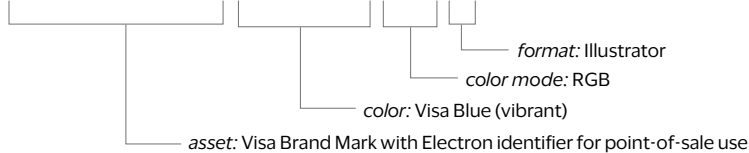


Visa Brand Mark with Electron Identifier

The Visa Brand Mark, cornerstone of our brand, has been optimized to reinforce its iconic details and modernize its image. The Visa Brand Mark with Electron identifier may be used at physical and online merchant locations where the Visa Electron card is accepted.

Filename Structure

vbm_elec_pos_blu_2021_rgb.ai



Visa Blue

The preferred mark for most communications.



vbm_elec_pos_blu_2021.eps	For professional print applications	Spot/CMYK vector
vbm_elec_pos_blu_2021.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
vbm_elec_pos_blu_2021_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

White

For use on dark backgrounds.



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

Black

For use in black and white monotone applications when use of color is not available.



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