

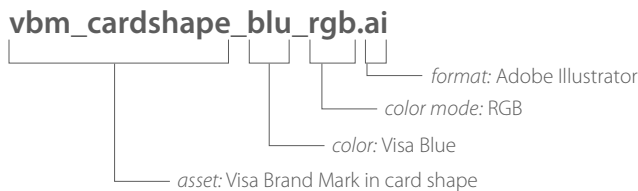


# Visa Brand Mark in Card Shape

The Visa Brand Mark in a card shape is used in 3rd party-developed, digital stored credentials applications, including mobile, web and other screen-based interfaces. It is placed on payment and account screens displaying Visa account card information when digital card art cannot be used. The Visa name in text and the last four digits of the account number must also be placed adjacent to the Visa Brand Mark in a card shape.

The Visa Brand Mark must appear in one of the Visa Blue and white color variations shown below, or, for monochrome applications, in black and white. The artwork must be used at a minimum size that ensures the mark is clearly legible and not distorted.

## Filename Structure



## Visa Blue in White Card Shape



**vbm\_cardshape\_blu\_rgb.ai**

For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash

RGB vector

## White in Visa Blue Card Shape



**vbm\_cardshape\_wht\_rgb.ai**

For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash

RGB vector

## White in Black Card Shape (Monochrome Applications)



**vbm\_cardshape\_mono\_rgb.ai**

For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash

RGB vector