



DESIGN THE PAYMO CARD.

Your design could be the card on everyone's phone.
Six rules, then it's yours. Read them, make
something great, and send it in.



THE SIX RULES

Visa has rules for every card that carries its logo. These are the ones that matter to you, made simple. Break one and we can't use your design.

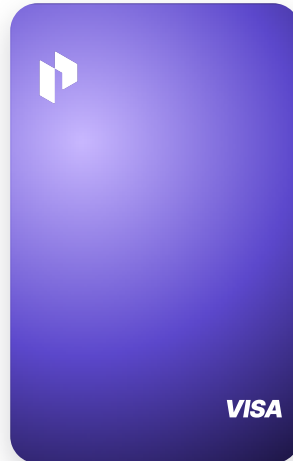
1

Design for the card's shape.

Landscape, 1536 × 969 pixels (the same shape as a bank card). Fill it edge to edge. We round the corners, so keep nothing important right at the edge.



✓ Landscape, fills the card

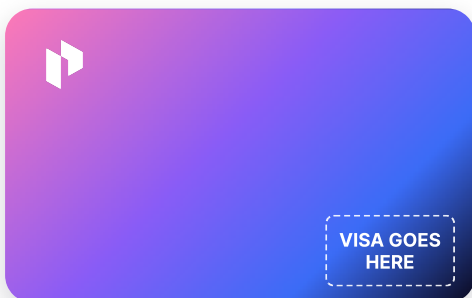


✗ Portrait or other sizes

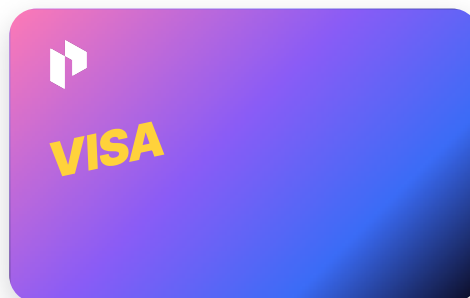
2

Leave the Visa corner to us.

The bottom-right corner is where the Visa logo goes, and we put it there for you. Don't draw it, move it, recolour it, stretch it or put anything on top of it.



✓ Bottom-right left clear



✗ Visa logo moved, recoloured, tilted

3

Keep that corner calm.

The Visa logo has to be easy to read. Behind it, use a plain or softly changing colour that is clearly darker or lighter than the logo. Save the busy patterns for the rest of the card.



✓ Bold art, calm corner

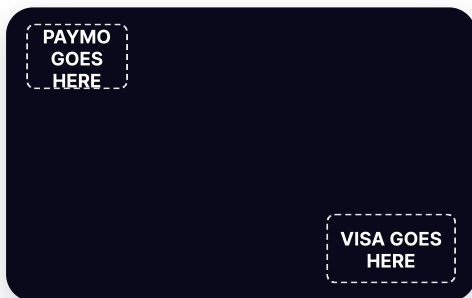


✗ Logo lost in the pattern

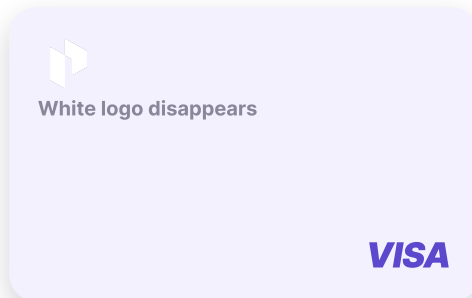
4

Leave room for Paymo.

The top-left corner is for the Paymo logo. We add it too. Just keep that corner clear enough for a white logo to stand out.



✓ Both corners left for us



✗ Top-left too pale for the logo

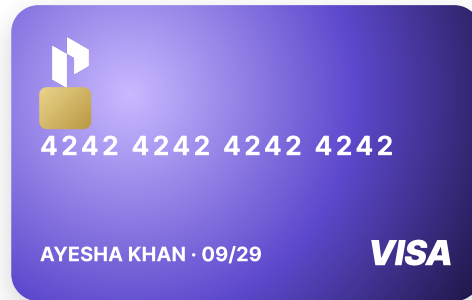
5

No card details.

Leave out card numbers, names, expiry dates, the chip and the contactless symbol. The app shows your card details itself. Design the art, nothing else.



✓ Just the art



✗ Numbers, name, chip drawn in

6

Only your own work.

Everything on the card must be made by you. No other brands or logos (including banks, wallets and other card networks), no cartoon characters, no famous people, nothing copied from the internet. Nothing offensive, political or religious.



✓ Your own shapes, colours, drawing



✗ Someone else's logo or character

SENDING IT IN

SIZE

**1536 × 969 px or larger,
landscape**

FILE

PDF, PNG or JPG, up to 10 MB

PER FILE

One design

ENTRIES

As many as you like

-
- 1 Make your design using the six rules. Anyone can enter.
 - 2 Go to **paymo.com.pk/#design** and tap **Submit your design**.
 - 3 Add your name, email and WhatsApp number, upload your file, and send it.
 - 4 We'll go through every entry and choose one. If it's yours, we'll message you.
-

Every card that carries the Visa logo has to be approved by Visa, so we may adjust colours or placement on the winning design to meet Visa's rules. By entering, you confirm the design is your own work. If your design is chosen, it becomes the Paymo card: Paymo owns it, and you are credited as its designer.