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

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<td>PMS 280 C and white</td>
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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

- Cardholder name printed on the card.
- Visa Quick Read feature may be present.
- 4000 1234 5678 9010
- 00/00
Account Information on Front of Card – Embossed and Unembossed Cards (continued)

Standard Visa Card Design – Card Back

Visa Quick Read 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.

Use of this card is subject to the cardmember agreement.
1-800-400-4000 | Int: 1-404-644-8994
www.bank.com

Account Information on Back of Card – Unembossed Cards Only

Standard and Visa Quick Read Card Design – Card Back

Standard Visa Card Design – Card Back

Visa Quick Read Card Design – Card Back

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.

Use of this card is subject to the cardmember agreement.
1-800-400-4000 | Int: 1-404-644-8994
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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.

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 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 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
  - Dark color
  - Light color
- Visa Brand Mark color
  - White (R255 G255 B255/#FFFFFF)
  - 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 Name in text followed by last four digits of the account number on devices without graphics capability