

Overarching Brand Colors

Primary and Secondary Palette

Primary Colors



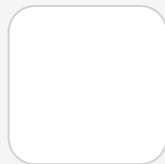
Pal Blue
#009CDE



Pay Blue
#0070BA



Blue 600
#003087



White
#FFFFFF



Blue Grey
#BAC1C6

Secondary Colors



PayPal Mustard
#FFC43A



PayPal Red
#F15239



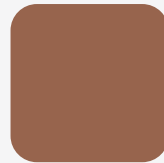
PayPal Green
#09AA89



PayPal Purple
#8C43AA



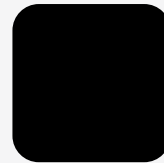
PayPal Pink
#E39AA7



PayPal Brown
#97644D



Grey
#808080



Black
#000000

Together Colors

Primary and Secondary Palette

Merchant

This world is predominantly blue and yellow to emphasize the PayPal brand.



Background Colors



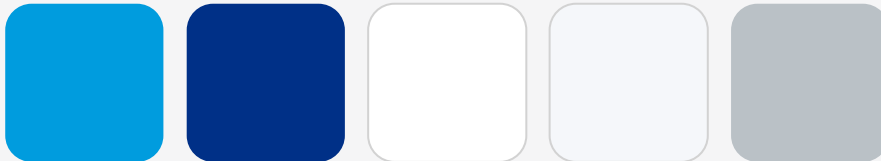
Secondary Colors
(colors for objects, characters and accents)



Tertiary Colors
(Used extremely sparingly for added visual interest)

Consumer

This world introduces additional colors to add variety, but stays anchored in PayPal blues.



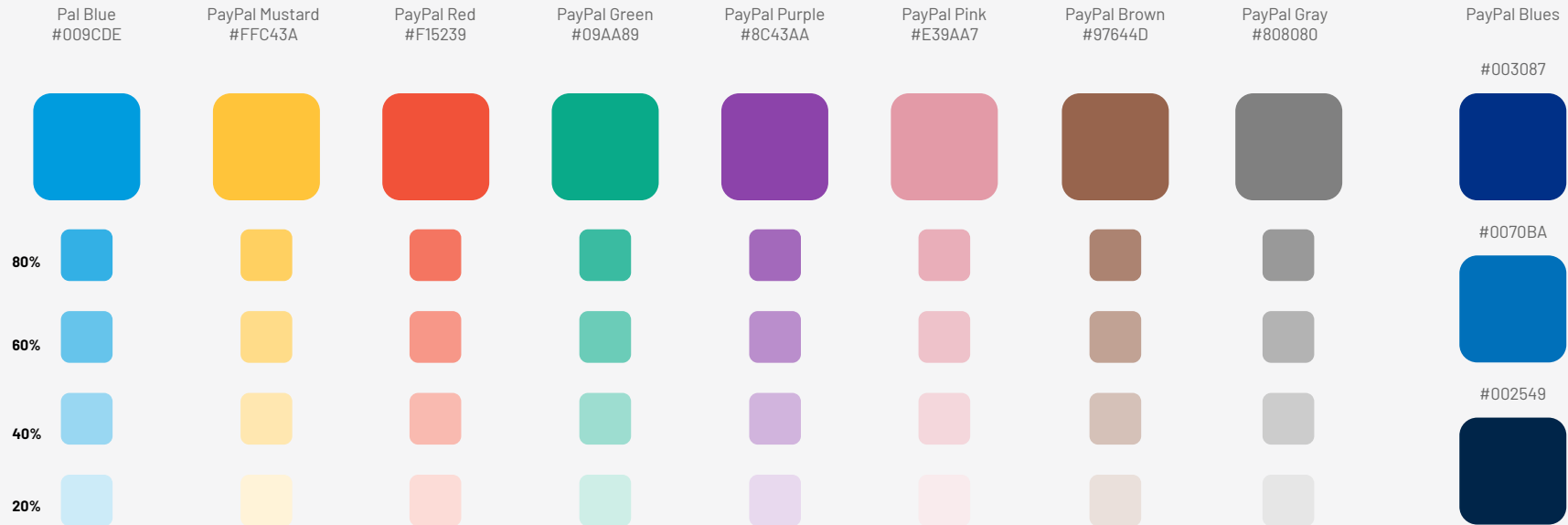
Background Colors



Secondary Colors
(colors for objects, characters and accents)

Together Colors Tonal Palette

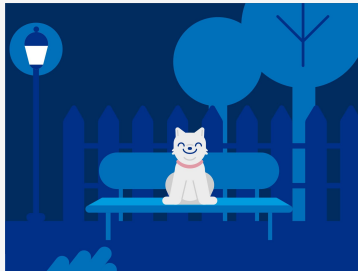
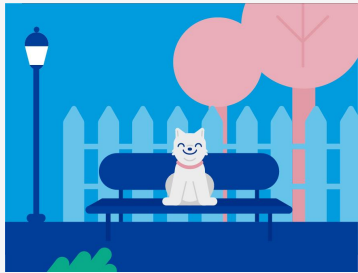
Tonal colors can be used to add depth, highlights, and shadows. This is good for creating layering and perspective within an environment.



Together Colors Background Examples

Background color options are purposefully minimal to add structure to our world. Blues are used for scenic executions, while white and grey should be used only for consumer product images.

Consumer



Scenic executions

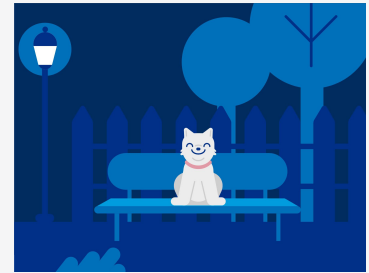


Product executions

Merchant



Day

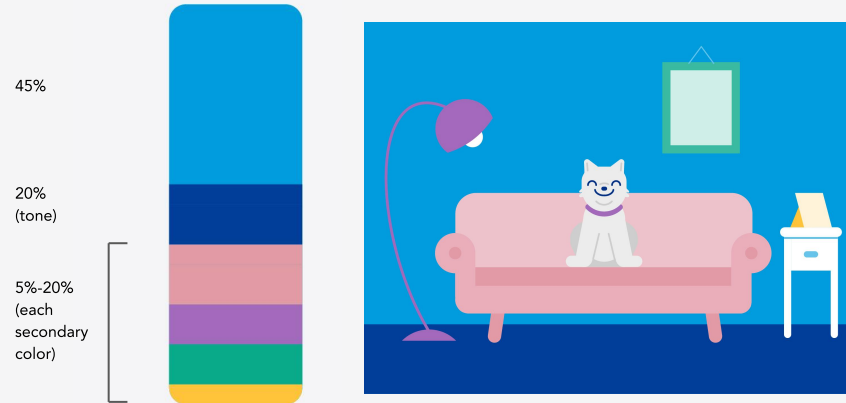


Night

Together Color Schemes

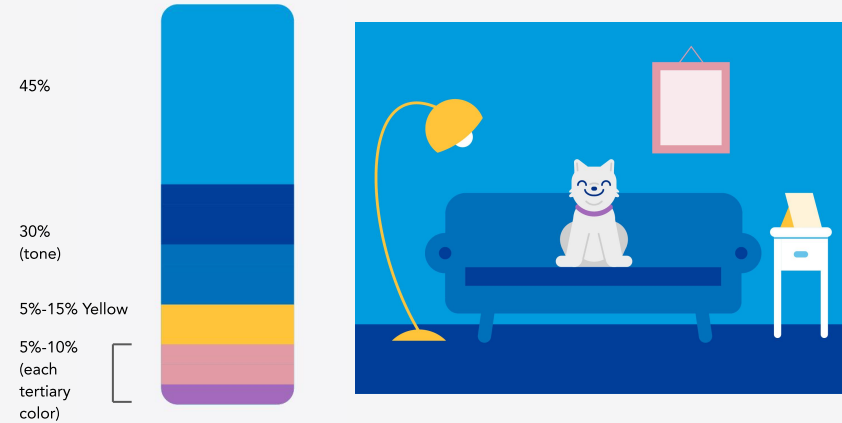
With such a wide and vibrant range of colors, it's tempting to use them all! To avoid busyness and add focus to each scene, use the guides for Consumer and Merchant color schemes below.

Consumer



Always include at least 30-40% blue

Merchant



Always include at least 60-70% blue

Color Contrast

The color schemes and hierarchies also help to guide contrast. Too little contrast can make a design illegible, as seen here. (This applies to tonal colors, too!)

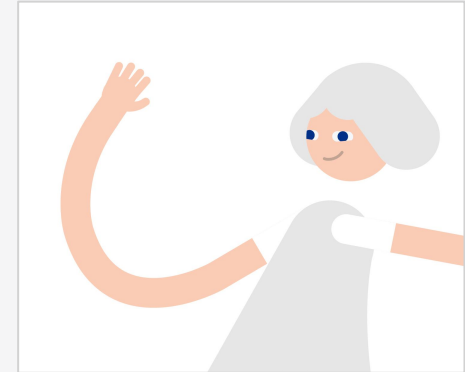
Example of good contrast



Examples of bad contrast



100% PayPal Blue and 100% PayPal Green



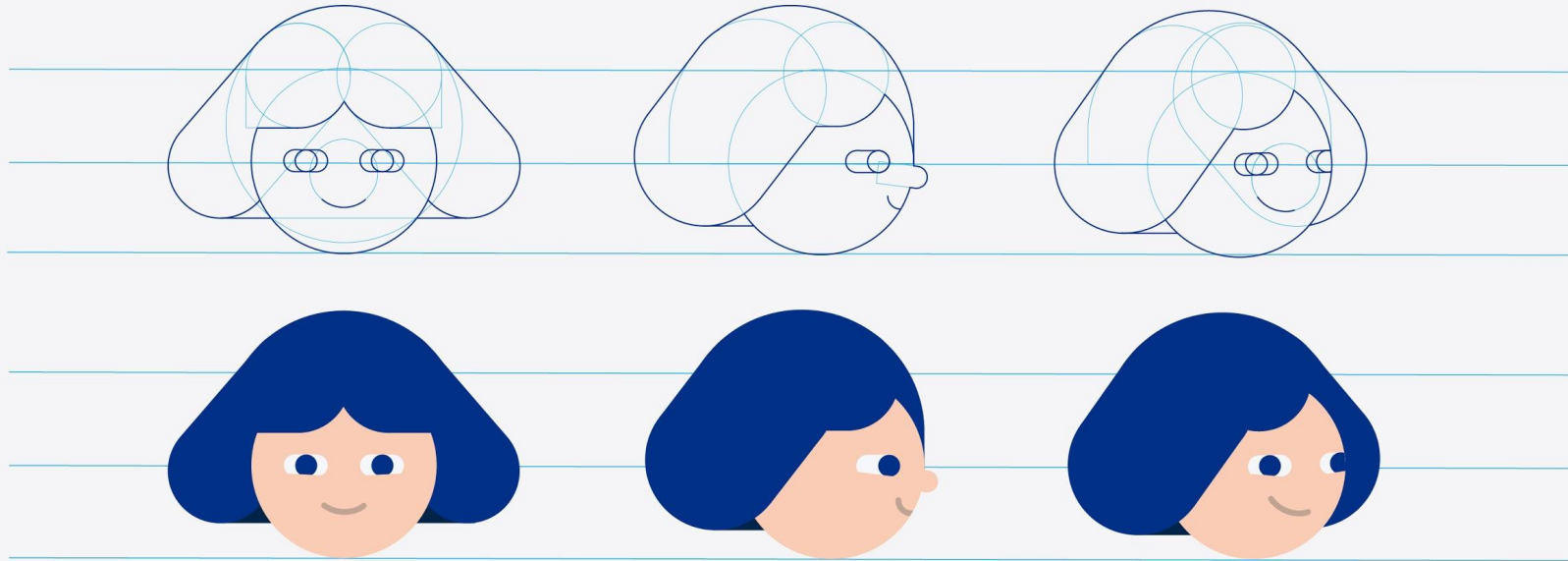
Grey and white

Character

Characters are the heart of the Together world. Even as they evolve to stay relevant and inclusive, their noodly shape and composition keep them rooted in the classic forms of the PayPal button.

Head Proportions

The head shape, form and scale should be consistent across all characters. Varying hairstyles and accessories in different shapes and sizes can add uniqueness and personality.



Eyes = vertically centered at $\frac{1}{2}$ of Head height
Mouth = baseline at $\frac{1}{4}$ of Head height

Eye width = $\frac{4}{17}$ of Head width
Eye Height = $\frac{2}{17}$ of Head height
Pupil = $\frac{1}{17}$ of Head
Space between eyes = $\frac{3}{17}$ of Head width

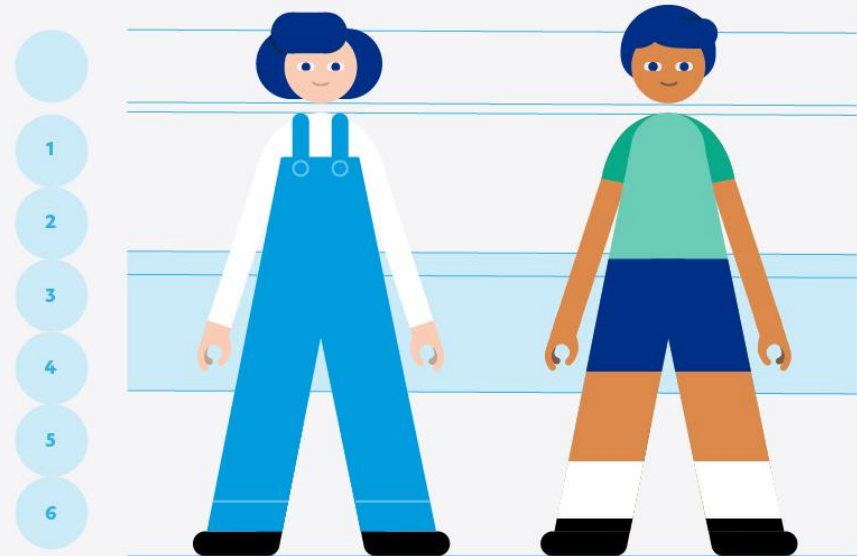
Character Proportions



Adult

Head size = Leg width
Arm width = $\frac{1}{5}$ of leg width
Arm length = about $\frac{1}{2}$ of the both height
Body height = 7-8 heads

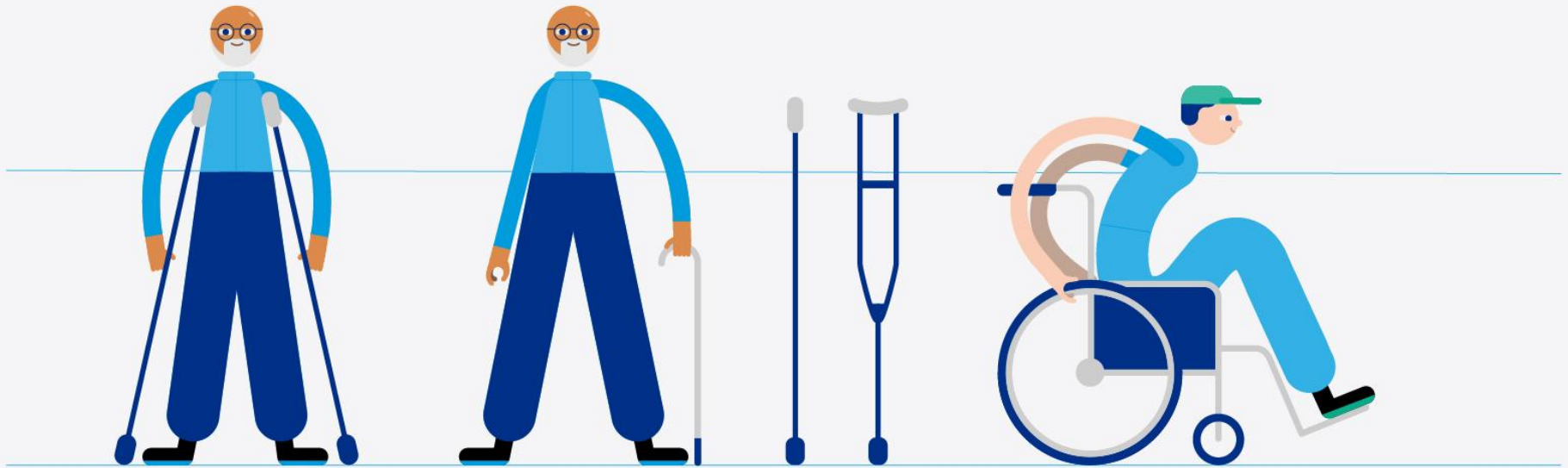
Neck spacing = $\frac{1}{7}$ of head height
Shirt = ends about $\frac{1}{5}$ of the body
Leg split = $\frac{1}{4}$ - $\frac{1}{2}$ of the body



Kid

Differently Abled

Adding devices such as canes, wheelchairs and crutches helps ensure a wider range of representation.



Skin Tones

Tones

HEX #FBCCB5



HEX #EFB17D



HEX #DC894A



HEX #B3755D



HEX #A2561D



HEX #73422F



Shadowed

HEX #C1A493



HEX #B38B67



HEX #9F6A41



HEX #7F5847



HEX #6D401D



HEX #4B2F23

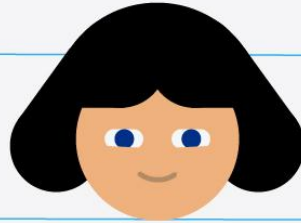


Hair Colors

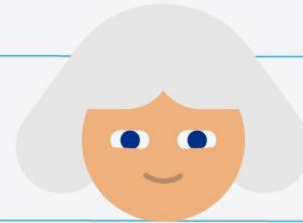
Blue
(primary)



Black
(alt)



Grey
(alt)

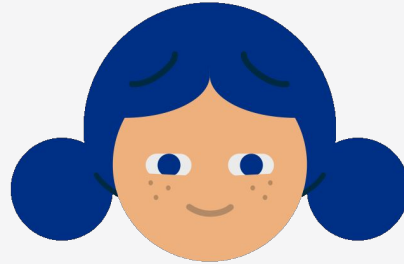


Colorful Mohawk
(fun)

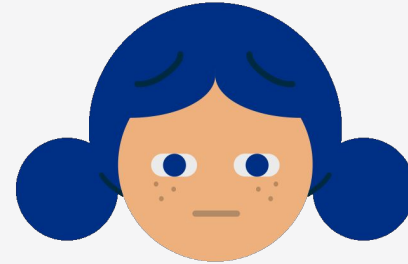
Facial Expressions



Crying



Laughing



Grinning



smile



big smile



neutral



sad



annoyed

Facial Expressions Don'ts

DON'T



Don't rotate eyes
Don't use organic shaped mouth



Don't use half circle mouth
Don't add teeth



Don't use organic line mouth

Hands

Hand gestures help add personality and specificity to a story. Contrasting colors or shadows on the hands should only be used to define finger shapes.



Hands Don'ts

The proportions of the hand and finger length should never change. Avoid using any hand positions that could be seen as offensive, i.e. middle finger extended.

DON'T



Don't make fingers
too long



Don't use complex hand
positions without needed
defining shadow

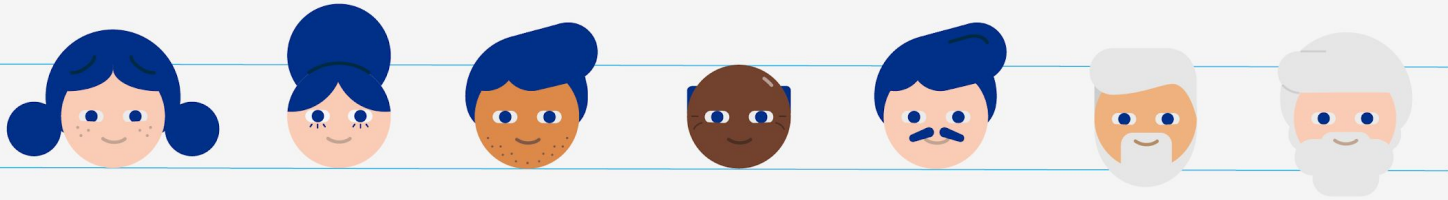


Don't taper the wrist

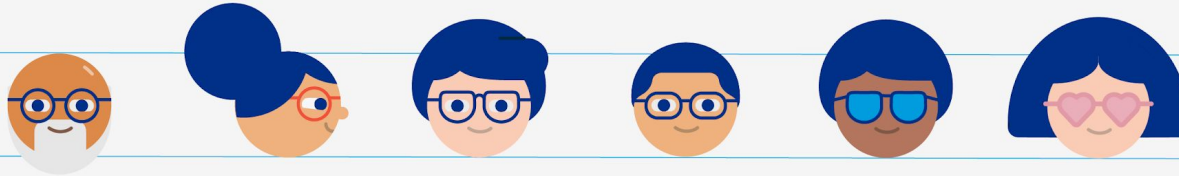
Face Accessories

Face accessories should only be used when they add to the story. Refrain from adding accessories that don't align with the brand such as tobacco products, scars, and all objects that could be considered contentious.

Facial
Features



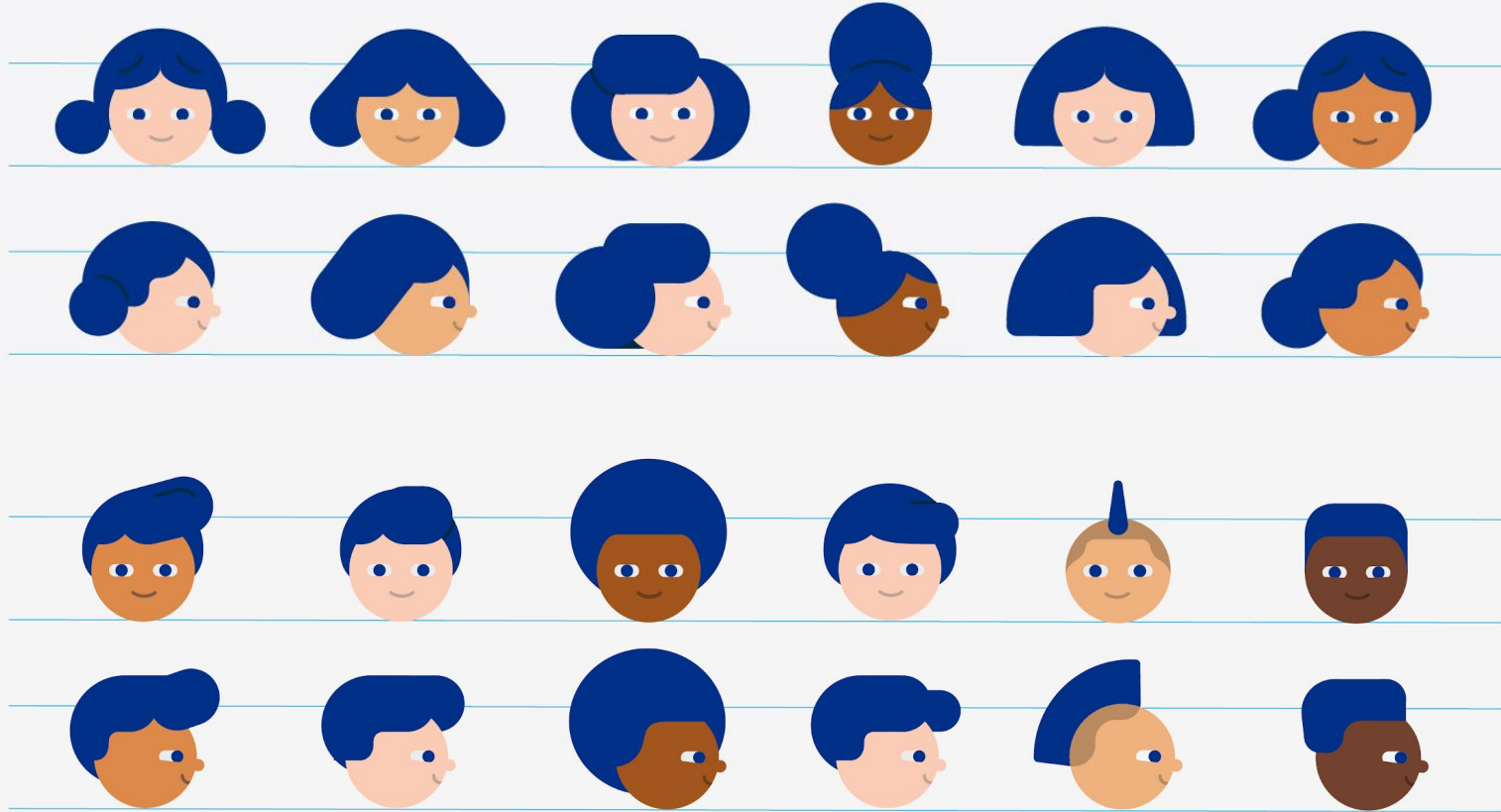
Eyewear



Head
Accessories



Hair Styles

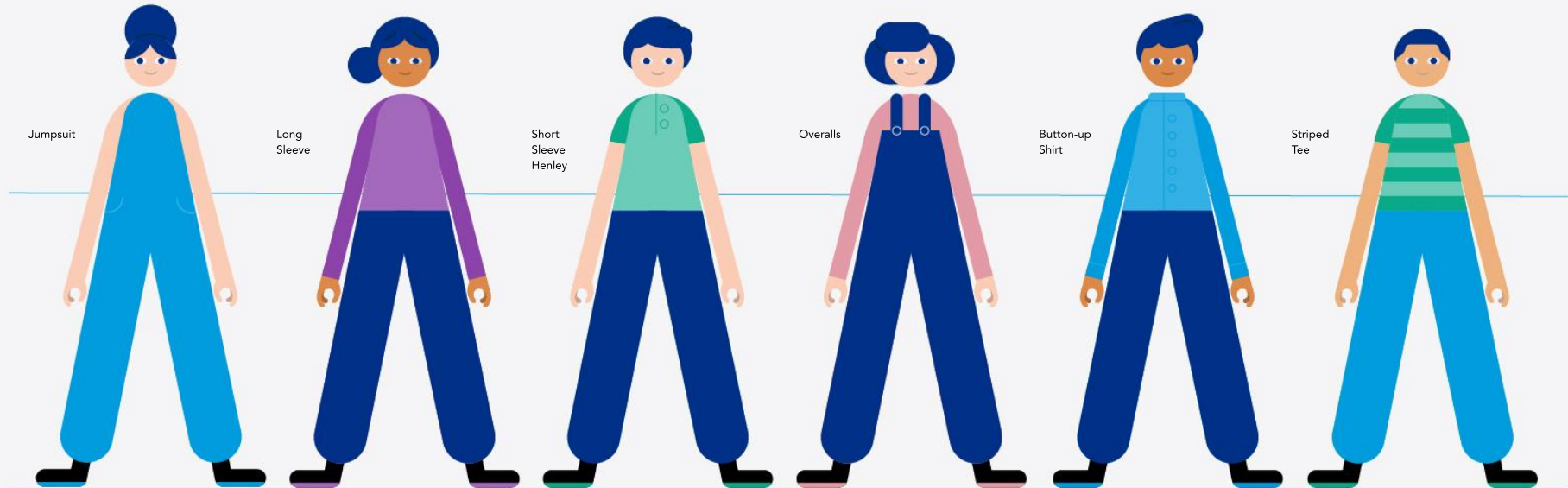


Clothing and Accessories

Clothing and accessories bring even more humanity and life to our characters. They can also help to add context, create movement, and highlight different products.

Clothing

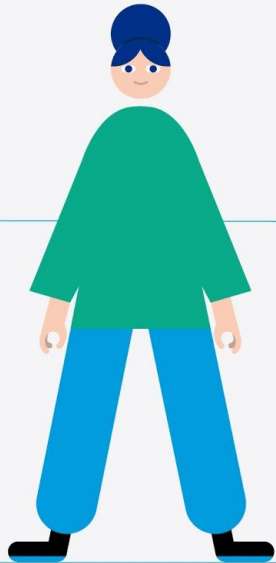
Clothing should always reflect contemporary, everyday fashion and the styles of our current world.



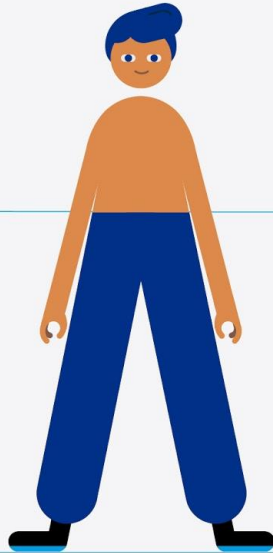
Clothing Don'ts

Refrain from using avant garde fashion choices as it may compete with the narrative of the story and could be misrepresented when localized. Other things to avoid include going shirtless, having words on clothing, and using clothing that does not fit the contours of the people.

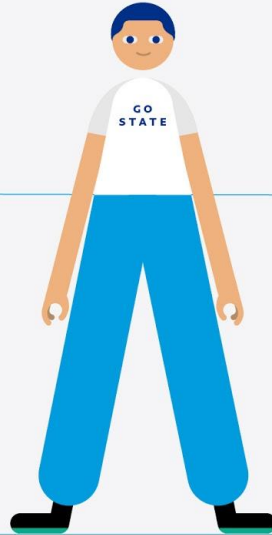
DON'T



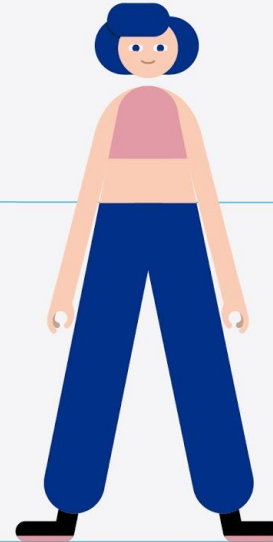
No Baggy clothes



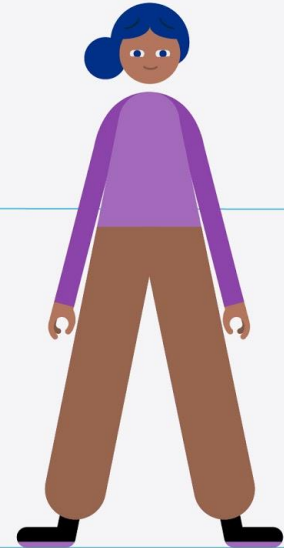
No Shirtless



No words on clothing



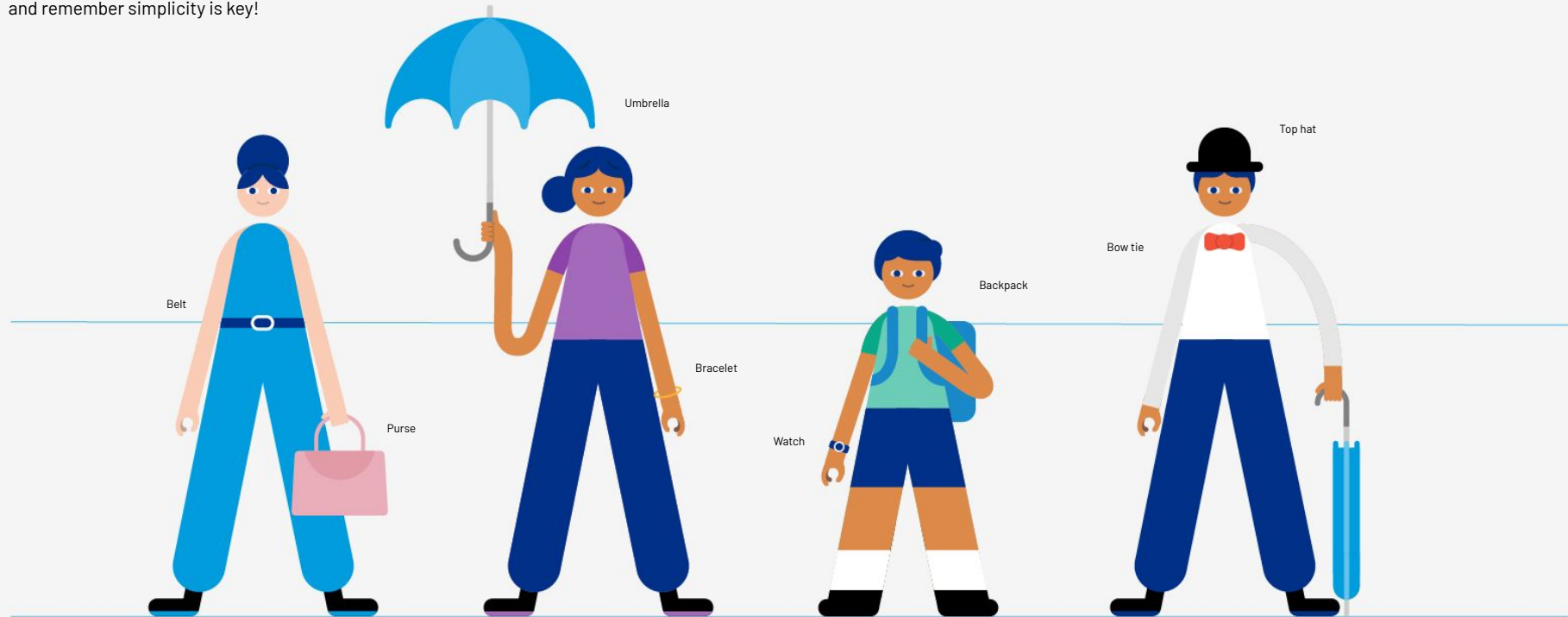
No tube tops



Make sure clothing has enough contrast

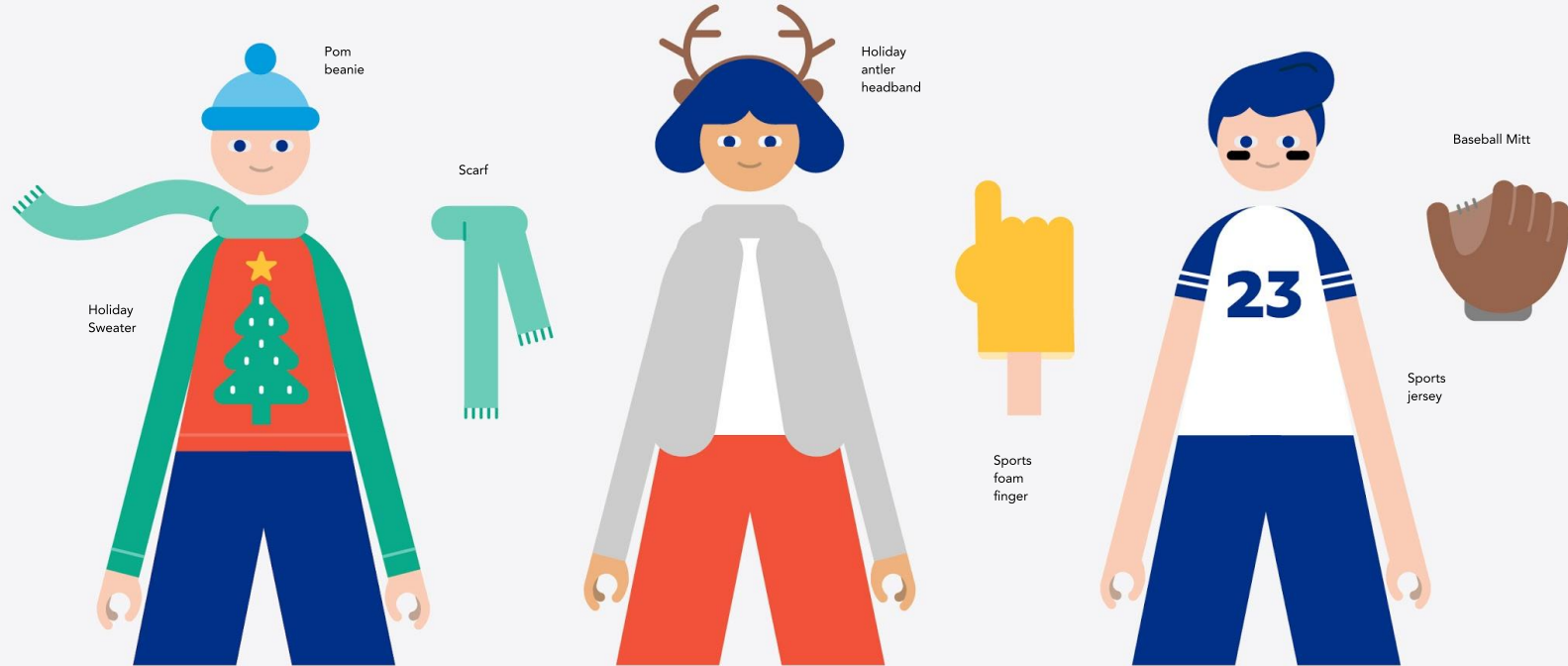
Clothing Accessories

Accessories can be used to add more context to a story or put focus on a specific product. Avoid over-accessorizing and remember simplicity is key!



Clothing Seasonal

Seasonal clothing should only be used when it visually or conceptually adds to the story.



Footwear



default



sneakers



flip flops



default
w/ bootcut pants



default hi-tops
(with socks)



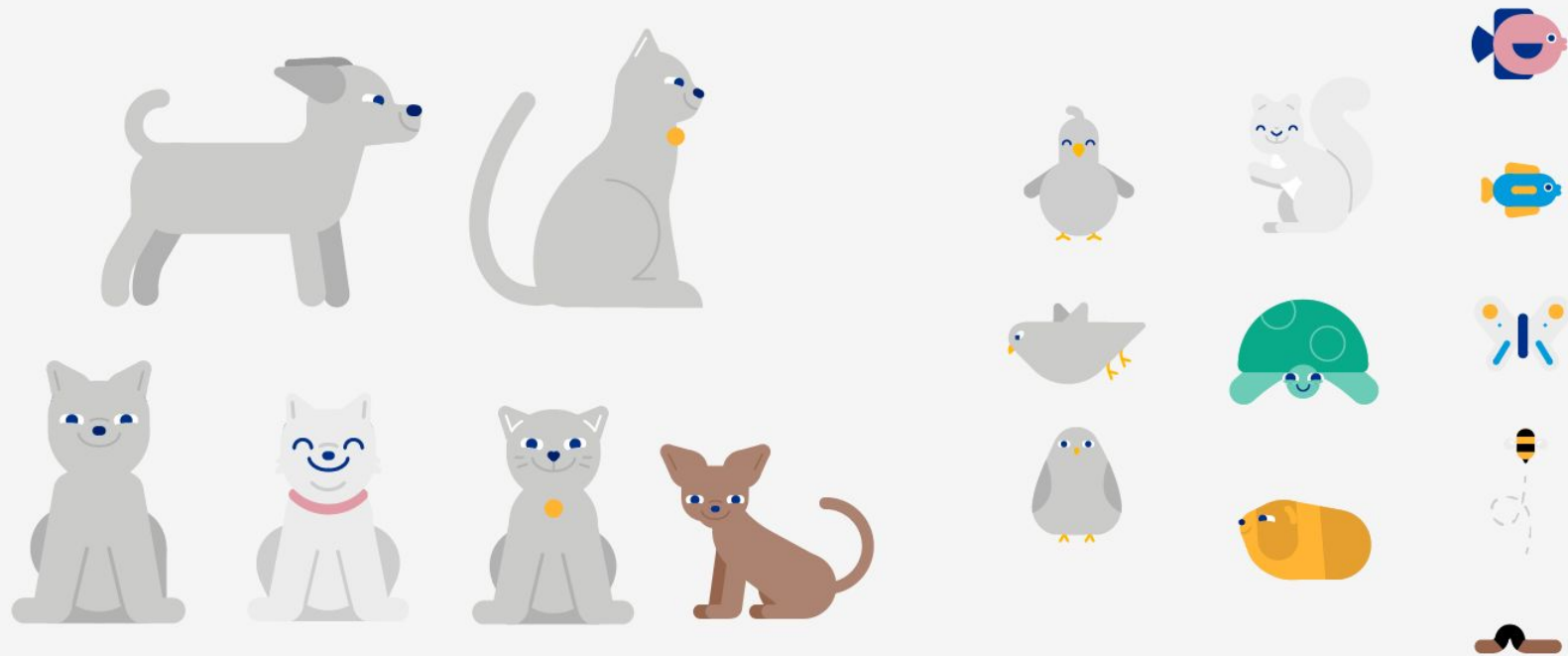
tall boots

Animals

We can't forget our favorite companions and critters! Our button-like look and feel can apply to animals, too, allowing us to bring in dogs, cats, birds, turtles, and more.

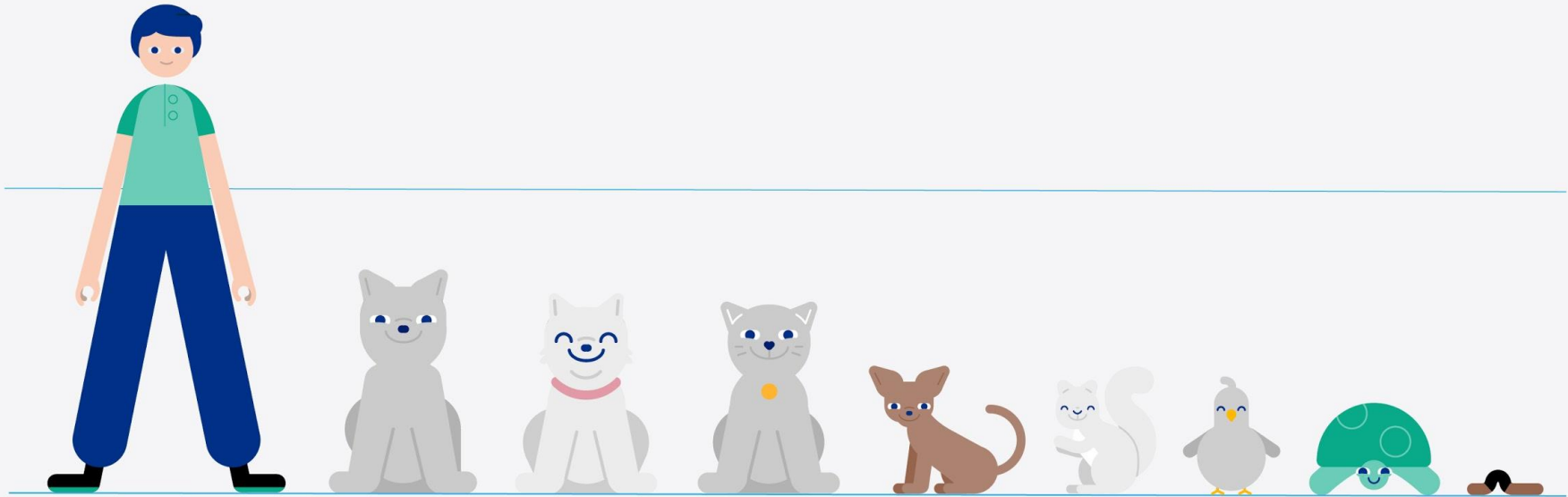
Animals

Using button-like shapes and limiting details, we can create recognizable characters that feel cute and a little whimsical.



Animal Scale

Animals should be scaled according to the height of an adult human. Animals can vary in size by 15%.

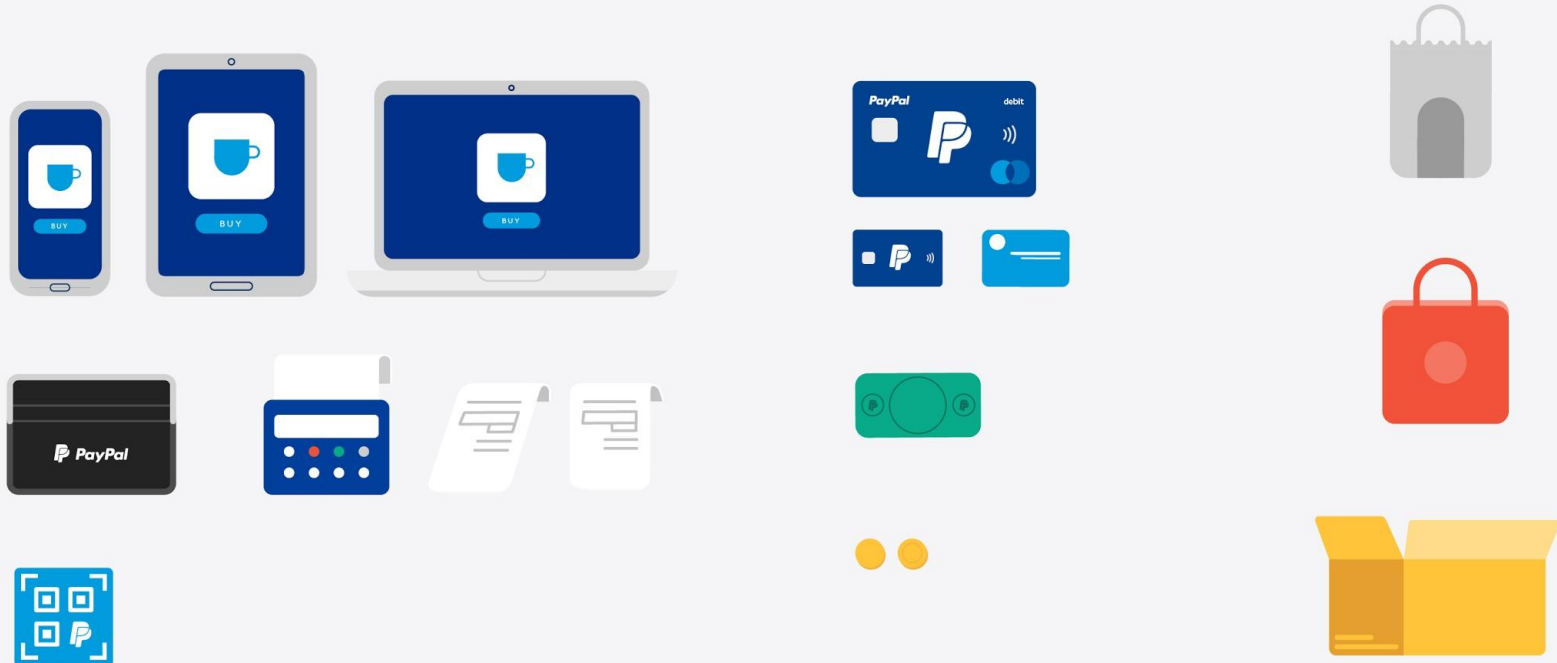


Items

Giving our characters items to interact with is a simple, effective way to tell stories that can be understood at a glance. It also lets us help depict products in a way that feels organic to the scene.

Tech elements | WIP

By creating a library of familiar product elements, we can add specificity to our scenes, show simplified UX in devices, and communicate brand benefits clearly. For global legibility, currency should be used without symbols and numbers.



Household items and food

Household goods are great storytelling devices. Familiar items with minimal details tend to work best and can scale appropriately. Please avoid using polarizing objects like firearms, drugs, and religious items.

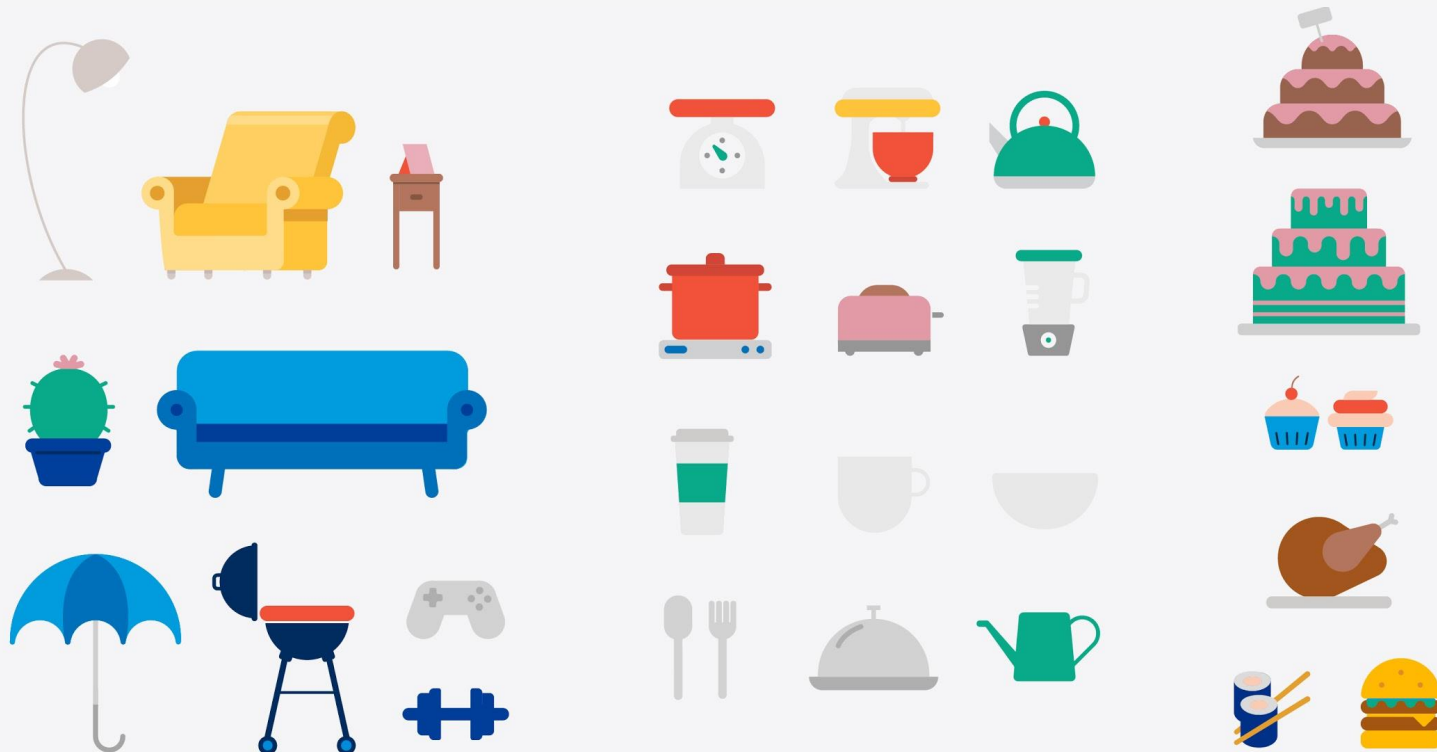


Illustration examples - Purchase Items

Purchase Items showcase products or inventory. They should be used sparingly to add energy and dimension to the story, helping make a connection to either a functional or emotional benefit of using PayPal.

Shopping tags can be added to purchase items in a shop or sell setting to add context to the story (especially in a merchant asset).

Refer to our Illustration Guidelines:

You can either use the UI/Icons that are in our toolkit, or you can create your own using our guidelines.

Examples of Purchase Items

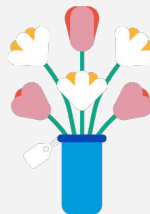


Illustration examples - PayPal Products/Services

PayPal Products/Services can be illustrated to visually represent an action that our subject is taking using PayPal.

UI should always be contained within a rounded white square and locked up with the PayPal button as shown.

Types of UI elements:

Transactional: Used to show the exchange of funds or interaction of consumers & merchants.

Services: Used to show a specific PayPal service.

Benefits: Used to show the benefits attained by using PayPal's services.

Refer to our Illustration Guidelines:

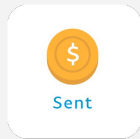
You can either use the UI/Icons that are in our toolkit, or you can create your own using our guidelines.

Transactional



PayPal

Transaction



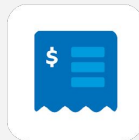
PayPal

Send Money



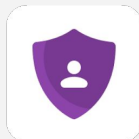
PayPal Cash Card

Services



PayPal

Invoicing



PayPal

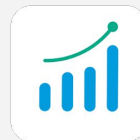
Seller
Protection



PayPal

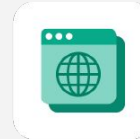
QR Reader

Benefits



PayPal

Sales Increase



PayPal

Reach Global
Sellers