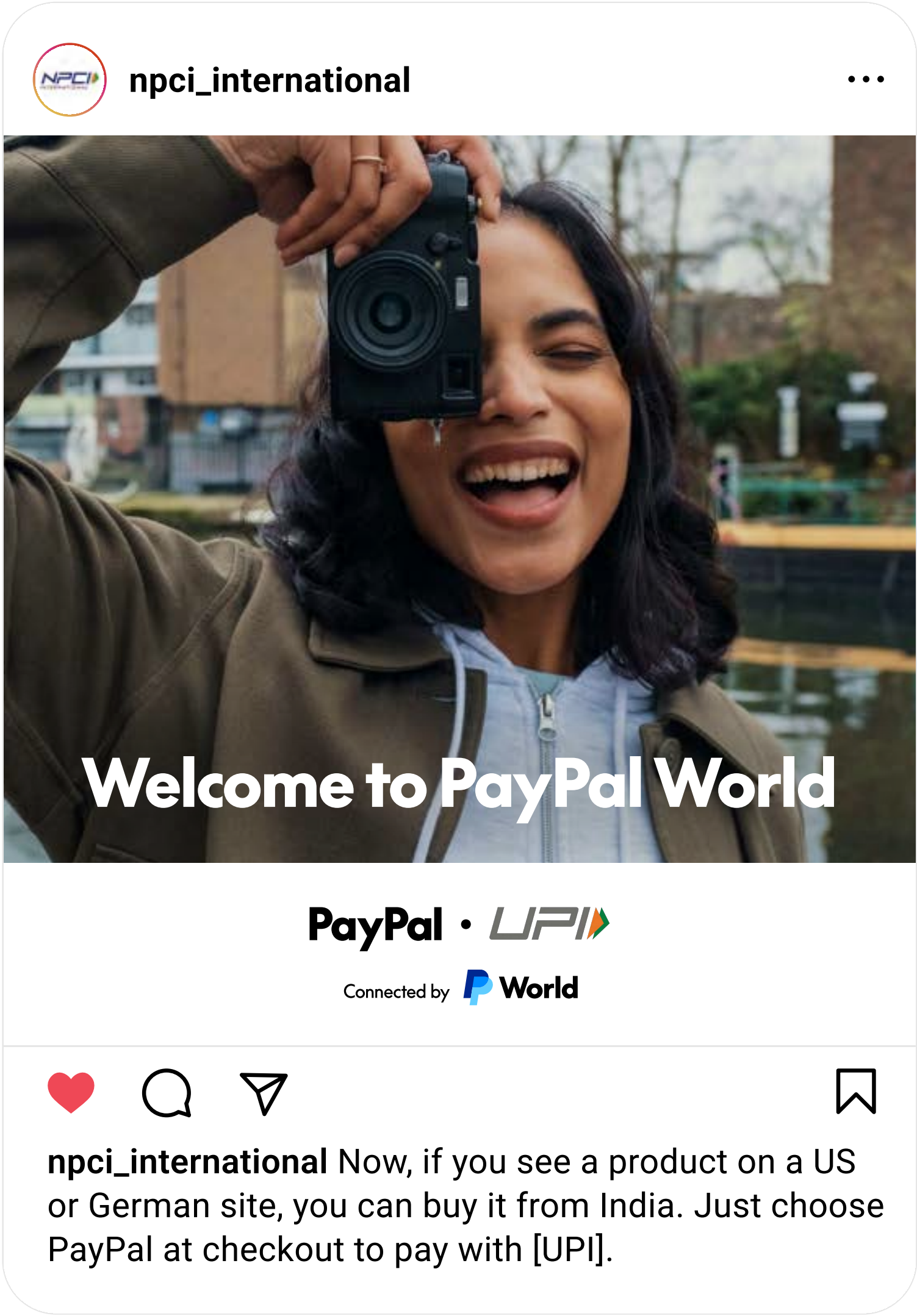
[Lockup:]
UPI / PayPal World

[Body 1:]
Now, if you see a product on a US or German site, you can buy it in India. Just choose PayPal at checkout to pay with [UPI].

(123 characters)

[Body Alt:]
Shop like a local. Pay like a local. In stores across the US and Germany. Buy with [UPI] anywhere PayPal is accepted.

(113 characters)



Email

Use this email copy and sample banners to introduce PayPal World and its benefits: easier, more convenient, and more confident cross-border shopping. Use the copy as is, or adjust the tone to fit your brand voice.

Use one of the ready-made footer banners in all emails featuring PayPal World and a participant wallet to ensure both brands are equally represented and share responsibility for the offer, message, or experience.

Due to limited space on mobile, we recommend using only the wallet and attribution lockup without additional messaging.

Logo lock up only

PayPal • UPI

Connected by  World

PayPal •  Weixin Pay

Connected by  World

PayPal • UPI

Connected by  World

PayPal •  Weixin Pay

Connected by  World

Logo + Message

Welcome to PayPal World

PayPal • UPI

Connected by  World

Welcome to PayPal World

PayPal •  Weixin Pay

Connected by  World

From: [UPI]
Audience: [UPI] Consumers
Message Goal: Introduce PayPal World

[Subject line:]
Shop online in the US & Germany

[Header:]
Ready to shop the world?

[Body:]
With [UPI] and PayPal World, the globe is now at your fingertips.

Starting today, you can shop online with your favorite brands in the U.S. and Germany.

The best part? You can keep paying the way you already do. Just tap PayPal at checkout. Select [UPI]. And you’re done.

And this is only the beginning.
Soon, the way you already pay will unlock even more.
More countries. More brands. More ways to send money to family and friends abroad.

With [UPI] and PayPal World, shopping across borders is easy.

[CTA:]
Explore PayPal World

[Lockup:]
Welcome to PayPal World [participant + attribution lockup]

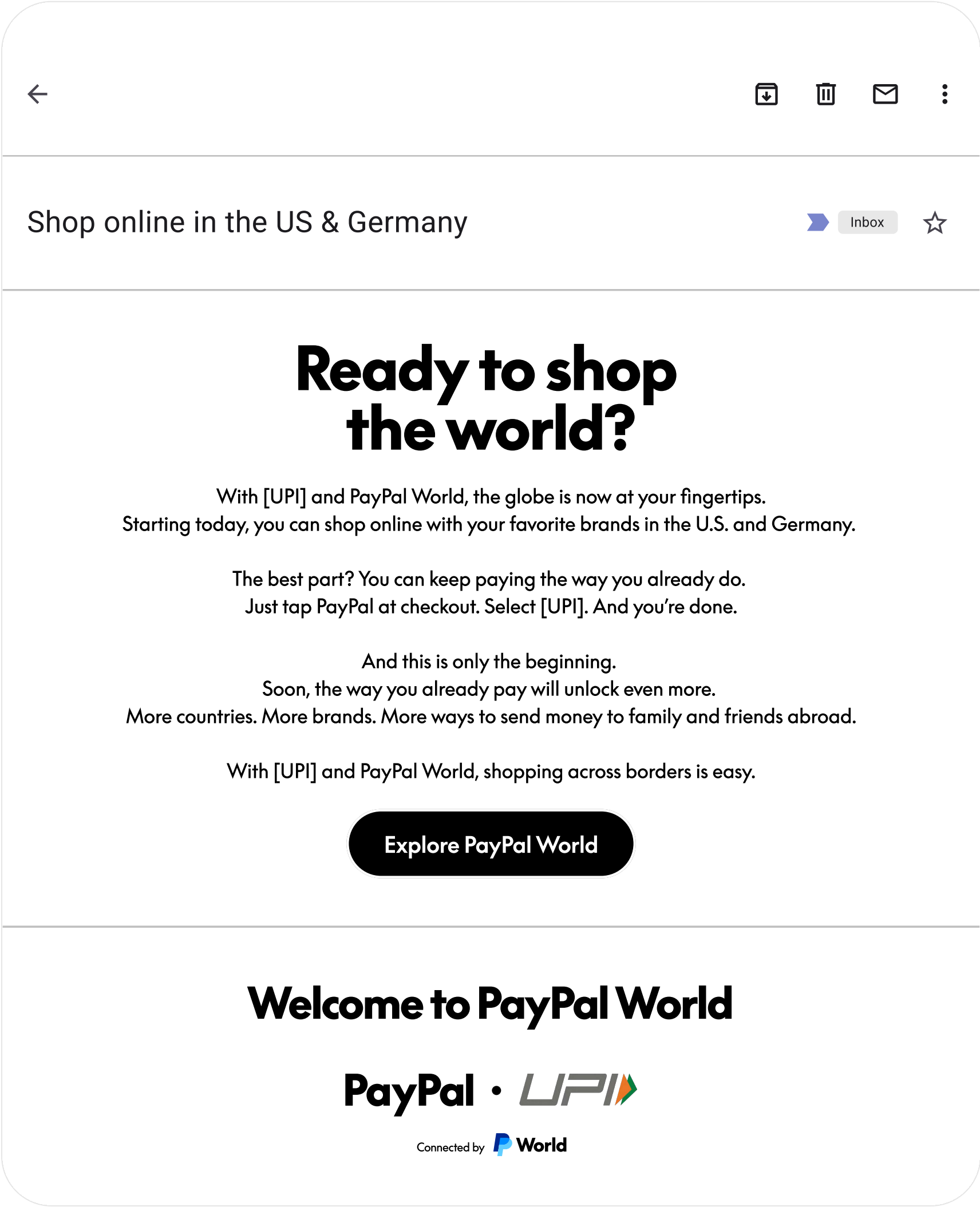
Subject line

Header

Body

CTA

Lockup/
Footer Banner



Note: This is not a designed email; it’s meant for content blocking and reference only.

From: [Weixin Pay]
Audience: [Weixin Pay] Consumers
Message Goal: Use PayPal World

[Subject line:]
Use [Weixin Pay] for online purchases in the US and Germany

[Header:]
Shop the world. Pay with [Weixin Pay].

[Body:]
Now, with PayPal World, you can shop US and German sites and pay using the same [Weixin Pay] you already use every day.

It’s this easy:
Tap the PayPal button
Choose [Weixin Pay]
Pay as you normally would

And you’re done.

No need to download a new app or set up a separate wallet. Just check out with [Weixin Pay] wherever PayPal is accepted online.

[CTA:]
Learn More

[Lockup:]
Welcome to PayPal World [participant + attribution lockup]

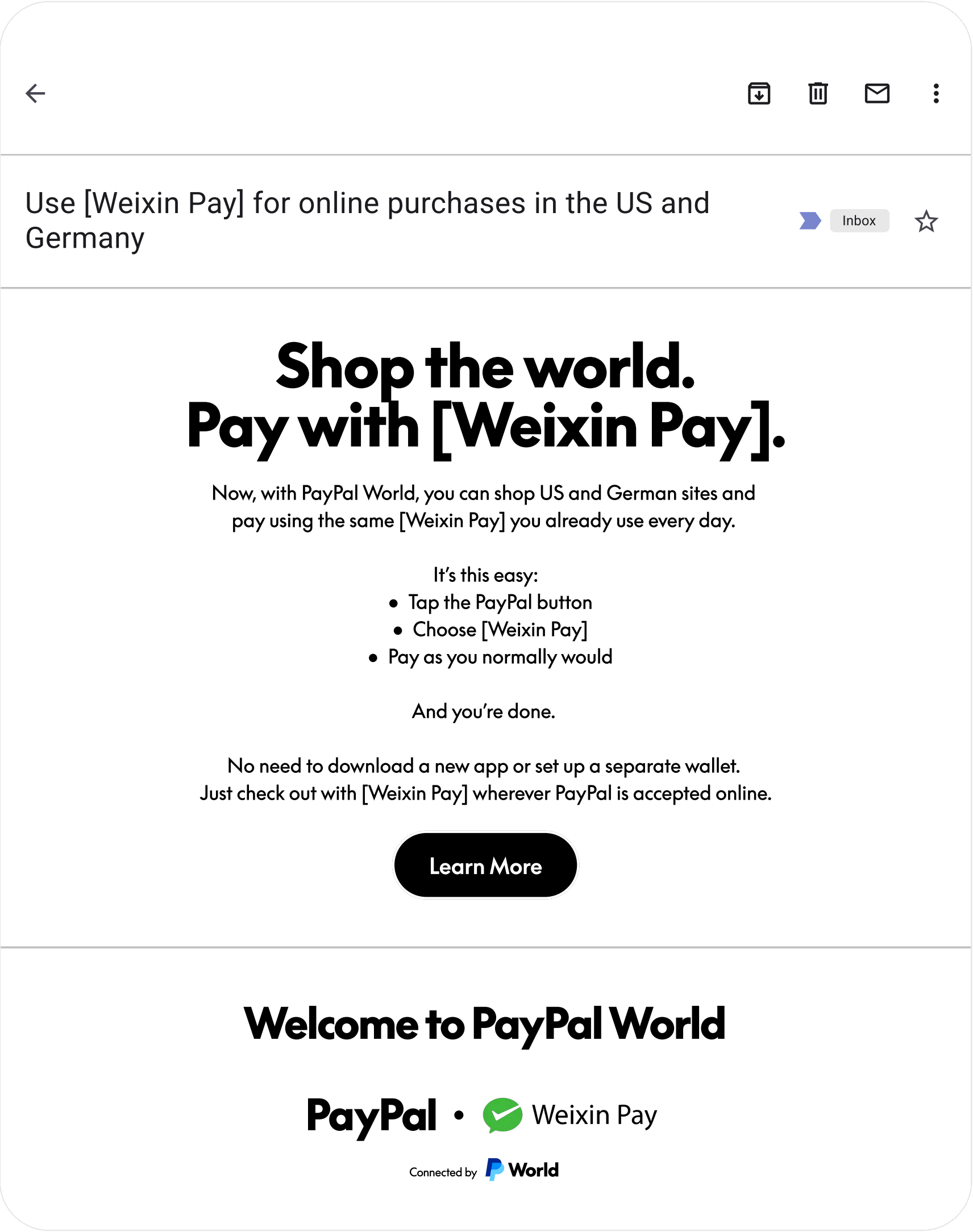
Subject line

Header

Body

CTA

Lockup/
Footer Banner

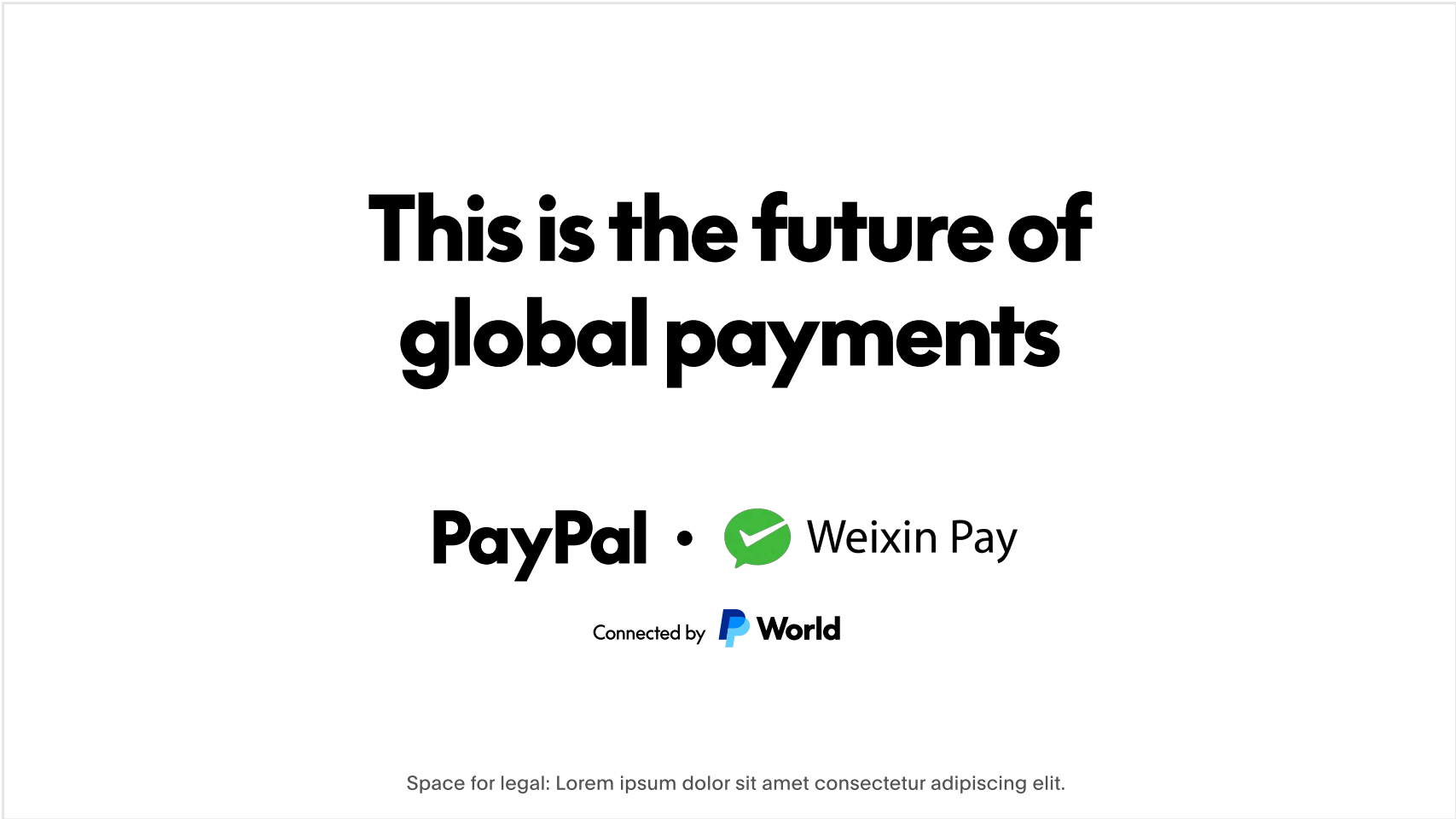
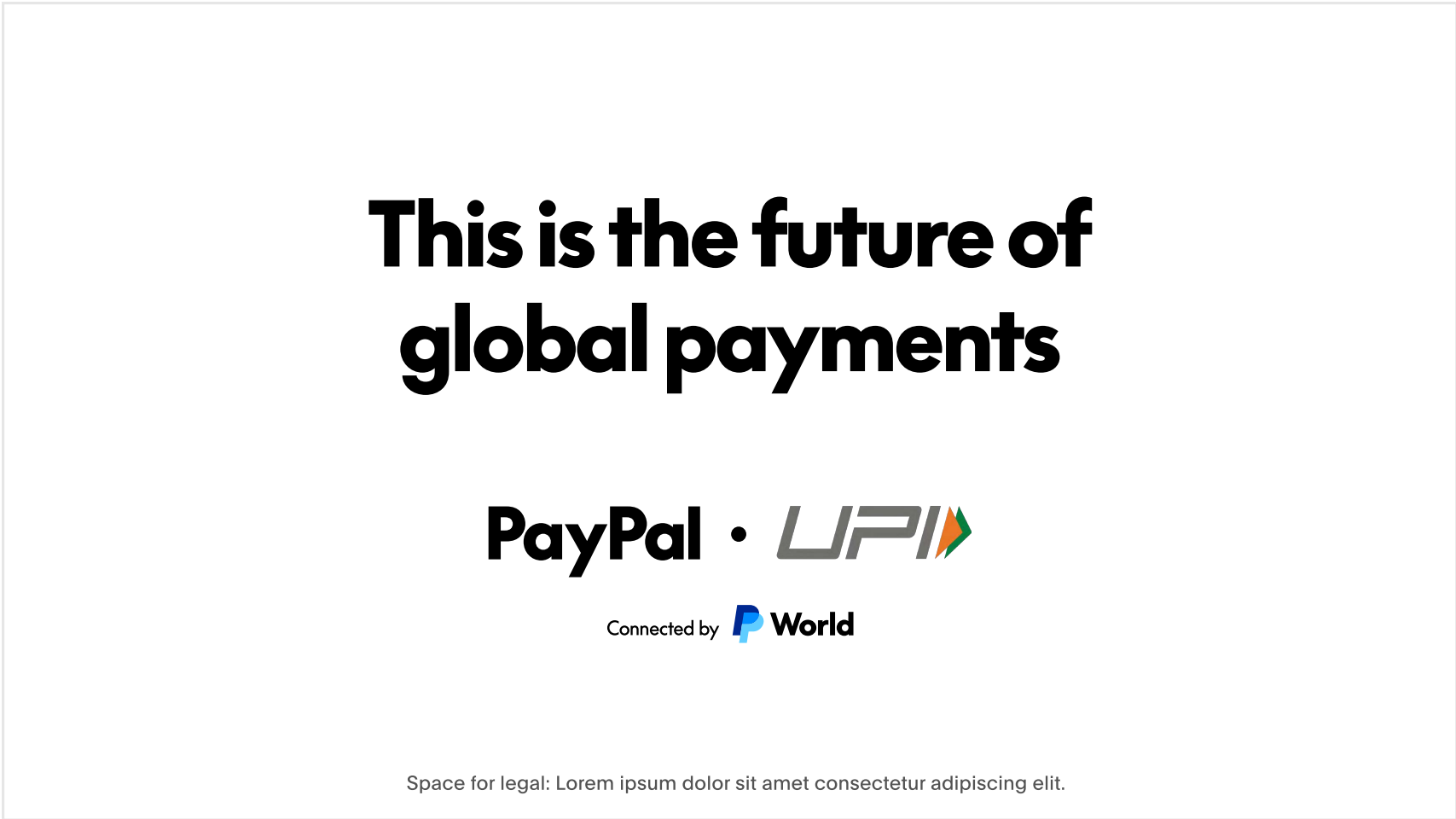


Note: This is not a designed email; it’s meant for content blocking and reference only.

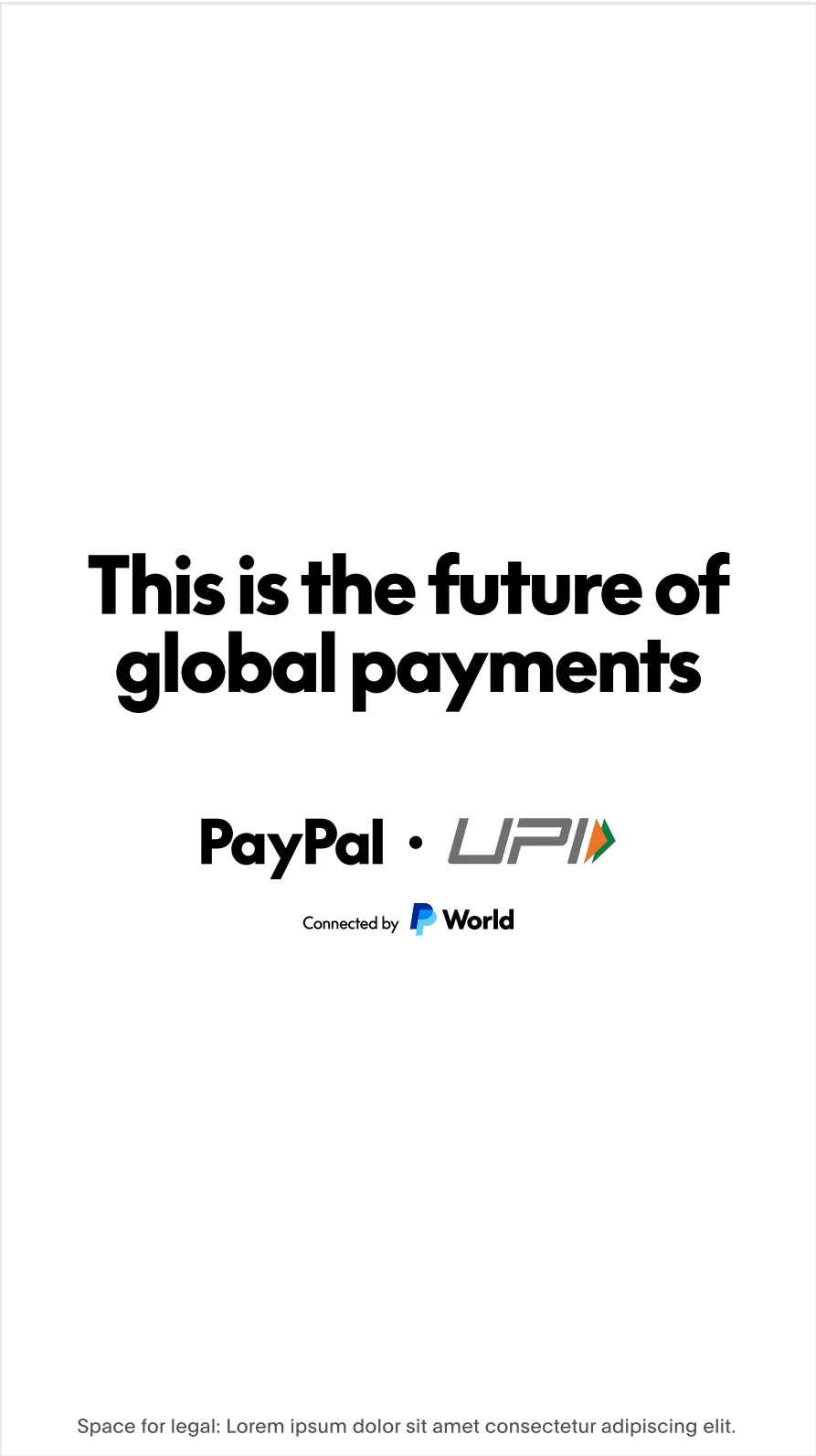
Video

These end cards are designed for your team to apply across all video assets. The examples here illustrate the range of layout options and how the system adapts for different formats.

9:16

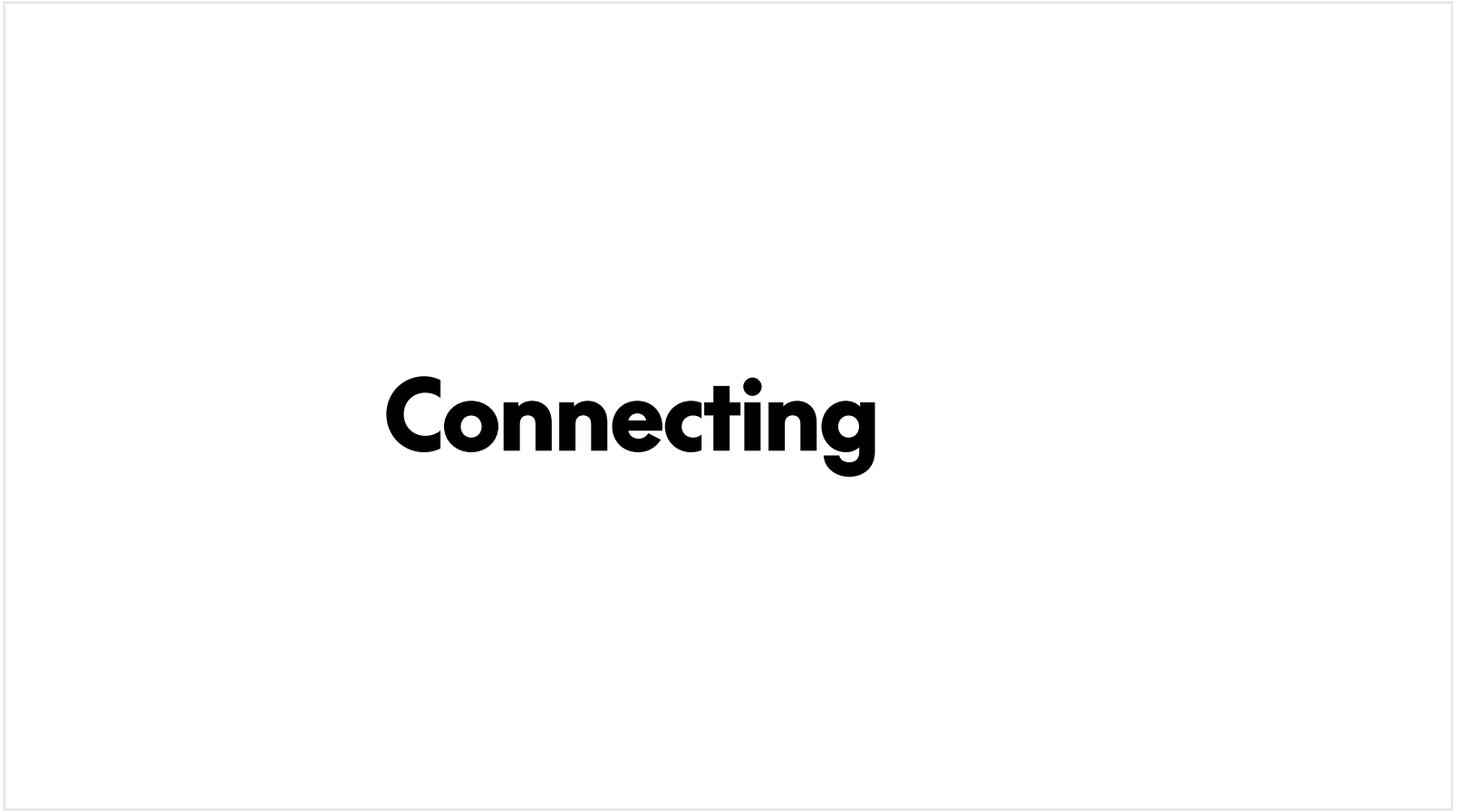


16:9

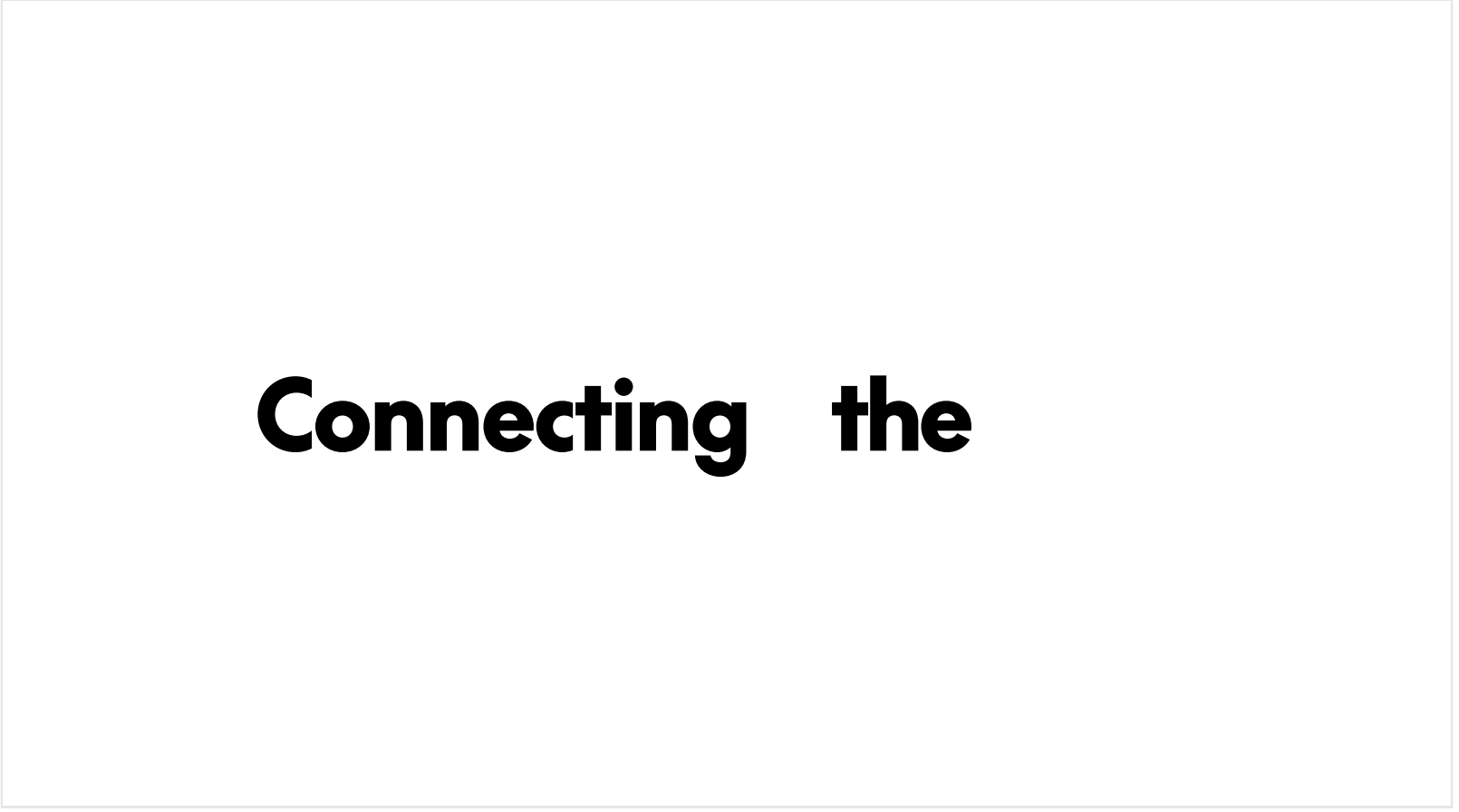


Animation

The text animation uses “Swipe” from the PayPal Asset Library Motion guidelines, with elements appearing on screen at staggered intervals.



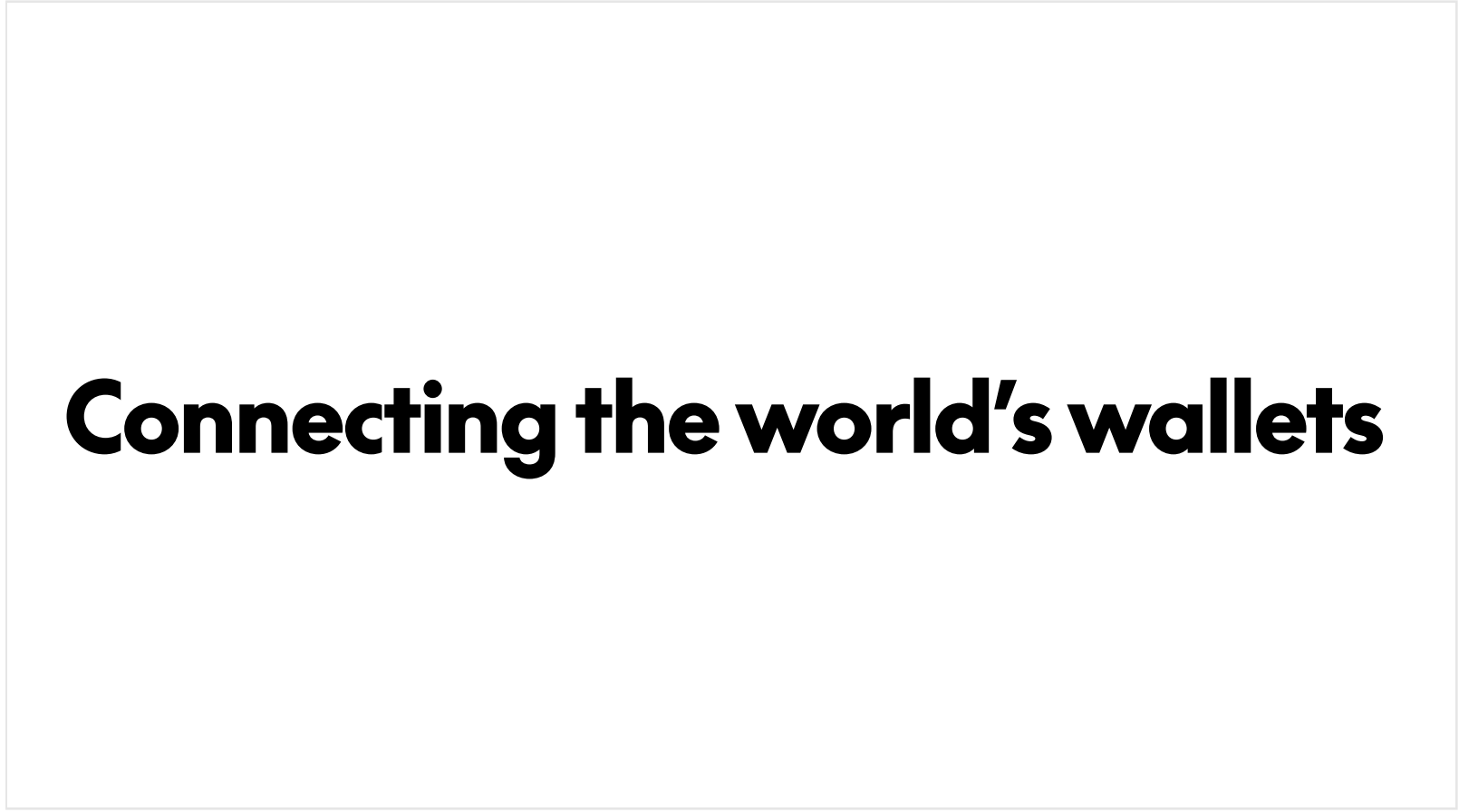
1.



2.



3.

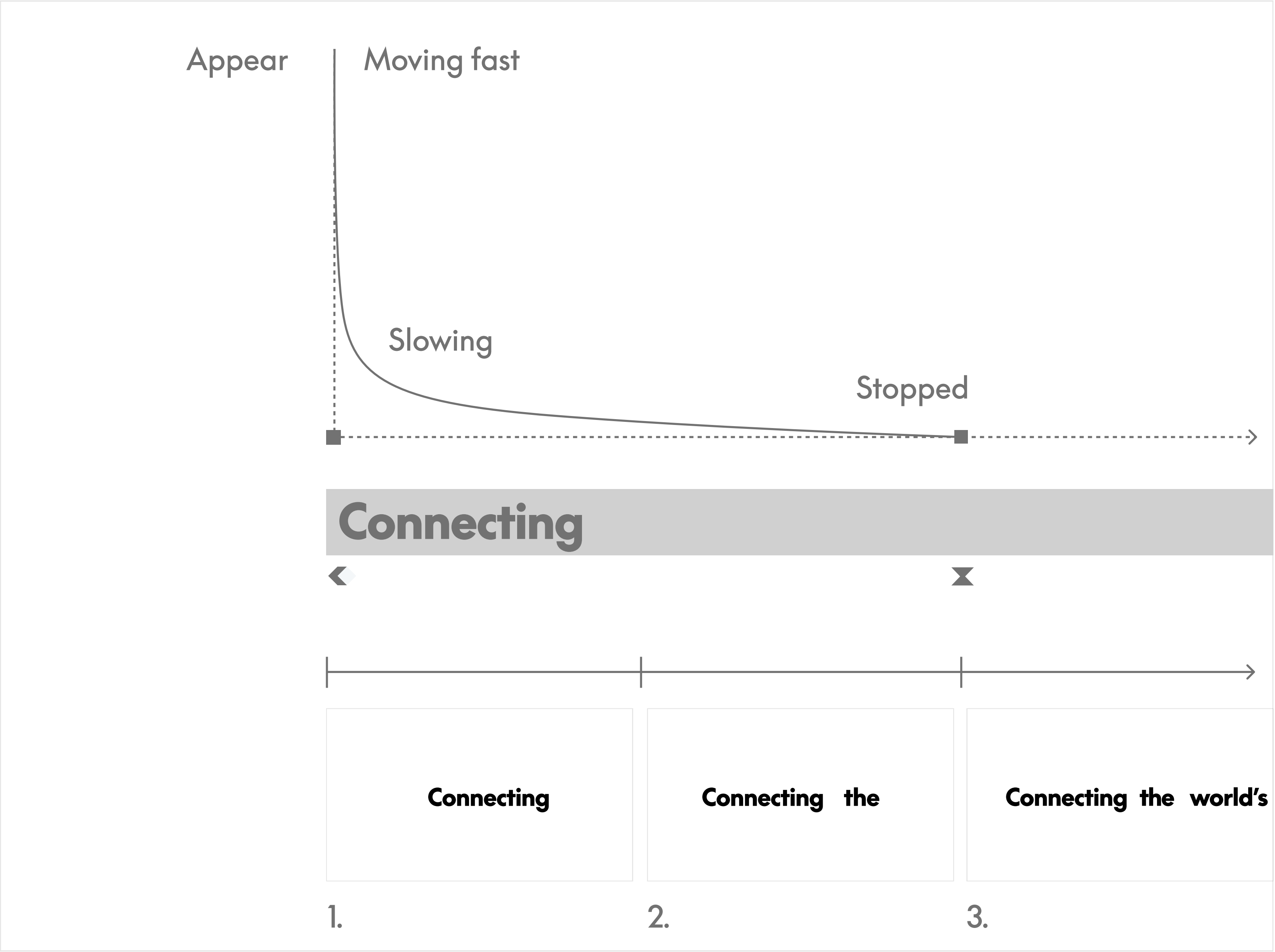


4.

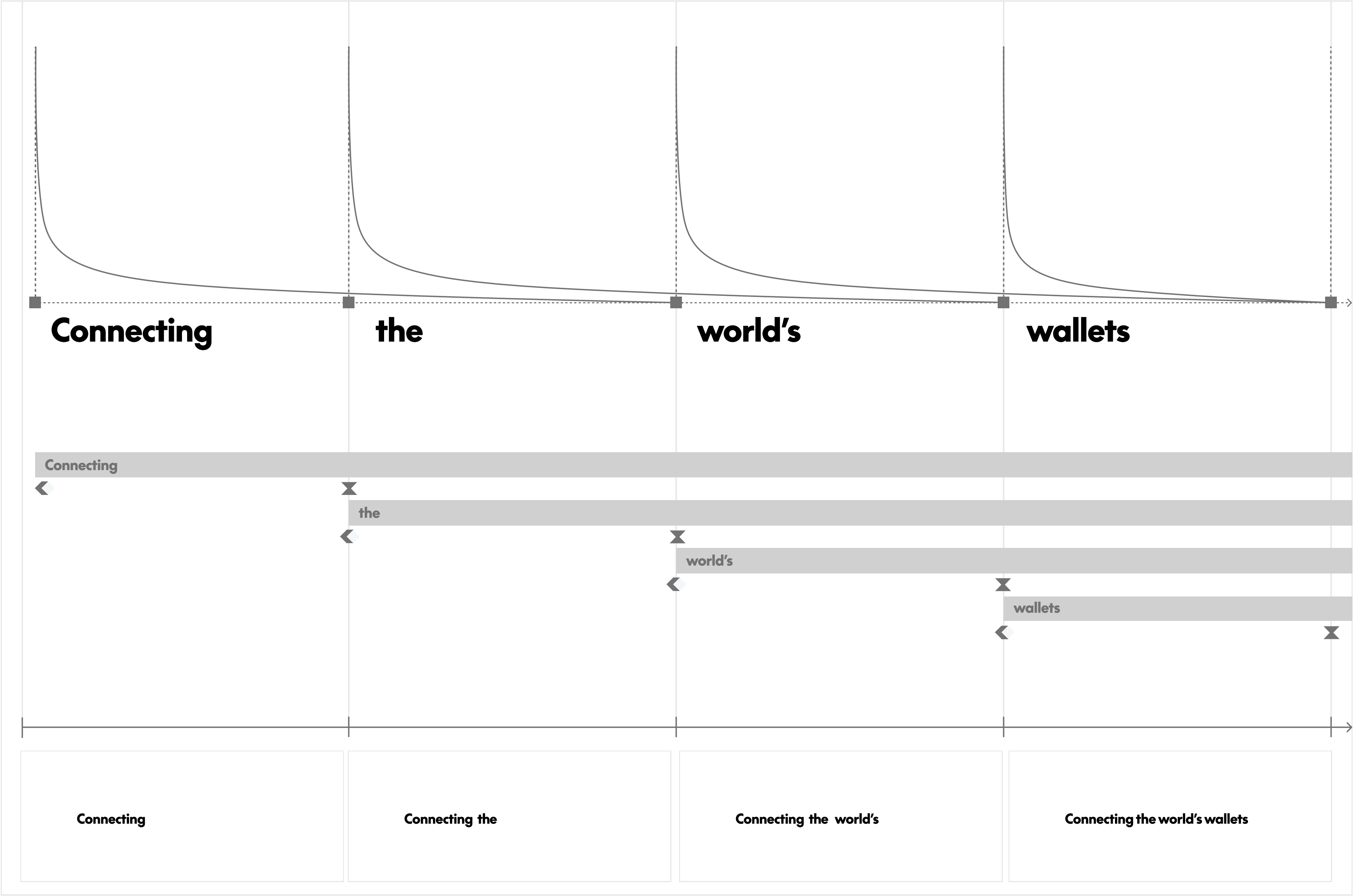
Swipe

The keyframes and timing for a single object should follow this sequence:

The object appears while moving left quickly, then eases to a stop.

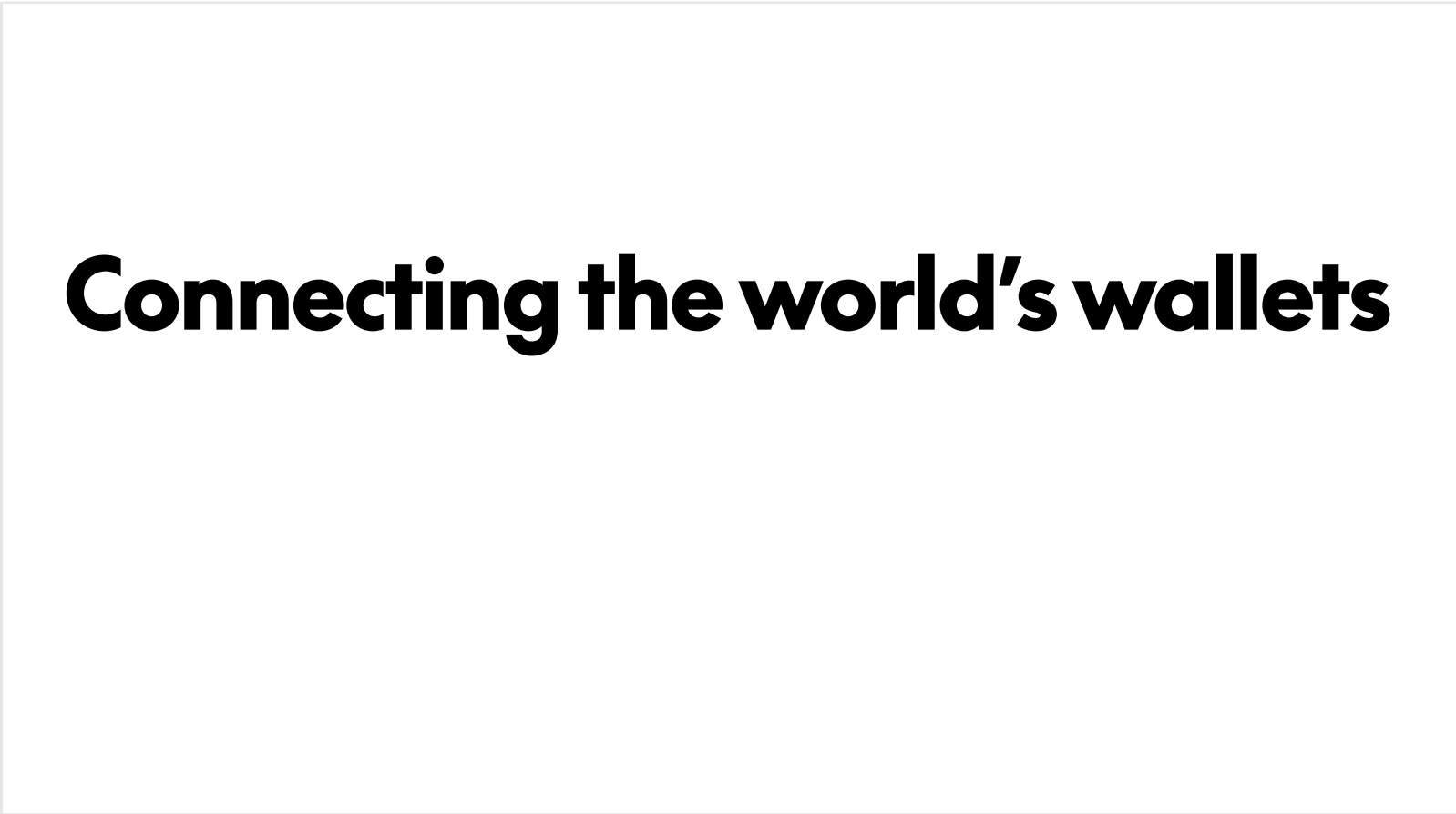


Your keyframes and speed curves should look like this when layered over each other.



Swipe

To animate the logo or logo lockup, use an ease-out animation. The logos should appear just below the messaging, as if moving in from slightly below and off-screen before locking into position.



1.



2.



3.

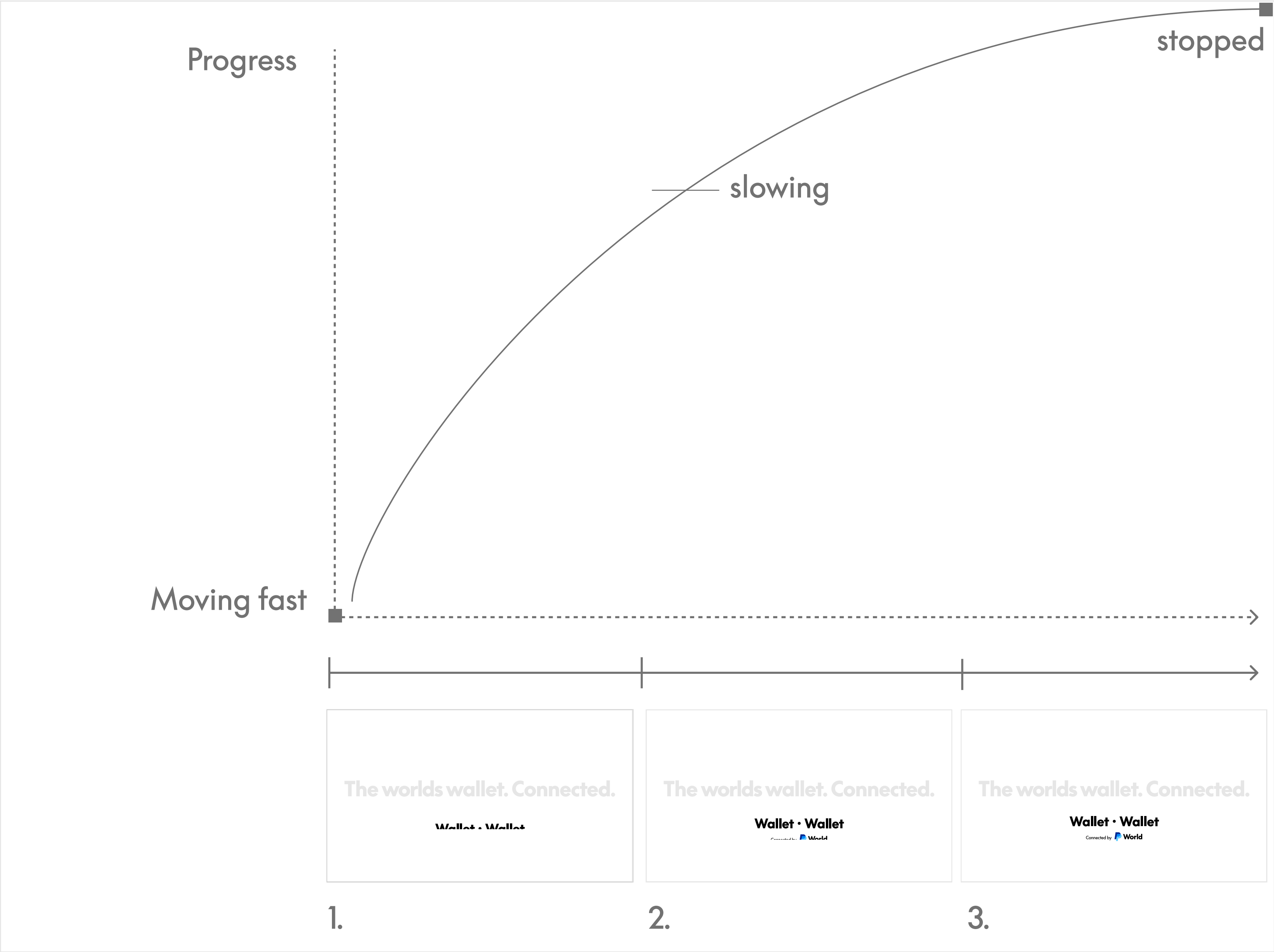


4.

Swipe

The keyframes and speed of a single object should look like this:

Appear while moving up quickly, then slow to a stop.



Access

Download additional assets:

[Image library](#)

[Logos](#)

[Design Figma](#)

For additional information, go to:

paypalworld.com/us/participant

paypalworld.com/us/faq

Thank you