

PayPal Unveils New Brand Identity

PayPal Identity Launched With Modern, Mobile-First, Omni-Channel Approach

SAN JOSE, Calif.--PayPal has revolutionized the way people across the globe think about and use money. Today, PayPal announced transformational changes to its brand identity, including the unveiling of a new logo. The new look reflects PayPal's simplicity, convenience and security, redesigned for today's dynamic, mobile-first world. This is the first time PayPal has updated its identity since 2007.

"Our new brand identity goes far beyond an updated logo," said [David Marcus](#), PayPal's president. "We have aligned this with our first global brand campaign. We're setting a new expectation with our global consumers, developers and merchants: PayPal is redefining the future of money by putting people first. After all, money doesn't make the world go round, people do."

The brand identity, developed by award-winning design firm [fuseproject](#), brings excitement with simplified forms and fresher colors, while building on the recognition of the current logo and signature double "P" shorthand for PayPal. The new brand expression better represents the growing needs of the mobile, real-world and online businesses that use PayPal and the company's position as innovator. The look and feel are designed for a world moving from desktop and mobile today, to a future where almost any device can deliver payment.

New devices, from smart watches to connected eyeglasses, will one day let users transfer money from their wrists with one click or with literally the blink of an eye. This redesign creates a cohesive look and feel across the brand, affirming the trust consumers already have in PayPal. And because of its simplicity and flexibility it can be used anywhere, from smartphones to 72" TVs.

"PayPal is an iconic brand with equity well beyond its logo treatment," said Yves Behar, fuseproject's founder and CEO. "PayPal is innovative and dynamic, and people interact with it as they do with a consumer-focused brand. The new logo reflects the notion of a pioneer, and will prepare PayPal to lead the industry as the intuitive way to transact on all devices in a non-techy fashion."

The new identity is both modernized and more visually compact, connecting with consumers in a friendly and elegant way. Four key elements deliver a new level of dynamism and impact designed to help PayPal better engage with consumers around the world and across devices: a stronger wordmark of the word PayPal set in modified Futura type, a new monogram of PayPal's double Ps, more vibrant colors, and a dynamic angle graphic. The wordmark and the monogram together lock up for PayPal's new signature.

Elements used in the redesign emphasize:

- Connection
- Forwardness
- PayPal's position as a visionary company

Connection is a motivating principle behind the redesign – connection to money, to people and between people.

The font used features a softened edge to emphasize that PayPal is a human, approachable brand. While blue has always been used in the logo, new colors – a rich Indigo "Pay" blue and a vibrant "Pal" blue – were selected to look better in today's high-definition world.

The Ps in the monogram overlap to emphasize the connection between people when they use PayPal. The Ps are designed to reflect PayPal's progressive and innovative leadership, while providing more "pressability" in everyday use.

The other common theme of the redesign is forwardness; the words and letters remain in italic – like the former logo – to reflect a forward-looking, visionary company. Forwardness is also communicated through the dynamic angle graphic.

The new identity will be applied globally, online and to all of PayPal's core applications, including checkout buttons, apps, PayPal Here devices, marketing materials and sales collateral. It also will appear in PayPal's new

global brand campaign: “Powering The People Economy.” The multi-channel campaign will first be experienced in Germany, the United Kingdom, Australia and the United States and was developed by [Havas Worldwide](#).

For more information regarding the new identity visit <http://bit.ly/DMbrand> and brand campaign visit: <http://bit.ly/PPFbrand>

About PayPal

At PayPal, we put people at the center of everything we do. Founded in 1998, we continue to be at the forefront of the digital payments revolution, giving people direct control over their money. Through our innovations, we make life better for our over 148 million active accounts in 26 currencies and across 193 markets, processing more than 9 million payments daily. An eBay Inc. (NASDAQ: EBAY) company, PayPal is the faster, safer way to pay and get paid. The service gives people simpler ways to send money without sharing financial information, and with the flexibility to pay using their account balances, bank accounts or credit cards.

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