

April 2022

# Visa Brand Mark and Payment Device Design Features

This guide illustrates the Visa Brand Mark currently used on physical Visa cards, as well as alternative card design features and placement, and digital brand applications.

## Visa Brand Mark and Product Identifier on Visa Payment Products

### Visa Brand Mark and Product Identifier Color Options



New vibrant Visa Blue



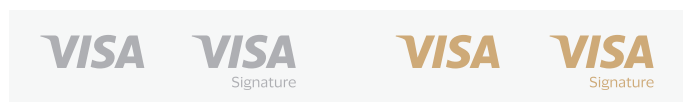
White



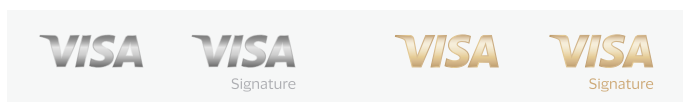
Black (monotone usage)



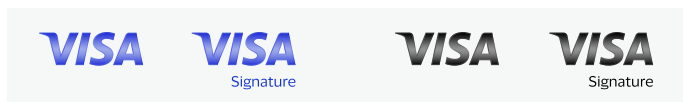
New vibrant Visa Blue and white



Silver or gold foil or silk screen printing



Silver or gold foil PVBM, printed silver or gold product identifier



New vibrant Visa Blue or black foil PVBM, printed vibrant Visa Blue or black product identifier



PMS 280 C

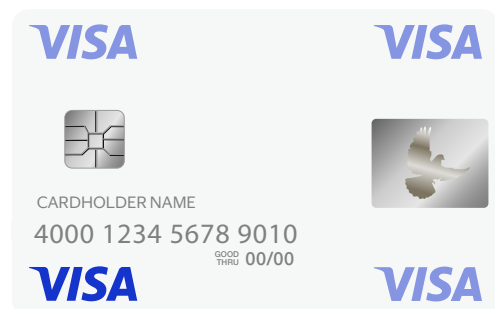
PMS 280 C and white

The Visa Brand Mark (VBM) must be displayed on Visa cards. The VBM may be applied in the colors shown: the new vibrant Visa Blue, white, PMS 280 C, silver, gold, and black. The Premium Visa Brand Mark (PVBM) is allowed in silver, gold, blue, or black. The VBM with the white rectangular staging device, as well as the VBM with the streamlined white staging device, may also appear.

**Effective September 30, 2027, the VBM printed in PMS 280 C blue and the VBM with the rectangular staging device, shown below, will no longer be in market.**

## Account Information on Front of Card

### Standard Visa Card Design – Card Front



Account information may be embossed or printed on standard horizontal card designs  
Account information may be printed on the card front or back

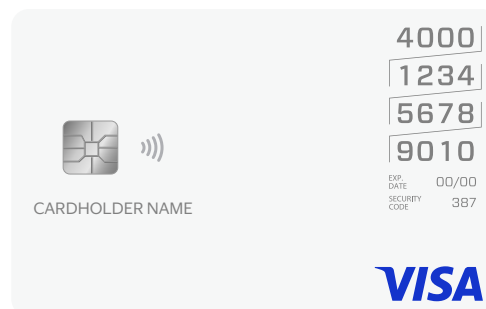
Chip appears on the card front when present

Cardholder name printed on the card front or back

Silhouetted Dove hologram, Mini Dove hologram, or Dove Design Hologram (shown at left) may appear on the card

Visa Brand Mark may appear in any corner of the card; Visa Brand Mark may appear on card back in some instances

### Visa Quick Read Card Design – Card Front



4000  
1234  
5678  
9010  
EXP. DATE: 00/00  
SECURITY CODE: 387



# Visa Brand Mark and Card Design Features

## Account Information on Front of Card – Embossed and Unembossed Cards (continued)

### Standard Visa Card Design – Card Back



Magnetic stripe may be standard or a custom color

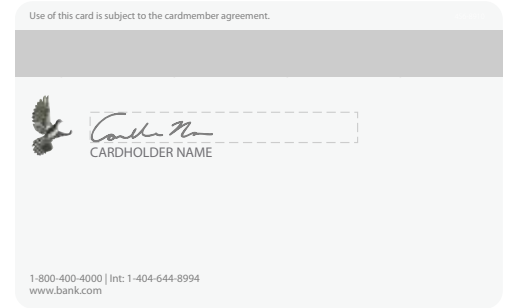
On standard design, 3-Digit security code (CVV2) appears on the signature panel, on a white box to the right of the signature panel, or printed on the card background

Signature panel may or may not appear on card

Silhouetted Dove hologram appears on the front or back

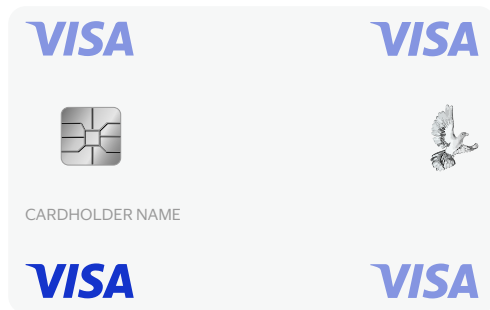
On Quick Read designs, cardholder name must be printed under digital signature or signature panel, if present

### Visa Quick Read Card Design – Card Back



## Account Information on Back of Card – Unembossed Cards Only

### Standard and Visa Quick Read Card Design – Card Front

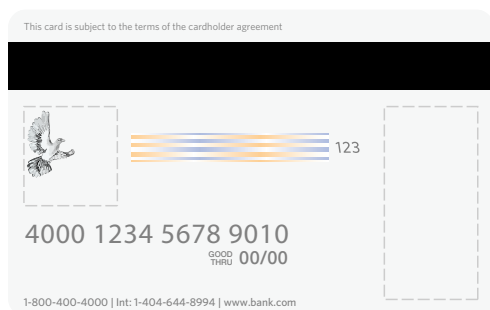


Hologram may appear on either the front or back of the card

Cardholder name may be printed on the front or back of the card

Visa Brand Mark may be placed in any corner of the card on unembossed cards; Visa Brand Mark may appear on the card back in some instances

### Standard Visa Card Design – Card Back



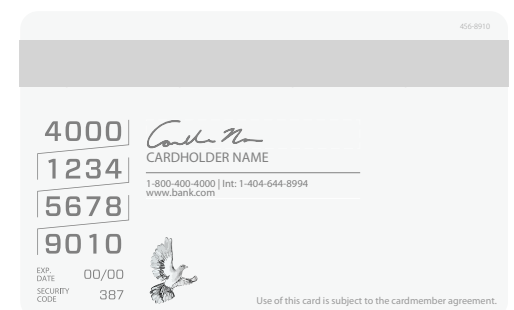
Quick Read account information may be printed on the card back

Silhouetted Dove hologram is displayed on the front or back of the card

Cardholder signature, signed on the signature panel, if present, or in digital format

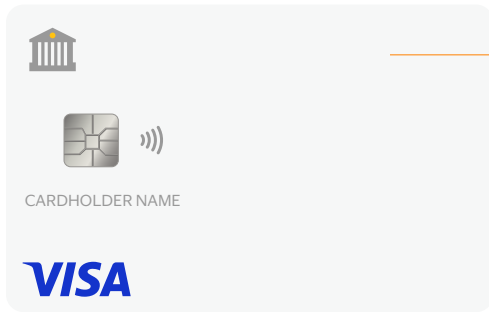
On Quick Read designs, cardholder name must be printed under digital signature or signature panel, if present

### Visa Quick Read Card Design – Card Back

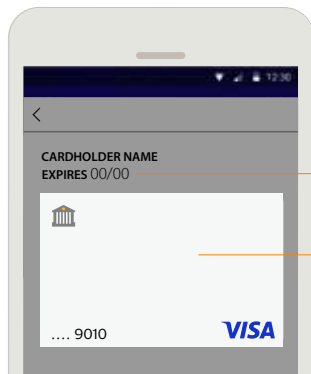


# Visa Brand Mark and Card Design Features

## Visa Card Without Account Information



Some Visa cards may be issued without an account number, 3-Digit CVV2 code, or expiration date, provided it is supplied in the digital application on the cardholder's device



Some Visa card images may appear without an account number, 3-Digit CVV2 code, or expiration date; account information is supplied in the digital application on the cardholder's device

## What's New

- Visa Brand Mark appears in a new vibrant Visa Blue color
- Premium Visa Brand Mark can be blue or black, as well as silver or gold, on all card products
- Visa Brand Mark with rectangular staging device will not be in market, effective September 30, 2027
- Visa Brand Mark with the new streamlined staging device will be available for print on demand cards

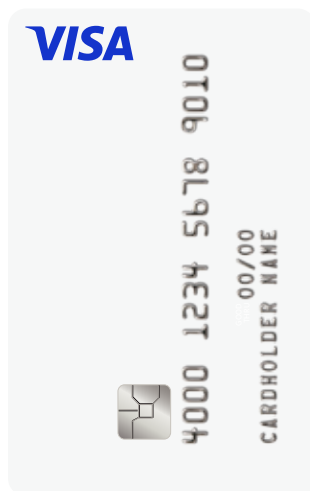
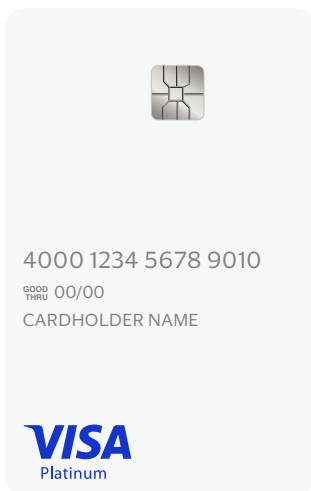
## What's the Same

- ✓ Visa Brand Mark may appear in any corner of the card front, provided it doesn't interfere with the account information
- ✓ Cardholder name may appear on either the front or back of the card
- ✓ Signature panel may or may not appear on the card
- ✓ Visa Brand Mark may appear on the card back in some instances
- ✓ A hologram may appear on the front or back of the card
- ✓ Some cards may not display a hologram, if other security elements are included on the card
- ✓ Some cards may be issued without an account number, 3-Digit CVV2 code, or expiration date; account information is supplied in the digital application on the cardholder's device
- ✓ If signature panel is present, a tone-on-tone color is used on Quick Read card designs
- ✓ Visa Brand Mark can be black, as well as Visa Blue, white, silver, or gold, on all card products
- ✓ The 3-Digit CVV2 code on traditional Visa card designs may be printed directly on the card background

## Additional Examples

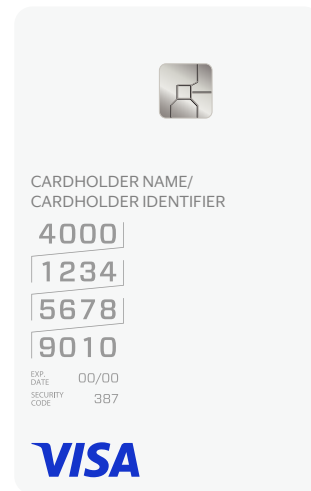
### Standard Visa Card Design

Vertical



### Visa Quick Read Card Design

Vertical



Vertical card orientation is allowed on embossed and unembossed standard Visa card designs and Visa Quick Read designs

The printed account number, expiration date, and cardholder name on an unembossed Visa card may be positioned differently than the account information on an embossed Visa card

# Visa Brand Mark and Card Design Features

## Visa Brand in Digital Payment Environments

On all payment and account screens displaying Visa account card information, one of the following must be displayed for each Visa account:

- Digital card art that includes the Visa Brand Mark
- Visa Brand Mark, followed by Visa Name in text, followed by last four digits of the account number
- Visa Brand Mark, followed by last four digits of the account number
- Visa Name in text followed by last four digits of the account number

### Visa Brand Mark

The Visa Brand Mark or a Visa card image that includes the Visa Brand Mark must appear in full color on:

- All payment and account screens displaying Visa account card information
- Screens showing a Visa mobile service

The placement of the Visa Brand Mark or Visa card image on the screen is determined by the developer of the user interface. See Visa Digital Brand Requirements found at [merchantsignage.visa.com](https://merchantsignage.visa.com) for details on how to apply Visa branding in all digital payment experiences

### Colors

The Visa Brand Mark must always be clearly displayed. Its color must have sufficient contrast with the background. There are only two color options:

Background color	Visa Brand Mark color
Dark color	White (R255 G255 B255/#FFFFFF)
Light color	Blue (R20 G52 B203/#1434CB)

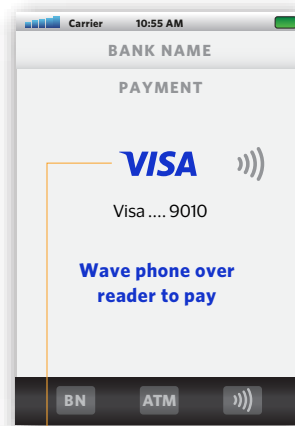
The Visa Brand Mark cannot be displayed in any other color apart from the specified white and blue. For monochrome screens, use only a dark background color with a white Visa Brand Mark

### Size and Spacing

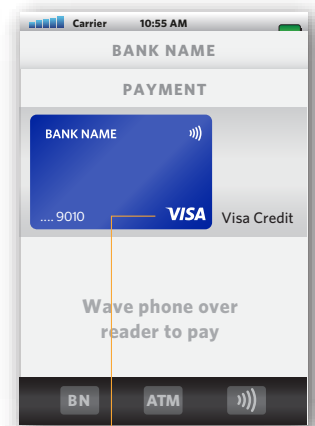
On all displays and screens, the Visa Brand Mark must be shown at a minimum size that ensures the mark is clearly legible and not distorted. You must also always maintain adequate clear space around all four sides of the Brand Mark

### The Visa Name

When the Visa name appears in text, it must always appear with an uppercase "V" followed by lowercase letters. The name should never appear in all caps or all lower case



Visa Brand Mark in full color



Visa Brand Mark as part of a Visa card image



Visa .... 1234

Visa Brand Mark and Issuer logo included on card image; Visa Name in text and last four digits of account number displayed adjacent to card image

Visa .... 1234

Visa Name in text followed by last four digits of the account number on devices without graphics capability

**VISA** Visa .... 9010

Visa Brand Mark, followed by Visa Name in text, followed by last four digits of the account number