



Corporate master brand guidelines

August 2013



Type

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Cobranding guidelines

Naming and brand architecture guidelines

Merchant guidelines

Workplace guidelines

Description

This is your definitive guide to the core assets that make up our brand, including our brand promise, visual and verbal identity.

These guidelines will help inform how the PayPal brand is leveraged and used properly when partnering with another brand.

These guidelines explain how we name, trademark, organize, and communicate our offerings to ensure simple customer comprehension.

These guidelines are designed to help merchants implement PayPal assets.

These guidelines focus on the application of the PayPal brand identity to buildings and work environments.



Brand promise and pillars

Our promise is to make it simpler for you to get more of what you want from your money.


OUR PROMISE IS FOUNDED ON THESE BRAND PILLARS:

- 1. **Secure. Always:** We keep your money and personal information safe and secure at all times, no matter where, how or when you use it.
- 2. **Simple:** We create intuitive, fast, and easy experiences that we, ourselves, would find delightful.
- 3. **Fierce advocate for you:** We do business honestly and transparently, and we’re always innovating to give you more control and greater value.

To capitalize on our opportunity, and to deliver our corporate vision of “The future of money anytime, anywhere, any way,” we need to occupy a new role in our customers’ lives, hearts and minds.

PAYPAL NEEDS TO BECOME AN ESSENTIAL PART OF OUR CUSTOMERS’ LIVES.

We must listen to our customers, understand their needs and wants, and, above all, deliver the simplest, safest and most rewarding customer experience of PayPal, every time.




Company Vision:
Delivering the future of money today:
Anytime, anywhere, any way.


Brand Promise:
Making it simpler to get more of
what you want from your money


Secure


Simple


Advocate

Human


Innovative

Helpful

Courageous

Vigilant

paypal.com/brandcentral



Secure. Always.
We keep your money and personal information safe and secure at all times, no matter where, how, or when you use it.

Simple.
We create intuitive, fast, and easy experiences.

Fierce Advocate.
We innovate tools that put you in the driver's seat: giving you more control and greater value.



Brand personality

Our brand personality defines who we are, how we do things, how we treat each other and our customers.

TO CAPITALIZE ON THE FUTURE, WE MUST STAY TRUE TO WHO WE ARE:

HELPFUL

Never step out of the customer's shoes. Generously share your talent, time, and knowledge with customers, coworkers, and partners.

HUMAN

Create the experiences we ourselves would want to use. Work from a place of understanding that there's a real person with real needs and wants at both ends of any transaction.

INNOVATIVE

Find new ways of doing things, shape change, leverage technology to simplify everything we do.

VIGILANT

Shoulder the responsibility of trust, protect what matters most to our customers.

COURAGEOUS

Be brave, remove barriers, acknowledge and correct mistakes, have a point of view, and do what's right.



Brand voice

Our tone and manner comes from a customer-first perspective, making sure it's simple, clear, helpful and easy to understand.

THE PAYPAL VOICE:

- Sounds like a human being, not a robotic script.
- Is clever, but not snobby or cynical.
- Uses humor to create engagement, to share a knowing smile.
- When we have to deliver a tough message, a respectful tone can make all the difference.
- Avoids jargon and overly technical language.
- Avoids acronyms that mean nothing to people outside of PayPal.
- Gets to the point quickly.

PayPal is the one way to pay that's any way you want to pay.

Paper or plastic. Now you can accept cards, checks, and keep track of cash Payments through PayPal Heretm.

Buy into being safer: No matter where you shop, we'll keep your financial information private and protected.

Get paid faster with PayPal's free and easy invoicing.

When this is how you work, here is how you get paid.

Brand checklist

The following is a short checklist that you can use against your item to see how close you are to ‘on brand’. Please read through the guidelines to make sure you have a good grasp of the scope of your project. This checklist is just the essentials; it doesn’t address specifics. If you have any challenges beyond those listed below, please contact the [Global Brand Team](#).

LOGO

- Are you using the correct logo?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don’ts?

TYPEFACE

- Are you using Helvetica Neue Light or alternate typefaces?
- Are you following the typeface in use rules?

COLOR PALETTE

- Are PayPal’s primary colors the hero of the collateral?
- Have you used the accent / neutral palette appropriately (not a necessity)?

PHOTOGRAPHY

- Are you using photography that emphasize the PayPal brand personality (Humanistic)?
- Are you adding a touch of blue to your photography?

COPY BASICS

- Is the language uncomplicated? Is it simple and straightforward?
- Is the language and look people focused?
- Are you addressing the principles of PayPal (It’s the one way to pay, any way I want to pay and everywhere I want to pay)?

ACCEPTANCE MARK AND BADGES

- Are you correctly using a PayPal acceptance mark?
- Are you able to place the PayPal acceptance mark as the first acceptance mark in a list?
- Are you using the correct badge?



Glossary

CMYK

Abbreviations for the colors Cyan (C), Magenta (M), Yellow (Y), and Black (K), the inks used in four-color printing. When these inks are combined in they can produce a wide spectrum of color.

COLOR PALETTE

A combination of colors that are intended to be used together. In this case the colors are a key part of the branded experience and help form a sense of place.

FAVICON

A small shortcut graphic that is 16 x 16 pixels, associated with a particular Web site and placed just in front of the URL.

KERNING

Adjustment of spacing between a pair of type characters.

LEADING

The space between lines of type. It is generally measured from baseline to baseline and expressed in points.

LOCKUP

The fixed arrangement of one, two, or more graphic elements – such as a logo and web address etc. – to create a single unit.

LOGO

A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

PANTONE (PMS)

Pantone Matching System (PMS) is the world standard for the specification of printed inks between designers and printers.

RGB

Screen-based applications such as websites and apps typically select their color palette from the RGB color system - a palette containing differing combinations of Red (R), Green (G), and Blue (B).

TYPEFACE

A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

VECTOR ART

A non-resolution dependent file format that consists of connected points; the size of these files can be altered without affecting the appearance. Vector files are often constructed in Adobe Illustrator.

