

# Visa Brand Mark and Card Design Features



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

Play It Safe: Always follow these procedures regardless of the card design:

1. Check the card's security features to make sure the card does not appear to be altered.
2. Tap contactless card on contactless-enabled terminal, insert card into Chip reader, or swipe the stripe through the terminal in one direction only to obtain authorization.
3. Check the authorization response and take appropriate action.
4. When applicable, obtain a cardholder verification method.
5. Compare the details on the card to those on the transaction receipt—they should match.

## Current Visa Brand Mark and Product Identifier



The silver or gold Visa Brand Mark may be applied to a card by using one of several techniques, including: stamped in silver or gold foil, printed in silver or gold silk screen ink, or foil revealed through a knockout of the card background design. Some silver or gold Visa Brand Marks may include security features.

### If You Suspect Fraud, Make a Code 10 Call ...

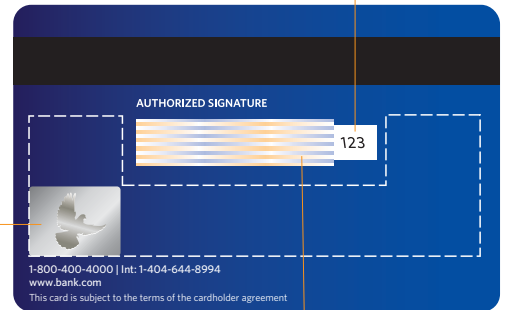
- Call your voice authorization center and say "I have a Code 10 Authorization request."
- Follow the operator's instructions if you can do so safely.

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

### Traditional Visa Card Design

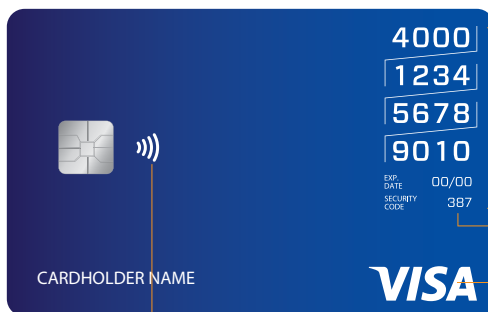


- 3-Digit Card Verification Value (CVV2) code appears on the signature panel, on a white box to the right of the signature panel, or printed on the card background
- Chip may appear on the card front
- Account information (traditional) may be embossed or printed; as an option, may be printed on the card back
- Hologram may appear on the card front or back
- Visa Brand Mark may be placed in the upper left, upper right, or lower right corner of the card; Visa Brand Mark may appear on the card back
- Signature panel is optional outside the U.S.

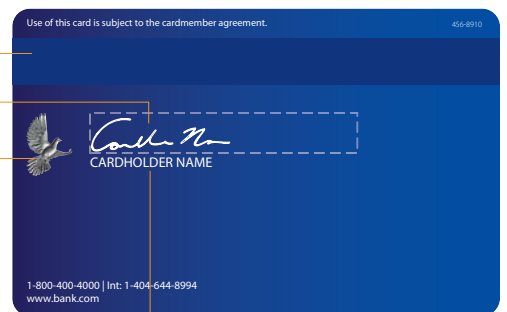


Printed 4-Digit Number below the account number is not required, as of October 2016. If present, it must match the first four digits of the account number and start with 4. It must not appear on a card after 15 April 2024

### Visa Quick Read Card Design



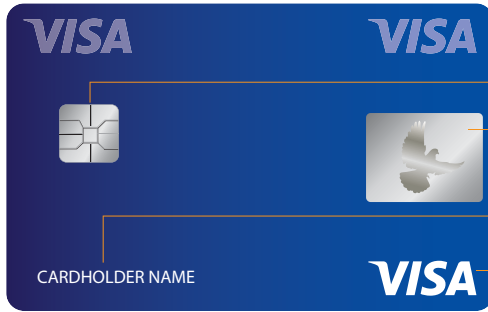
- Quick Read account information is thermal or laser printed on the card front or back
- Magnetic stripe may be standard or a custom color
- Cardholder signature, signed on the signature panel, if present, or in digital format
- Silhouetted Visa Dove Hologram must be placed on the front or back of a Quick Read card
- 3-Digit CVV2 code prints below the stacked account number and expiration date
- Visa Brand Mark
- Contactless Indicator
- Cardholder name must be printed under digital signature or signature panel, if present



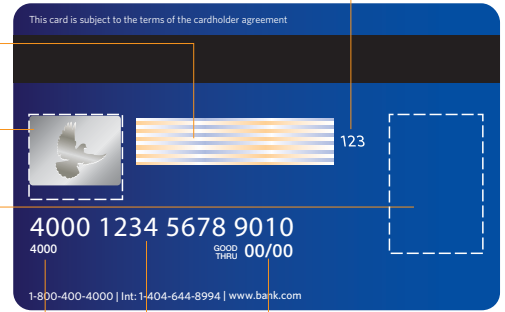
# Visa Brand Mark and Card Design Features

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

### Traditional Visa Card Design



- 3-Digit CVV2 code may be printed directly on the card background
- Signature panel is optional outside the U.S.
- Chip may appear on the card front
- Hologram may appear on the front or back of the card
- Cardholder name may be printed on the front or back of the card
- Visa Brand Mark



- Printed 4-Digit Number below the account number is not required, as of October 2016. If present, must match the first four digits of account number and start with 4
- Account number and expiration date are printed on the front or back of the card

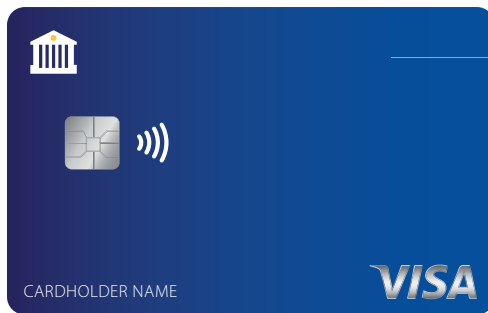
### Visa Quick Read Card Design



- Standard or custom color magnetic stripe
- Cardholder signature, signed on the signature panel, if present, or in digital format
- Quick Read account information is thermal or laser printed in the lower left corner of card back
- Cardholder name printed on the front or back of the card
- Visa Brand Mark
- Silhouetted Visa Dove Hologram is displayed on the front or back of a Quick Read card
- Cardholder name must be printed under digital signature or signature panel, if present



### Visa Card Without Account Information



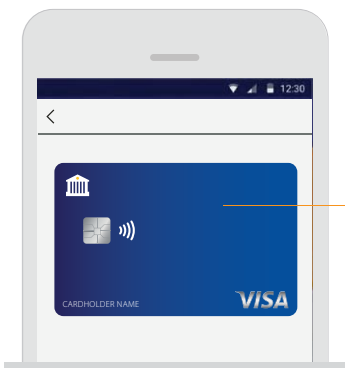
- Some Visa cards may be issued without an account number, 3-Digit CVV2 code, or expiration date

### What's New

- 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 now be printed directly on the card background
- Cardholder name may appear on either the front or back of the card
- The Printed 4-Digit Number below the account number matching the first four digits of the account number is not required
- Signature panel is optional outside the U.S.
- Visa Brand Mark may appear on the card back
- 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

### What's the Same

- ✓ If signature panel is present, a tone-on-tone color is used on Quick Read card designs
- ✓ Visa Brand Mark must appear in the upper left, upper right, or lower right corner of the card front



- 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

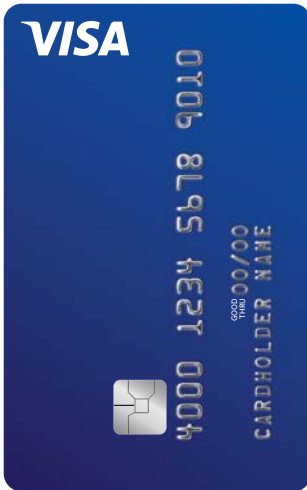
# Visa Brand Mark and Card Design Features

## Additional Examples

- Vertical card orientation is allowed on embossed and unembossed traditional 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

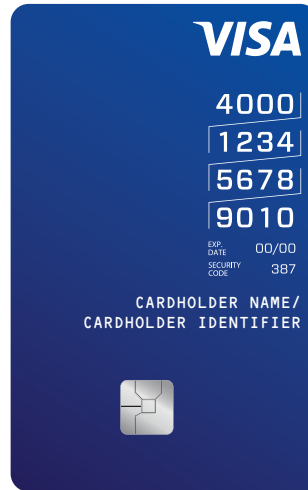
### Traditional Visa Card Design – Embossed

Vertical



### Visa Quick Read Card Design

Vertical



### Traditional Visa Card Design – Unembossed

Horizontal



Vertical

