



## Visa Brand Mark

The Visa Brand Mark, cornerstone of our brand, has been optimized to reinforce its iconic details and modernize its image.

### Filename Structure

#### **vbm\_blugrad01.eps**



### Gradient Color

The preferred mark for most communications.



#### Blue Gradient 01\*

<b>vbm_blugrad01.eps</b>	For professional print applications	CMYK vector
<b>vbm_blugrad01.png</b>	For on-screen use, including online; also for use in Microsoft Office	RGB raster
<b>vbm_blugrad01_rgb.ai</b>	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

### Flat Color

For use when reproduction of a gradient is not possible.



#### Blue 01

<b>vbm_blu01.eps</b>	For professional print applications	Spot/CMYK vector
<b>vbm_blu01.png</b>	For on-screen use, including online; also for use in Microsoft Office	RGB raster
<b>vbm_blu01_rgb.ai</b>	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector



#### White

<b>vbm_wht01.eps</b>	For professional print applications	CMYK vector
<b>vbm_wht01.png</b>	For on-screen use, including online; also for use in Microsoft Office	RGB raster
<b>vbm_wht01_rgb.ai</b>	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector



#### Black\*

<b>vbm_blk01.eps</b>	For professional print applications	CMYK vector
<b>vbm_blk01.png</b>	For on-screen use, including online; also for use in Microsoft Office	RGB raster
<b>vbm_blk01_rgb.ai</b>	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

\* **Important note:** The new Visa Brand Mark in Blue Gradient 01 or black **must not** be used on any hero card artwork. If you have need to feature new hero card artwork in marketing materials, contact your local Brand Management and/or Card Design team.