

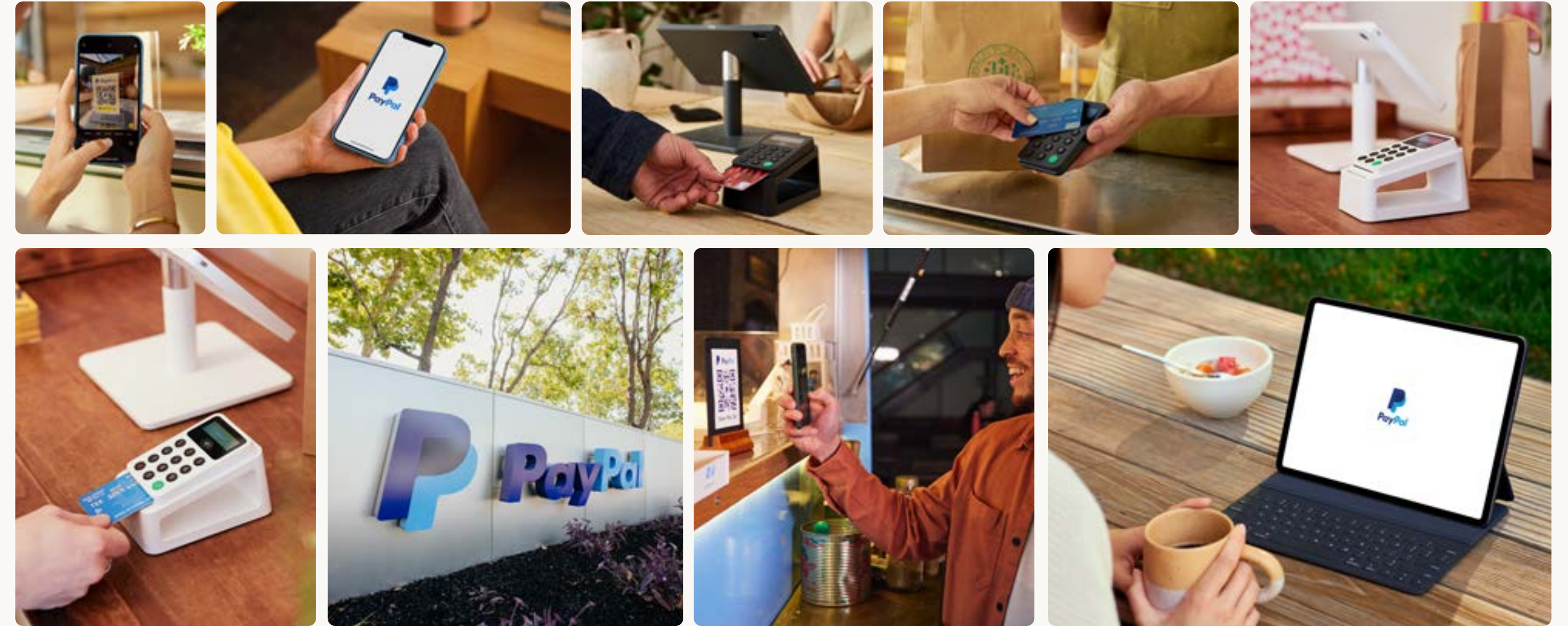
Brand Identity Quick Guide

PAYPAL



<p>● LEFT BLUE</p> <p>HEX: 003087 RGB: 0/48/135 CMYK: 100/88/6/0 PMS: 287C 286U</p>	<p>● RIGHT BLUE</p> <p>HEX: 0070E0 RGB: 0/112/224 CMYK: 79/48/0/0 PMS: 285C 2194U</p>	<p>● MIDDLE BLUE</p> <p>HEX: 001C64 RGB: 0/28/100 CMYK: 100/94/23/17 PMS: 2758C 2748U</p>	<p>● GOLD</p> <p>HEX: FFD140 RGB: 255/209/64 CMYK: 0/16/85/0 PMS: 128C 128U</p>
<p>● SLATE</p> <p>HEX: 001435 RGB: 0/20/53 CMYK: 98/87/46/60 PMS: 533C 282U</p>	<p>○ OFF-WHITE</p> <p>HEX: FAF8F5 RGB: 250/248/245 CMYK: 1/1/2/0 PMS: 663 663U</p>	<p>○ WHITE</p> <p>HEX: FFFFFFFF RGB: 255/255/255 CMYK: 0/0/0/0 PMS: -</p>	

PHOTOGRAPHY



ZETTLE

US



<p>● LEFT BLUE</p> <p>HEX: 003087 RGB: 0/48/135 CMYK: 100/88/6/0 PMS: 287C 286U</p>	<p>● RIGHT BLUE</p> <p>HEX: 0070E0 RGB: 0/112/224 CMYK: 79/48/0/0 PMS: 285C 2194U</p>
<p>● MIDDLE BLUE</p> <p>HEX: 001C64 RGB: 0/28/100 CMYK: 100/94/23/17 PMS: 2758C 2748U</p>	<p>● SLATE</p> <p>HEX: 001435 RGB: 0/20/53 CMYK: 98/87/46/60 PMS: 533C 282U</p>

Outside US



<p>● MAGETIC BLUE 80</p> <p>HEX: 192550 RGB: 25/37/80 CMYK: 100/90/39/36 PMS: 289C</p>	<p>● LILAC 50</p> <p>HEX: A18EF0 RGB: 161/142/240 CMYK: 47/47/0/0 PMS: 272C</p>
<p>○ WHITE</p> <p>HEX: FFFFFFFF RGB: 255/255/255 CMYK: 0/0/0/0 PMS: -</p>	

VENMO



<p>● VENMO BLUE</p> <p>HEX: 008CFF RGB: 0/140/255 CMYK: 74/43/0/0 PMS: 2727C</p>

HONEY



<p>● HONEY PRODUCT ORANGE</p> <p>HEX: F26C25 RGB: 242/108/37 CMYK: 0/68/96/0 PMS: 165</p>
<p>● HONEY JOYFUL ORANGE</p> <p>HEX: FF8B4E RGB: 255/139/78 CMYK: 0/59/81/0 PMS: 164</p>
<p>○ SERENITY BLUE</p> <p>HEX: E5F0FA RGB: 229/240/250 CMYK: 15/4/0/0 PMS: 642</p>
<p>○ SMART YELLOW</p> <p>HEX: FFF7DB RGB: 255/247/219 CMYK: 1/1/29/0 PMS: 7499</p>