

Visa Installments Brand Guidelines

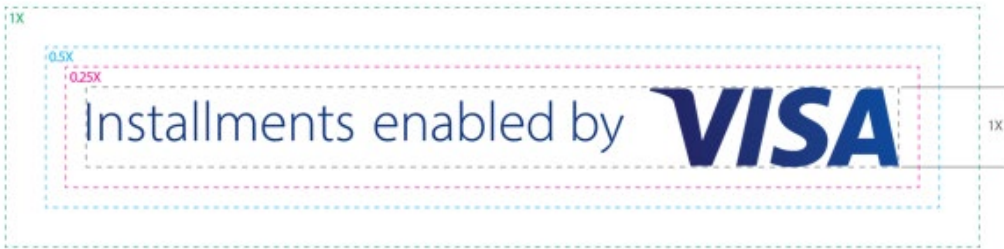
Enabled by Visa

Clear Space

2-line lockup



1-line lockup



- The preferred minimum clear space is 1X the height of the Visa Brand Mark all around the lockup, indicated by green dashed outline.
- When space is limited, such as on merchant websites, the minimum clear space is 0.5X all around the lockup, indicated by blue dashed outline.
- For extremely limited space, such as on mobile applications, the minimum clear space is 0.25X all around the lockup, indicated by red dashed outline.
- Do not use the lesser clear space minimums whenever 1X all around the lockup can be applied.
- Always ensure the lockup is legible. When the 2-line lockup is not legible at the size applied, use the 1-line lockup instead.

Color



Visa Blue Gradient for use on white backgrounds.



Black for use on white to medium backgrounds.



Visa Blue for white to medium backgrounds.



White for medium to dark backgrounds.

Do Nots



Do not crop, distort, or change proportions of the lockup.



Do not insert photo, pattern, or other graphic into the lockup.



Do not place the lockup on busy background, making the lockup not legible.



Do not recreate the lockup, always use the artwork as provided.



Do not outline the lockup.

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Rendu possible par Visa

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Rendu possible par **VISA**

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Rendu possible par **VISA**

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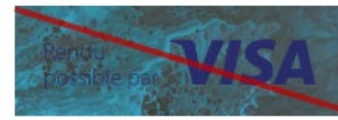
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Do not

Visa Installments Brand Guidelines

English and French Dual Language

English and French dual language lockup

Installments enabled by **VISA**
Rendu possible par

Lockup construct

