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**PRIMARY PAYPAL LOGOS**

<table>
<thead>
<tr>
<th>Monogram</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PayPal Monogram" /></td>
<td><img src="image" alt="PayPal Wordmark" /></td>
</tr>
</tbody>
</table>

**SECONDARY PAYPAL LOGOS**

The logo is locked up with the monogram and wordmark, in a vertical and horizontal format. The use of the vertical and horizontal logo is dependent on spatial constraints. The full color lockup should only be used on white or light gray backgrounds.

**TYPOGRAPHY**

PayPal Sans Regular

**ABCDEFHJKLMNPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

PayPal Sans Light

**ABCDEFHJKLMNPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

PayPal Sans has been created to express PayPal’s personality in every letterform written and to work beautifully across all media and scales.

**PAYPAL BRANDS**

- **venmo**
  
  Venmo creates a payment experience that’s simple, delightful and connected.

- **honey**

  Don’t search for coupon codes again. With one click, Honey’s smart shopping assistant will automatically apply discounts to your cart - in seconds.

- **Braintree**

  Braintree builds products that make payments so easy that they fade into the background, making entirely new kinds of interactions possible.

- **iZettle**

  iZettle is a one-stop shop for cutting-edge commerce tools — offering everything you need to take quick payments, ease day-to-day management, and get the funding to grow.

**PRIMARY PAYPAL COLOR PALETTE**

- **Dark Blue**
  
  R 0 G 48 B 135
  C 100 M 91 Y 17 K 6
  HEX #003087
  Pantone 287*

- **Medium Blue**
  
  R 2 G 108 B 255
  C 80 M 59 Y 0 K 0
  HEX #026CFF
  Pantone 2728*

- **Light Blue**
  
  R 0 G 156 B 222
  C 83 M 21 Y 0 K 0
  HEX #009CDE
  Pantone 2923*

- **Mustard**
  
  R 255 G 196 B 58
  C 0 M 24 Y 87 K 0
  HEX #FFC43A
  Pantone 136*

- **PayPal Blue**
  
  R 0 G 48 B 135
  C 100 M 91 Y 17 K 6
  HEX #003087
  Pantone 287*

- **Pal Blue**
  
  R 0 G 156 B 222
  C 83 M 21 Y 0 K 0
  HEX #009CDE
  Pantone 2923*

- **Overlap Blue**
  
  R 1 G 33 B 100
  C 100 M 100 Y 50
  HEX #012160
  Pantone 280

- **Pay Blue**
  
  R D G 48 B 135
  C 100 M 91 Y 17 K 6
  HEX #003087
  Pantone 287*

- **Overlap Blue**
  
  R 1 G 33 B 100
  C 100 M 100 Y 50
  HEX #012160
  Pantone 280