Partnering with other brands represents a tremendous opportunity for us to live our brand promise – to deliver the future of money by making it simpler for people to get more of what they want from their money – while also reaching new audiences for PayPal.

To celebrate the PayPal brand and our partners' brands when communicated together, these guidelines are designed to safeguard and feature the PayPal brand in various partnership environments. We want to always feature our brand appropriately, driving positive equity towards the PayPal brand – but it’s also important that our partners get the credit they deserve.
The PayPal guidelines are living, breathing documents. Please visit Brand Central to make sure you have the latest version.
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What is cobranding?

**COBRANDING EXPLAINED**
Cobranding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Cobranding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

**WHY COBRAND?**
- Establish or increase consumer preference for PayPal.
- Generate loyalty and brand differentiation.
- Enter new markets.
- Promote new products/new application of existing products.
- Engage the customer and drive relevance at multiple touch points.
- Associate with other strong brands.

**COBRANDING IS NOT**
- Retail/POS partnerships – these are a different kind of arrangement with corresponding guidelines (see Merchant guidelines).
- Integration of PayPal as a payment method at checkout.

**COBRANDING KEY PRINCIPLES**
These key principles give a framework for approaching all cobranding opportunities:
- Present PayPal as the dominant/lead brand (whenever possible) (see Brand Dominance explanation).
- The PayPal logo should be clearly displayed and given prominence.
- Leverage our brand guidelines; create a partnership environment where our brand feels organic to the experience.
- Certain partnerships are unique and necessitate consultation from the Global Brand Team.
Brand dominance

BRAND DOMINANCE EXPLAINED

Brand dominance means one partner will have the lead presence in executions, often emphasizing their visual system in marketing communications.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

The expression of dominance is simple and can be achieved by the following tactics:

1. Placing the dominant partner logo in the most visible and valuable space (e.g. Above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity, the dominant brand will be placed on the left.

COBRANDING APPROACH BASED ON DOMINANCE

PayPal Dominant

PayPal dominance is when PayPal most heavily influences the communication experience. This is when PayPal is driving the customer experience or if our resources are most depended upon.

PayPal dominant experiences rely heavily on the PayPal visual system for look and feel.

Partner Dominant Cobranding

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system.

While the execution will be driven by the partner brand’s visual system, it’s critical that we protect and appropriately display the PayPal logo.

Other Partnerships

Not all partnerships have clear brand dominance. It is important that you maintain as many of the the PayPal visual components as possible.

These uses must be pre-approved by the Global Brand Team before any design begins or agreements are entered into.
Logo & visual assets

Logo
Logo guidelines and clear space
Logo don’ts
Logo placements
In all partnership types, always use these guidelines when working with the PayPal logo.

The full color PayPal logo is in Pay and Pal blues. It is preferred that the full color logo appear on a white background, but you can also use the lighter colors from the neutral palette as a background. Only use solid black or white versions when color is not an option. The full color logo is our most universally recognized asset, and to aid comprehension, we use that version wherever possible. The correct logo has a lowercase "tm".

**LOGO COLOR OPTIONS**

The black version of the PayPal logo is only to be used due to color restriction (e.g., merchant receipts, faxes etc.).

The white logo can appear on top of any color in the PayPal color palette as a background color (Pay and Pal blue are always preferred).

**DO NOT USE THESE OUTDATED VERSIONS:**

- Color is incorrect.
- Wrong trademark is included (needs to be lowercase tm)
- Keyline treatment around the logo is not permitted.
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Logo guidelines and clear space

- The PayPal logo should be given a place of prominence on a page.
- The logo should not appear more than once on a single page or screen.
- Always maintain the required clear space around the logo.
- The solid white or black versions should be used only where the full color logo is not an option.

DO NOT use the logo as part of a sentence within a block of copy. You can, however, use the logo at the end of a short descriptor, such as “Secure payments by PayPal” or “Check out with PayPal.” Additionally, the PayPal logo can be used inline within endorsement marks.

Ensure color accuracy by downloading the most recent color-corrected logo files in CMYK and RGB from Brand Central.

**MINIMUM LOGO SIZE — PRINT**

In print materials, the preferred amount of clear space around the logo is equal to the height of the initial “P.”

20mm (.7874")

**CLEAR SPACE — PRINT**

In print materials, the preferred amount of clear space around the logo is equal to the height of the initial “P.”

5.5mm (.2165")

**MINIMUM CLEAR SPACE — DIGITAL**

Maintaining a 10 pixel clear space is always preferable.

50 px

**MINIMUM LOGO SIZE — DIGITAL**

Don’t make the logo smaller than 50 px wide in digital executions.

14 px
Logo don’ts

The PayPal logo should not be altered. These logo standards apply for all content that is owned and controlled by PayPal, including cobranding and partnerships.

Don’t place the logo over a pattern of any kind.

Don’t place the logo over a photo.

Don’t place the logo over a textured background.

Don’t distort the logo.

Don’t put a glow behind the logo.

Don’t use a white logo on any other color other than black, Pay blue or Pal blue.

Don’t distort the logo.

Don’t put a glow behind the logo.

Don’t add a mirror effect.

Don’t alter the colors.

Don’t skew the logo.

Don’t change the proportions of the Pay to the Pal or vice versa.

Don’t tilt the logo.

Don’t place the logo on top of an object.

Don’t reverse the order of blues.

Don’t place the logo within a sentence.

Don’t use a keyline or stroke around the logo.

Don’t use perspective effects within animations.

Using PayPal saves me time.
Logo placements

The placement of logos communicate brand dominance. The dominant brand is always on the left or on top, subordinate/partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

Follow these rules when locking up the PayPal logo with the partner logo:

- The default is to use the full color logo on a white background whenever possible.
- The two logos should be of the same visual size.
- When the logos are locked up, separate them by the distance of “1P” as shown in the example on the right.
- Do not use the gray vertical pipeline divider or any visual divider between the logos or any extraneous design elements.

The logo guidance rules to the right must always be followed regardless of brand dominance.
Visual options

PayPal dominant communications
Partner dominant communications
Sponsorships
Endorsements
PayPal dominant communications

PayPal dominance is when PayPal most heavily influences the communications. This is when PayPal is driving the customer experience or if our resources are most depended upon.

The potential elements to communicate this are:

- Full color PayPal logo
- Partner logo
- Touch of blue in photography
- PayPal color palette
- PayPal font (Helvetica Neue Light)

DESIGN REQUIREMENTS

- Whenever possible, leverage the PayPal visual system (see the Corporate master brand guidelines).
- The PayPal logo and partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the PayPal logo in full color on a white background when available. If it’s not possible, only use a black or white PayPal logo.

All executions must be submitted to the Global Brand Team for approval.

PAYPAL DOMINANT DON'TS

- DON'T make the partner logo bigger than the PayPal logo.
- DON'T break the rules surrounding the usage of the partner’s logo (e.g. color, background etc.).
Partner dominant communications

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. In those instances, it’s critical that we protect and appropriately display the PayPal logo.

The potential elements for this option are:
- PayPal Logo (full color option preferred)
- Partner Logo
- Color

**DESIGN REQUIREMENTS**
- The PayPal logo and partner logo should be optically equal in size.
- Follow the logo placement guidelines.
- Use the PayPal logo in full color on a white background when available. If it’s not possible, only use a black or white PayPal logo.

All executions must be submitted to the Global Brand Team for approval.

**PARTNER DOMINANT WEB EXPERIENCE**

The example to the left illustrates our brand’s flexibility to adapt to the partner’s visual system (Topshop speech bubble) while still adhering to the PayPal brand standards (full-color PayPal logo on white background).

**PARTNER DOMINANT DON’TS**
- DON’T make the PayPal logo bigger than the partner logo.
- DON’T change the color of the PayPal logo to match the partner’s visual system.
- DON’T place a full color PayPal logo on a colored or textured background. In this circumstance, only use the black or white logo option.
Sponsorships

Sponsorships are a partner dominant situation. We need to respect the partner brand but ensure that PayPal is being communicated appropriately.

**PAYPAL AS THE ONLY SPONSOR DISPLAYED:**
- It is preferred to use the full color horizontal logo on a white background whenever possible.
- The two logos should be of the same visual size.
- The two logos should be separated by a distance of “1 P” as shown in the examples to the right.
- Placement for designation should fall center-aligned below the logos. For sponsorship designation, please contact the Global Brand Team.

**PAYPAL FEATURED WITH MULTIPLE SPONSORS:**
- It is preferred to use the full color horizontal logos on a white background whenever possible.
- All logos should be the same visual size based on the 7 “P” by 5 “P” grid system that is based off the PayPal logo.
- All brand logos should be center-aligned along the vertical and horizontal axes.
- The preferred placement of the PayPal logo is in the first top left position if available.
Endorsements

Endorsement lines are used to clarify PayPal’s involvement in a particular relationship.

These situations are when our role is secondary, but essential to the partner relationship, or when PayPal is involved in the delivery of products or services.

The endorsement lock up should have the descriptor right aligned with the logo (not including any TM). The descriptor text should be all caps Helvetica Neue Light in Cool Gray 11C and the same height as the “a” in PayPal. The “a” height should then be placed one “P” below the logo baseline.

Endorsement lines must be approved by the Global Brand Team.

EXAMPLES

ZONG™
A PayPal™ SERVICE

BillMeLater™
A PayPal™ SERVICE
Appendix

Brand checklist
Glossary
Brand checklist

The following is a short checklist of the cobranding essentials to make sure you are using the PayPal brand correctly with a partner brand. If you have any challenges beyond those listed below, please contact the Global Brand Team.

COBRANDING CONSIDERATIONS
- Can you clearly determine which brand is the dominant brand?
- Is the dominant brand’s visual system being properly leveraged?

LOGO
- Are you using the correct logo?
- Are you placing the dominant and support logos in the correct locations?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don’ts?

TYPEFACE
- If the communications is PayPal dominant, are you using Helvetica Neue Light?
- Are you following the typeface in use rules?

COLOR PALETTE
- If the communications is PayPal dominant, are PayPal’s primary colors the hero of the collateral?

PHOTOGRAPHY
- If the communications is PayPal dominant, are you using photography that emphasizes the PayPal brand personality (Humanistic)?
- If the communications is PayPal dominant, 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?
- If the communications is PayPal dominant, are you addressing the principles of PayPal (It’s the one way to pay, any way I want to pay)?
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.

**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).

**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.