

# PayPal Certified Developer Logo Guidelines

## Overview

These guidelines govern the use of the PayPal Certified Developer logo created specifically for use by third parties to indicate membership in the PayPal Certified Developer program. The logo may be used only by member companies or individuals that have completed certification and are covered under PayPal's Certified Developer certification program agreement.

The guidelines are meant to provide a technical understanding of the logo. Following the specifications and standards outlined here will ensure a consistent and strong brand presentation.

This document does not cover use of the PayPal logo by itself. The PayPal logo should not be used in conjunction with this program.

## Program logo & usage



Developers must meet specific requirements to become a PayPal Certified Developer. By using the mark shown above, certified developers can effectively communicate their relationship with PayPal and underscore the important work they do in helping build the PayPal community.

### Usage notes:

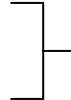
- Always use the approved logo provided by PayPal.
- Do not recreate or alter any of the elements in the logo. This includes changing the logo proportions, typeface or colors; adding shadows or background elements to the logo; change elements or location of any of the elements within the logo.
- The logo may not be incorporated into any other logo or graphical element and no additional language or design features may be added to the mark.
- The logo should not be distorted in any way.
- The logo should not be used on a patterned, dark, or busy background.

# Size

**Standard size for online:** 75 pixels in length and 49 pixels in height.  
**Standard size for print:** 1.5 cm (0.6 inches) in height. The logo scales proportionally.

Minimum size refers to the smallest size at which the PayPal Certified Developer logo may be reproduced and still maintain legibility.

**Minimum size for online:** 50 pixels in length and 33 pixels in height.  
**Minimum size for print:** 0.9 cm (0.4 inches) in height. The logo scales proportionally.



Online standard size: 49 pixels in height  
Print standard size: 1.5 cm in height  
(Note: Logo not to scale)



Online minimum size: 33 pixels in height  
Print standard size: 0.9 cm in height  
(Note: Logo not to scale)

# Clear space

Clear space is the area around the logo. It helps the logo stand out and prevents text and other graphic elements from competing with it.

The minimum amount of clear space around the PayPal Certified Developer logo equals the height of the letter "P" in the logo. It's essential that the clear space remain clear of all graphics, identities, photography, and typography.



# Color modes & file formats

Using the correct color mode and file format is critical to successful logo implementation. Colors used in printing do not have exact equivalents in the electronic world. If you don't use the right format for the application, the logo colors will look incorrect. Different file formats allow for different levels of size manipulation. Below are some key points to help you choose the best file to use.

## Color modes: CMYK vs. RGB

**CMYK**, also known as "four-color," is the color mode used for print and other non-electronic applications.

**RGB** is the color mode used for electronic applications (Web, PowerPoint, Word, etc.).

Please refer to the PayPal Brand Guidelines document for logo color definition and other general logo guidelines and usage.

## File formats: EPS vs. JPG

Logos saved as **EPS** files remain sharp when they're resized. Designers generally prefer this format. You can resize EPS files (and save the resized file without losing image quality) only in Adobe Illustrator.

Logos saved as **JPG** files should only be sized down, not up, as they get fuzzy when enlarged. They're fine for electronic use (Web, PowerPoint, Word, etc.) and for laser printing. If you need a JPG image of a specific size, it's best to create the image at the correct size in EPS and then convert the file to JPG.

JPG files are always RGB, but EPS files can be either CMYK or RGB. The PayPal Certified Developer logo files are clearly labeled with both color mode and file format.

Please note:

# Third-party usage

Use of the PayPal Certified Developer logo implies endorsement or sponsorship of your business offering. For this reason, it's essential that any marketing materials containing the PayPal Certified Developer logo that fall outside of the guidelines below are reviewed by PayPal Marketing before they're produced or distributed. Email [developer@paypal.com](mailto:developer@paypal.com) for approval.

## Approved placement

- Your website
- Corporate data sheets
- Business proposal
- Company demos
- Event banners
- Your company's window dressing/cling
- Advertising for services relating to the program
- On shirts, bags, and other similar materials that also bear your company's logo
- On business cards.

Please note: if placed on the front of the card, the Certified Developer logo must be no larger than one-half inch wide (1.0 cm), and must appear below your name and/or logo. The following disclaimer must also appear on the front or back of the card, in type no smaller than 8 points: "I am not an employee or agent of PayPal."

If the logo is placed on the back of the card, it must not exceed 1 inch (2.0 cm) in width. The following disclaimer must also appear on the front or back of the card, in type no smaller than 8 points: "I am not an employee or agent of PayPal."

In all cases, the PayPal Certified Developer logo must appear in a secondary position to your logo (see Page 6) and have the appropriate white space surrounding it (see Page 3).

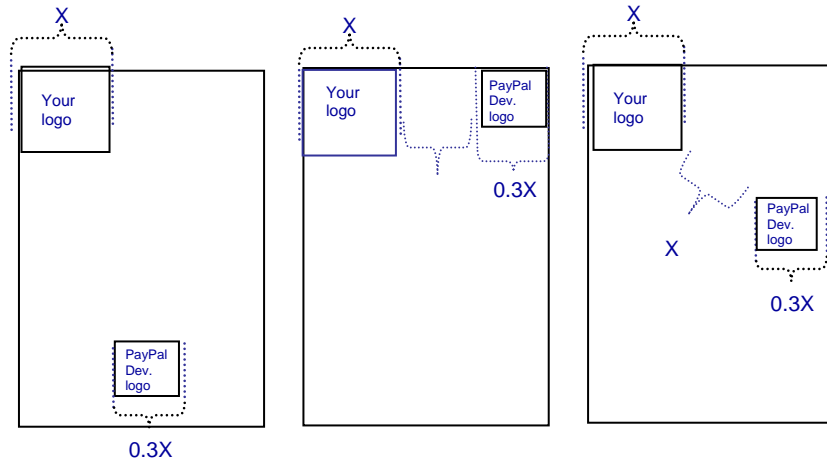
- Your customers' websites (including customers' checkout flow)
- Resumes
- Company sign/lightbox
- Anywhere not explicitly listed above

## Placement NOT Allowed

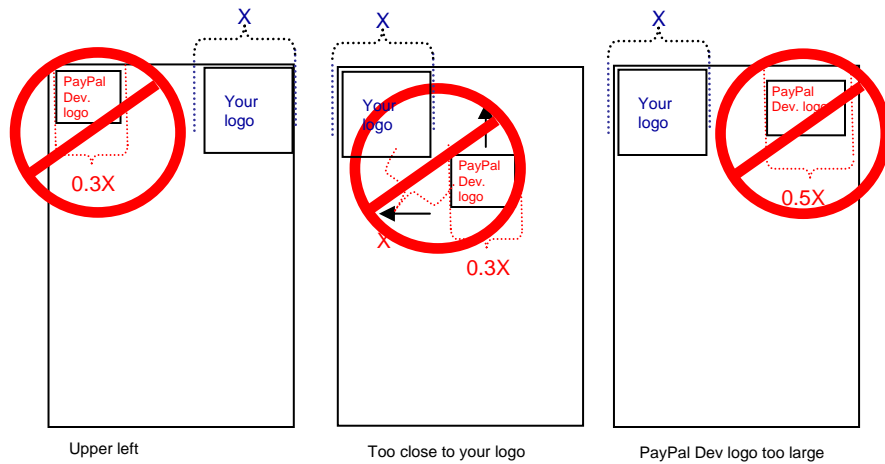
# Placement relative to your logo

You may alter the size of the program logo to correspond to the size of the medium. The PayPal Certified Developer logo should be placed in a secondary position to your own logo, and should be no more than 30% of its size. It should not occupy the top left position on a page. There should be enough distance between your logo and the PayPal Certified Developer logo so that they look like separate graphics (the space between the two logos should equal the size of your logo). See examples below (Note: not drawn to scale):

Allowed →



Not Allowed →



# Writing

Details are important.

- In the written form of the name, "Developer" is singular.
- The initial letters of "Certified" and "Developer" should always be capitalized.

**PayPal Certified Developer**

**Approved form**

**PayPal Certified Developer Solutions**

**PayPal CD**

**Common mistakes**

**PayPal CERTIFIED Developer**

**PayPal certified Developer**

# Appendix A: for PayPal Global Marketing and creative use

## Global adaptation of logo

When possible, PayPal Marketing should maintain global consistency in the use of the logo provided in this document. When the word “Certified” must be translated, use the following guidelines:

- Leave a space the size of the “C” in Certified on each side of the word. (On the standard-sized logo, this is 12 pixels).
- If the translation of the word Certified (or the word Developer) exceeds 9 letters, the length of the mark should be increased to accommodate the word (height may remain the same). Modify the standard-sized logo, not the minimum-sized logo, when adjusting the size to accommodate the translation. The minimum size of the translated logo should be kept in proportion and should not be less than 33 pixels in height (0.9 cm/ .4 inches for print).
- All other elements of the logo, including color, shape, design, proportions, etc., should remain the same. Do not use drop shadows or other style elements.

Arial, Bold, All Caps, Hex 003366



Arial, Regular, Hex 003366