



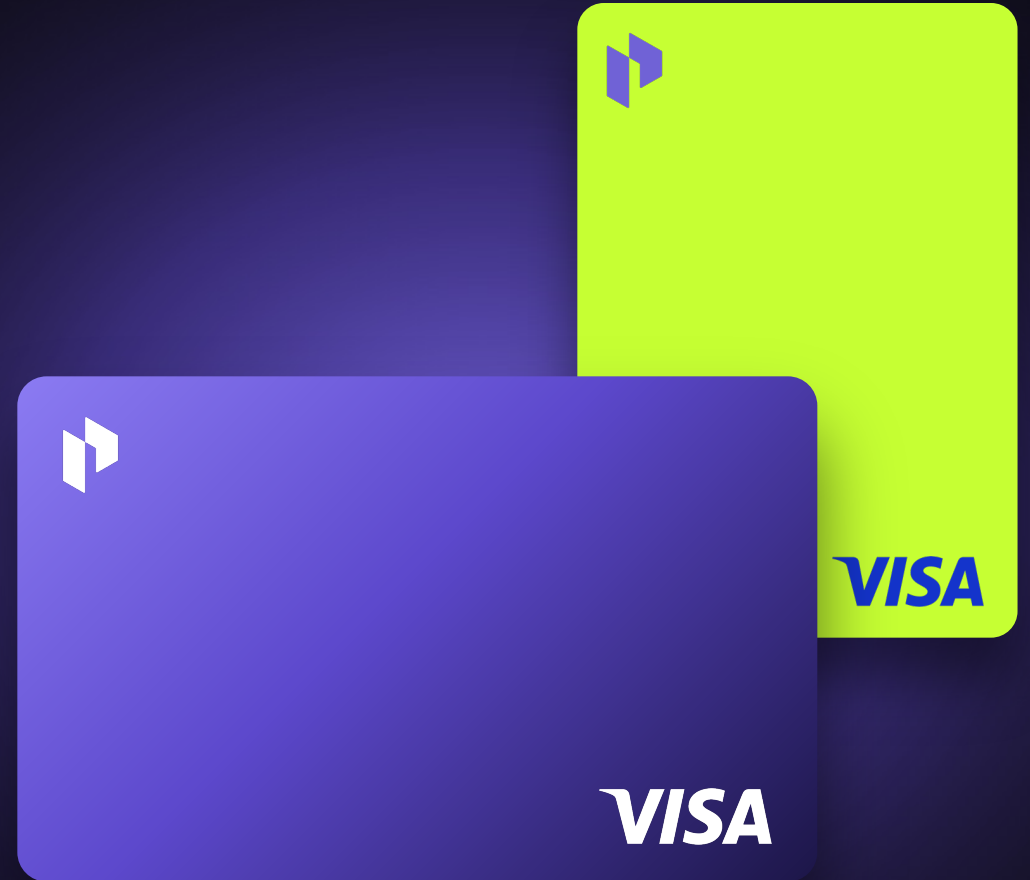
CARD DESIGN CONTEST · 2026

Design the Paymo card.

One design. Every Paymo card.
Your name on it.

Deadline: 31st Oct, 2026

Guidelines & downloads inside



Every card in your wallet was designed by someone.

You've just never been told who. This one tells everyone.

Paymo is opening its card to the people who will carry it. Design the art, tell us the story behind it, and if yours is chosen it becomes the Paymo card, with a design credit to you on every one we issue.



Credit placement shown for illustration.

WHAT THE WINNER GETS?

One design. Every card.

The rarest credit in design: your work
in millions of wallets, every day.

01

Your art on the card

The winning design becomes the official Paymo card, in the app and on every card we issue.

02

Your name on every card

Each card carries a design credit to you.

03

Winning Prize

PKR 50,000 for the time you put to design the card

04

Your work, seen

Shortlisted designs go up on the Paymo website for the community vote.

START WITH A STORY

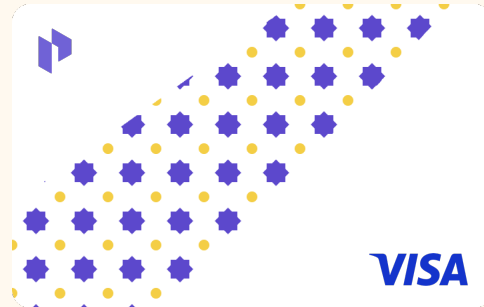
Great cards carry a story.

Pakistan's banknotes carry its monuments, so every note says something about where it comes from. Your card should say something too. Pick a root and build from it.



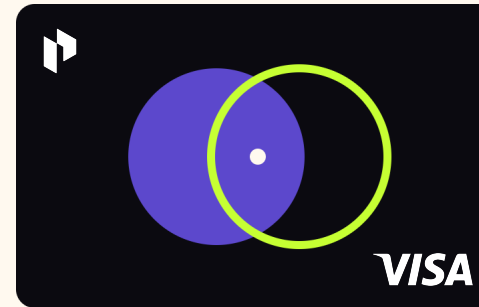
History

Places, eras and moments that shaped us.



Culture

Craft, pattern, music and food: the things we share.



Human insight

A truth about people and money, made visible.



Abstract

Colour, form and feeling, with a clear idea underneath.

HOW IT WORKS?

From idea to every card.

1

Read & download

These guidelines, the logos and the card templates.

Now

2

Design

Your art and the story behind it.

3

Submit

Upload at paymo.com.pk/#design before the deadline.

31st October 2026

4

Shortlist

Our jury picks the strongest entries.

5th November, 2026

5

Community vote

Shortlisted designs go up on paymo.com.pk for votes.

15th November, 2026

6

The winner

Announced, approved by Visa, and made into the card.

18th November

The rules.

Nine of them. Follow every one and your design can go on a real Visa card.

-
- 01 Pick your canvas
 - 02 Leave two corners to us
 - 03 Keep the corners calm
 - 04 No card details
 - 05 Only your own work
 - 06 No other brands
 - 07 Keep it respectful
 - 08 Using AI tools
 - 09 One design per file
-

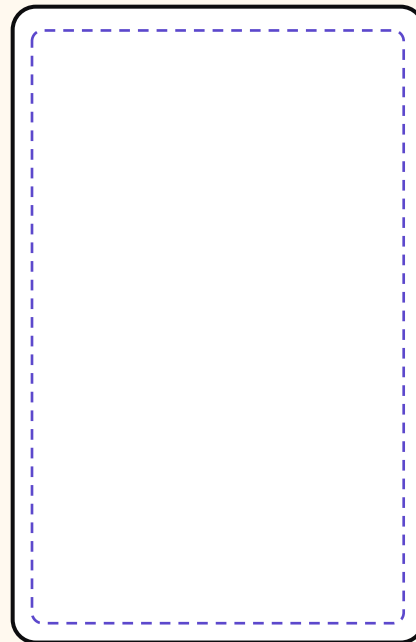
RULE 01

Pick your canvas.

Landscape or portrait. Both are welcome.



Landscape • 1536 × 969 px



Portrait • 969 × 1536 px

MINIMUM SIZE

1536 × 969 px, or 969 × 1536 px portrait

BEST FOR PRINT

3072 × 1938 px or larger

SAFE AREA

Keep key detail 72 px from every edge (at 1536 px wide). Fill the art right to the edge.

CORNERS

Leave them square. We round them.

FILE

PNG, JPG or PDF • RGB • up to 10 MB

RULE 02

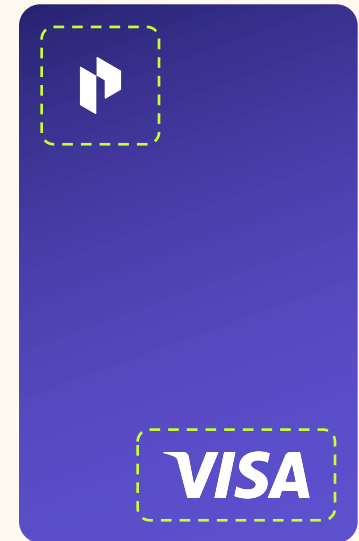
Leave two corners to us.

We add the Paymo mark top-left and the Visa Brand Mark bottom-right, at the sizes Visa approves. Keep both areas free of anything important.

The card templates mark both areas, and where the chip sits on the physical card.



Landscape



Portrait

RULE 03

Keep the corners calm.

Both marks must be easy to read. Behind each one, use a plain colour or a gentle gradient that is clearly lighter or darker than the mark. Save the bold stuff for the rest of the card.



✓ Do: bold art, calm corners



⚠ Don't: marks lost in a busy pattern

Rule 04 - 09

Keep it clean, original and yours.

04

No card details

No numbers, names, expiry dates, chip or contactless symbol. The app shows those.

05

Only your own work

Everything on the card is made by you. Nothing copied, traced or downloaded.

06

No other brands

No logos or names of banks, wallets, card networks or other companies. No cartoon characters or famous people.

07

Keep it respectful

No political or religious messages, and nothing offensive.

08

Using AI tools

Use of AI is permitted. However, we don't take sloppy AI generated artwork.

09

One design per file

Enter as many designs as you like, each as its own file.

HOW TO SUBMIT

What to send.

1 Your design

PNG, JPG or PDF · 1536 × 969 px or larger · up to 10 MB · no logos

2 A title

Give your card a name.

3 Your story

Up to [150] words: what inspired the design and what it means.

4 About you

Full name, email, WhatsApp number and city.

SUBMIT AT

paymo.com.pk/#design

Deadline [31st October , 11:59 PM PKT]

Entries As many as you like

Who can enter anyone

Submit your design →

HOW WE'LL CHOOSE

Four things we look for.

01

The story

Is there a real idea, rooted in culture, history or a human truth?

02

The craft

Does it look finished, balanced and intentional?

03

Card-ready

Does it follow the rules, read well at card size and sit well with both marks?

04

Worth carrying

Would people be proud to pull it out and pay with it?

THE PROCESS

Jury shortlist



Community vote



Visa approval



Winner announced

Working with Visa.

Every Paymo card carries the Visa Brand Mark. The next two pages sum up how it appears on the card, based on Visa's card design guidelines.



The Visa Brand Mark.

The Visa logo in blue, slanted, sans-serif font, centered within a white rounded rectangle.

Visa Blue, on light backgrounds

The Visa logo in white, slanted, sans-serif font, centered within a purple rounded rectangle.

White, on dark backgrounds

Visa also allows black, silver and gold versions. We choose the right version for each design. You never need to place it yourself.

Where it goes

Visa allows the upper-left, upper-right or lower-right corner of the card front. On the Paymo card, it sits lower-right.

Either orientation

Visa allows vertical cards as well as horizontal ones, so portrait designs are welcome.

No printed details

Visa cards can be issued without a printed number, expiry or CVV. Paymo shows those in the app.

Visa approves it

Every card design with the Visa Brand Mark is approved by Visa before issue, so we may adjust the winner.

Never change the mark.

Use only the official files from the downloads page, exactly as supplied.



✓ Do: Visa Blue on light



✓ Do: white on dark



⚠ Don't rotate it



⚠ Don't distort it



⚠ Don't recolour it



⚠ Don't lose the contrast



⚠ Don't put it on busy art



⚠ Don't add effects

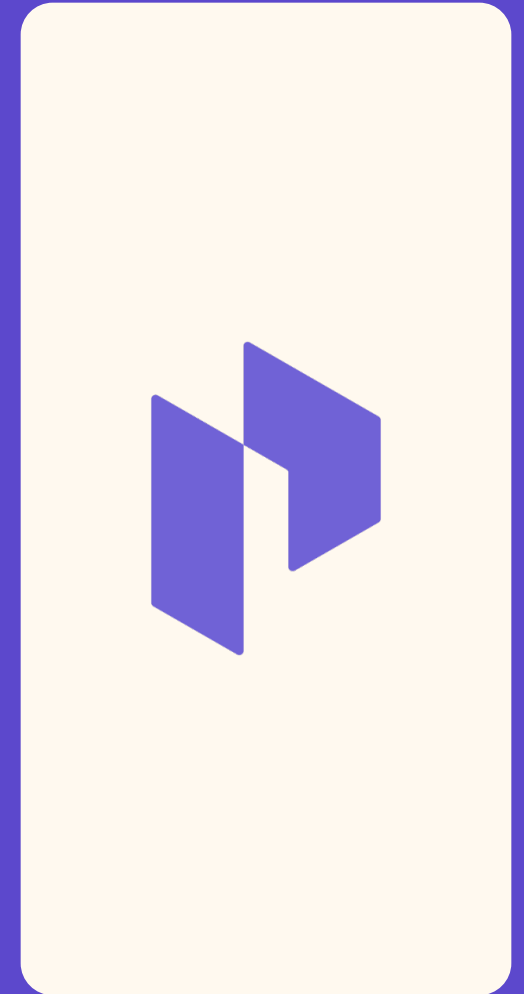
THE PAYMO MARK

Ours goes top-left.

- 01 We place it for you, at the right size.
- 02 Use the download to preview your design, then send your art without it.
- 03 Don't redraw, recolour, rotate, stretch or add effects to it.
- 04 Keep the top-left corner calm so it reads clearly.



White, on dark or colourful art



Violet, on light art

DOWNLOADS

Everything you need.

Use the logos only to preview your design. Send your art without them.



Paymo Brand Resources

Download ↓



Visa Brand Resources

Download ↓

Official files only. Please don't use logos found elsewhere online.

THE SMALL PRINT

Before you enter.

Who can enter

Literally anyone.

Deadline

31st October, 2026 | 11:59 PM | Late entries are not considered.

Originality

By entering, you confirm the design is entirely your own work and does not infringe anyone else's rights.

Ownership

If your design is chosen, it becomes the Paymo card. Paymo owns it, and you are credited as its designer.

Visa approval

Every card that carries the Visa Brand Mark must be approved by Visa, so we may adjust colours or placement on the winning design.

Sharing entries

We may share shortlisted designs on Paymo's channels, always credited to their designers.

Logos

Send your art without the Paymo or Visa marks. We add both.

Questions

Write us at team@paymo.com.pk



Make it yours.

Submit at paymo.com.pk/#design

Submit your design →

