

# Visa Brand Mark Guide

This guide provides specifications for usage of the Visa brand mark. If you have any questions, contact your Visa Representative.

## Visa Brand Mark



## Clear space



## Sizing



.5"  
(12.7mm)  
(36 pixels)

## Visa BRAND MARK

The Visa Brand Mark is the visual representation of the Visa brand, and may be used in communications and materials that promote usage or indicate acceptance of payment products bearing the Visa Brand Mark.

Appropriate uses of the Visa Brand Mark include:

- In association with Visa payment products and services.
- Acceptance decals, point-of-sale (POS) and ATM signage, check presenters and tip trays, web pages, and other communications at locations where Visa products are accepted.
- Communications and materials that promote applying for, activating, using, or retaining a payment product bearing the Visa Brand Mark.

The following section outlines requirements for use of the Visa Brand Mark in non-Card applications.

## VISA BRAND MARK IN PRINT AND ONLINE COMMUNICATIONS

The Visa Brand Mark as shown to the left is intended for use in print and electronic marketing materials.

## Requirements

When using the Visa Brand Mark in any print and online communications such as advertising, marketing or promotional applications, the following requirements must be met:

- Be sure the Visa Brand Mark is fully and clearly visible.
- Maintain a clear space, free of any text or graphics around the Visa Brand Mark. The clear space must be equal to the height of the "V" in the Visa Brand Mark, applied on all sides as shown to the left.
- Use only the Visa-provided artwork for the Visa Brand Mark.
- Scale the Visa Brand Mark as needed but do not alter the proportions or elements of the Visa Brand Mark in any way.

Two colour



One colour black



One colour blue



Halftone



Two colour reverse



One colour reverse

COLOUR VARIATIONS

Make sure the Visa Brand Mark is always readily identifiable against a variety of backgrounds.

The 2-color or 1-color Visa Brand Mark should appear against a white background wherever possible

If necessary, or if a white background does not work, the Visa Brand Mark may be reversed out against colored backgrounds that provide adequate contrast and ensure legibility. For advertising purposes only, the Visa Brand Mark may be placed on a photo background provided there is sufficient contrast.

Our brand mark sometimes appears over colors or photographic images. In these cases, it is extremely important to ensure visibility and maximize presence of the brand. The chart below shows each color variation of our brand mark and which background color value is permitted for each.



## Visa Brand mark guide Guide

Do not change the colors of the Visa Brand Mark



### DO NOT

Maintaining the integrity of the Visa Brand Mark trademark and the impact of our brand communications is key in every piece.

Do not alter the Visa Brand Mark's letterforms



Do not distort the Visa Brand Mark



Do not place the Visa Brand Mark over other graphic elements



Do not produce the one-color Visa Brand Mark in any color except Visa Blue or black



Do not create a key line frame or box around the Visa Brand Mark

