

# Visa Brand Mark

## Protect the Cornerstone of the Visa Brand

Full of energy and life, the Visa Brand Mark represents the cornerstone of the Visa brand.

It should be represented in full colour Visa Blue and Visa Gold whenever possible. When printing, it is preferred that Visa Blue and Visa Gold are reproduced as spot colors.

### Colour Variations

Standardized colour variations include:



#### Two-colour (Visa Blue and Visa Gold)

This is the preferred version of the Visa Brand Mark and should be used on most marketing and promotional materials and in all PowerPoint and online communications.

Visa Blue and Visa Gold can be presented as either a spot colour (see PANTONE® colour references) or using the standardized CMYK or RGB colour formulas.



#### Black and white half tone

This alternative has been designed to effectively present the Visa Brand Mark in black and white print applications when neither Visa Blue nor Visa Gold is available.

Examples include newsprint, magazine ads and one-colour (black) marketing or promotional materials. It is also critical that these applications utilize offset reproduction processes capable of producing the black screened wing element of the brand mark. This option is not permitted in online or PowerPoint communications, or any other application with full colour capabilities.



#### One-colour Visa Blue

This is an acceptable option when the colour reproduction of the application is limited to Visa Blue. This alternative can only be produced using the spot PANTONE 286 colour (not four-colour CMYK). This option is not permitted in online or PowerPoint communications, or any other application with full colour capabilities.



#### One-colour Black

This is an acceptable option when the reproduction of the application is limited to a single black colour. This alternative can only be produced using a spot black colour, and is not permitted in online or PowerPoint communications, or other application with full colour capabilities. This artwork should also be used for custom reproduction processes such as blind embossing or debossing, foil stamping, etching, etc.

## Visa Brand Mark



One-colour white reverse on Visa Blue and one-colour white reverse on black

This is an acceptable colour alternative when the brand mark appears against a medium to dark colored background (either Visa Blue or an alternative colour that provides adequate colour contrast to ensure legibility of the design elements of the brand mark).



### Two-colour reverse (white and Visa Gold)

Use this treatment when the Visa Brand Mark appears against a medium to dark colored background with sufficient colour contrast to ensure legibility of the design of the brand mark. Visa Gold can be produced using the spot PANTONE 1375 or the standardized CMYK or RGB colour formulas (see colour specifications).

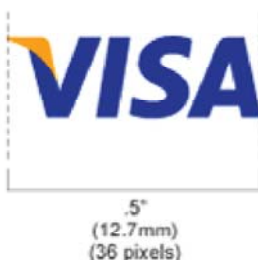
## Clear Space



Please adhere to these rules for clear space:

- X = Cap height
- 1X all around the brand mark

## Sizing



The Visa Brand Mark was designed to easily scale to larger and smaller sizes as needed.

The minimum size of the Visa Brand Mark is 0.5"/12.7mm/36px. Depending on the reproduction method used, this minimum size may need to be increased to maintain legibility of the brand mark (e.g., embroidery, silk screening, etc.).

# Visa Brand Mark

## Background Use

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



The 2-colour or 1-colour 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.

## Visa Brand Mark



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 above shows each colour variation of our brand mark and which background colour value is permitted for each.

# 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.

To that end:



Do not change the colors of the Visa Brand Mark



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 place patterns or images inside the Visa Brand Mark



Do not outline the Visa Brand Mark



Do not embellish the Visa Brand Mark with drop shadows



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



Do not place the Visa Brand Mark against a patterned background



Do not place the Visa Brand Mark against a photo that is too busy or compromises legibility



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



Do not use the Visa Brand Mark "V" in text