Visa Digital Brand Guidelines

VISA

Making the digital payment experience quicker, easier, and more intuitive for everyone, everywhere. Welcome.

Version 1.0

Greetings to the digital world

These brand guidelines offer UX/UI tips and best practices to design robust, human-centric, Visa-enabled user experiences that put users in control. Although some guidelines are flexible, others are mandatory, which are marked with ✳

Let's jump in

Getting started

- **UX Principles**

- **Tone of voice**

UX Principles

As digital payment innovators, we push to make the process easier. Our ongoing pursuit is to create user experiences where customers are in control. The following list of principles is our north star.

Fast
Don't overcomplicate.

Authentic
Be more human, less machine-like.

Iconic
Don't let them forget you.

Smart
Always stay two steps ahead.

Digital tone of voice

In an era of "snackable content," we communicate to customers concisely and clearly. We aren't bots. We're speaking to users who are family and friends.

Visa Digital Brand Elements

- **Visa Brand Mark**

  Quick guide
  Options

- **Visa Sensory Branding**

  Sensory elements
  Animation

- **Visa Credentials and Card Art**

  Displaying Visa credentials
  Digital card art

The Visa Brand Mark

What's the Visa Brand Mark? It's our logo, identity, and most enduring asset in any language and adaptable to any scale. It brings immediate recognition and offers confidence to any transaction.

Colors and shapes*

Color is a delightful way to express a brand. Whenever a logo is used, it's an opportunity for a brand to reveal who they are.
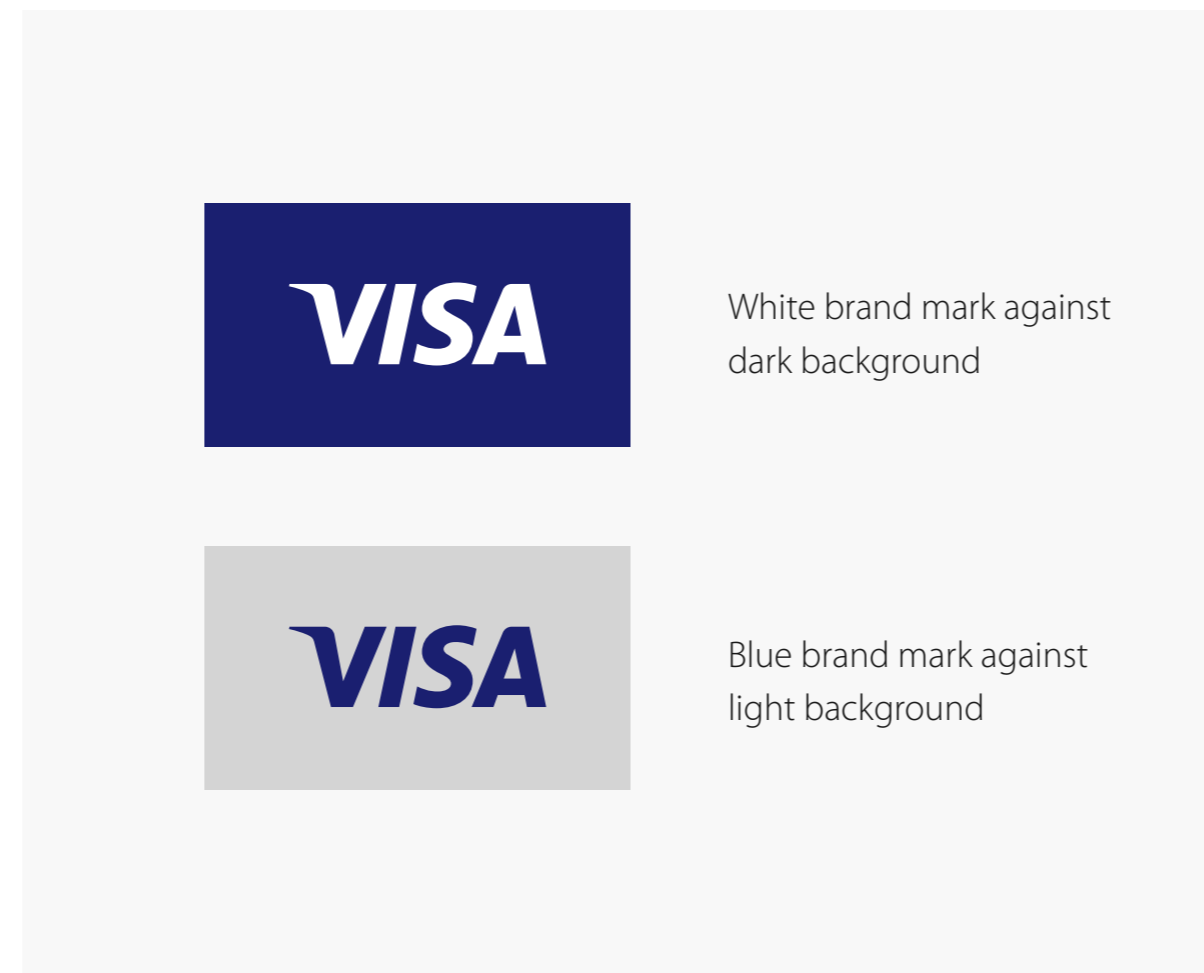
Color options

The Visa Brand Mark should be clearly displayed when in use. It should have sufficient contrast with the background so the logo is easily viewed by users. There are two color options:

Background color	Visa brand mark color
Light color	Blue (#15195A)
Dark color	White (#FFFFFF)

The Visa Brand Mark cannot be in any other colors apart from the specified white and blue. If your background color does not have sufficient contrast, you can also "stage" the Visa brand mark with a rounded corner rectangle following the aspect ratio of an ISO ID-1 size card, mimicking the proportions of a Visa card.

For monochrome screens, use only a dark background color with a white Visa brand mark.

White brand mark against dark background

Blue brand mark against light background

Color options
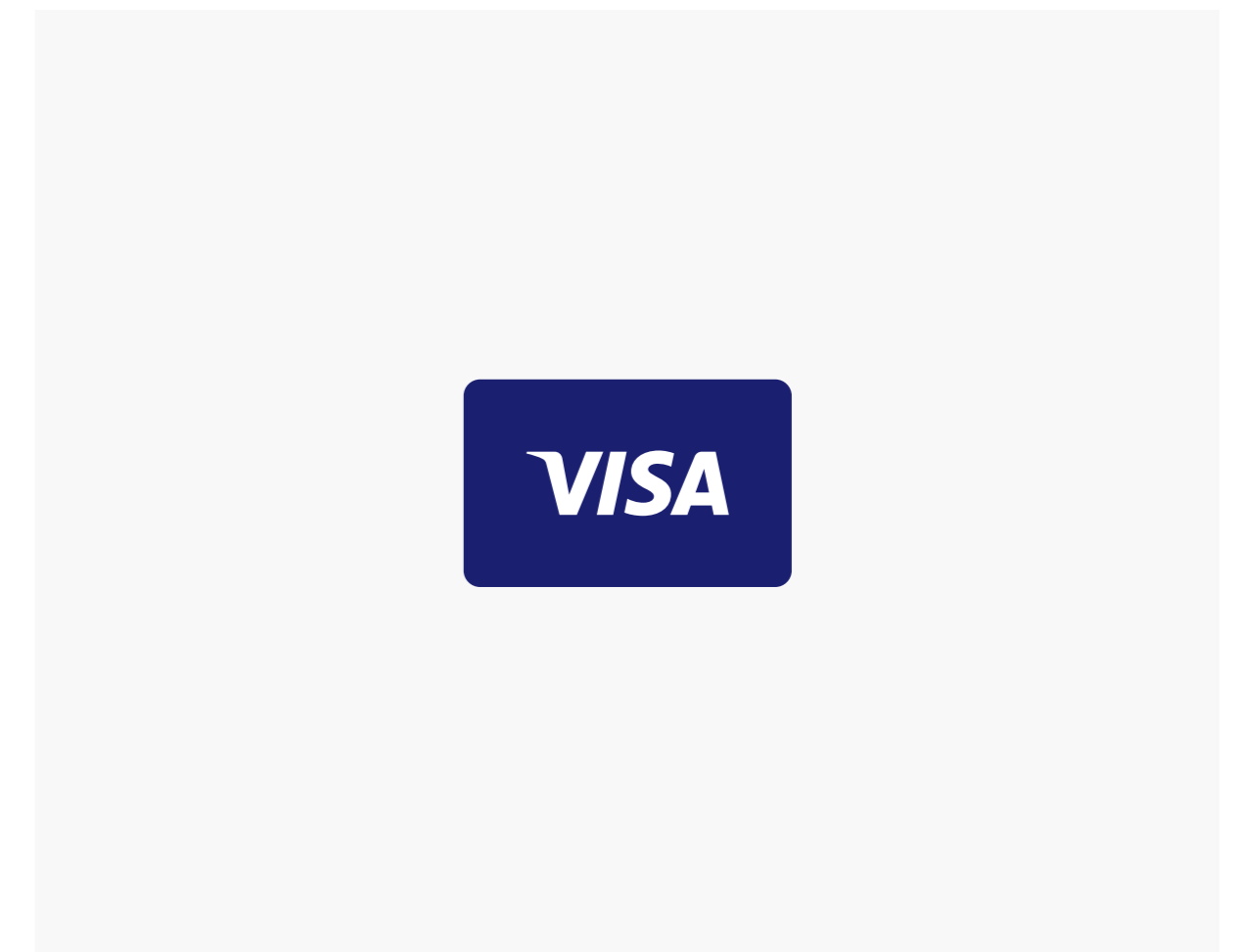
Brand mark in a rounded corner rectangle shape

Sizing and spacing*

Size and spacing

The Visa Brand Mark should be clearly visible with a comfortable amount of breathing space around it. Please follow these guidelines.

- The Visa Brand Mark must be used at a minimum size that ensures the mark is clearly legible and not distorted. Even on small screens, use a size relatively similar to other contents in your experience to achieve consistent readability.

- Always maintain adequate clear space around all four sides of the brand mark.

The Visa word mark

When represented as a word, the Visa name maintains certain guidelines for consistency.

- The Visa name in text always appears with an uppercase "V" followed by lowercase letters.

- The name should never appear in all caps.
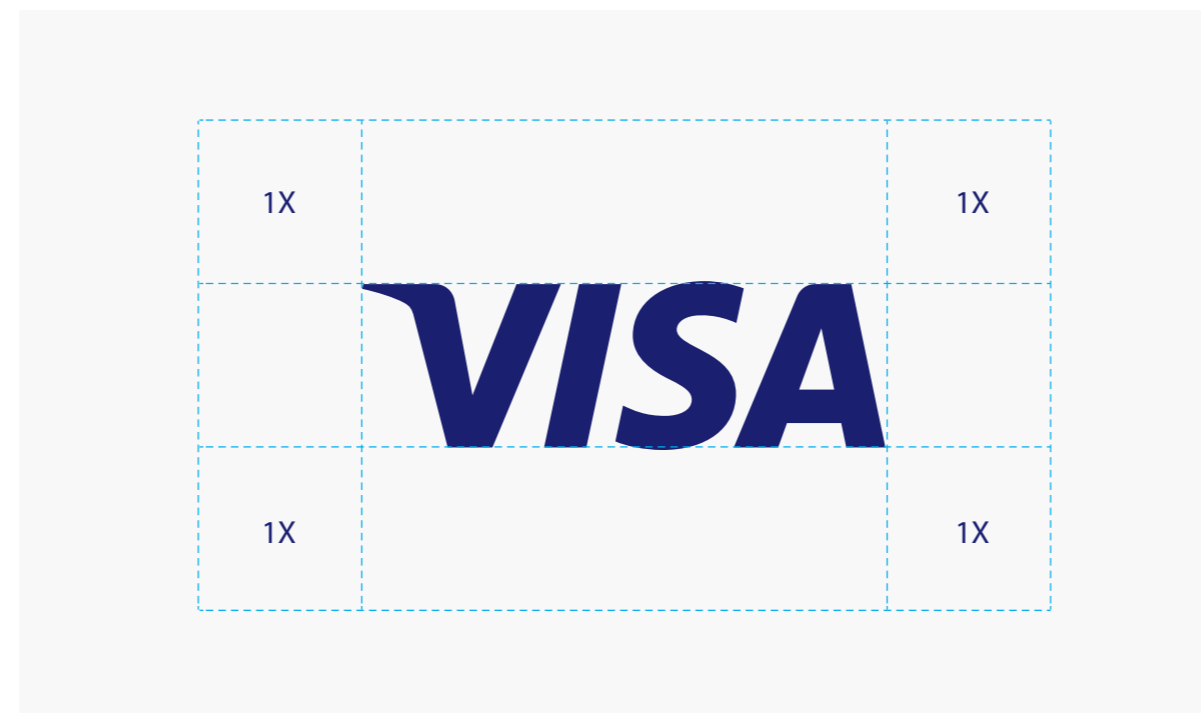
Visa Brand Mark spacing: X = Height of the "V." Apply 1X clear space around all sides of the Visa brand mark when possible.
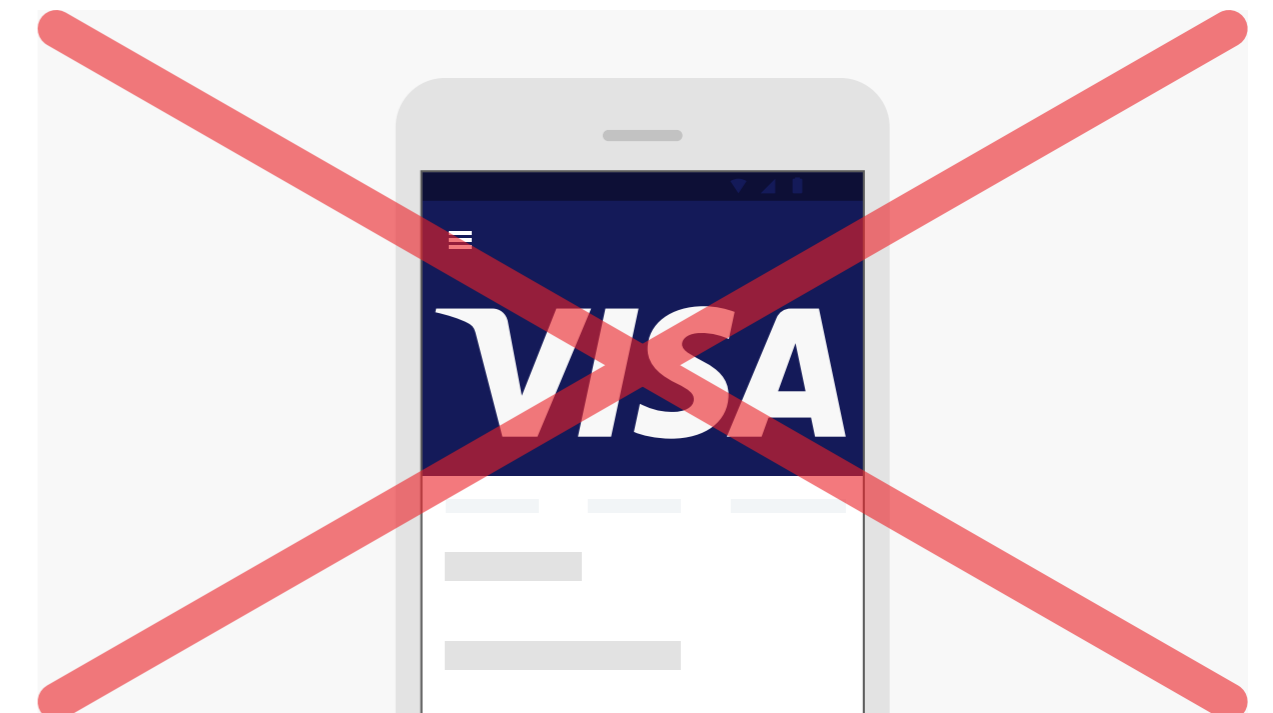
Do not render the Visa Brand Mark unproportional to surrounding contents
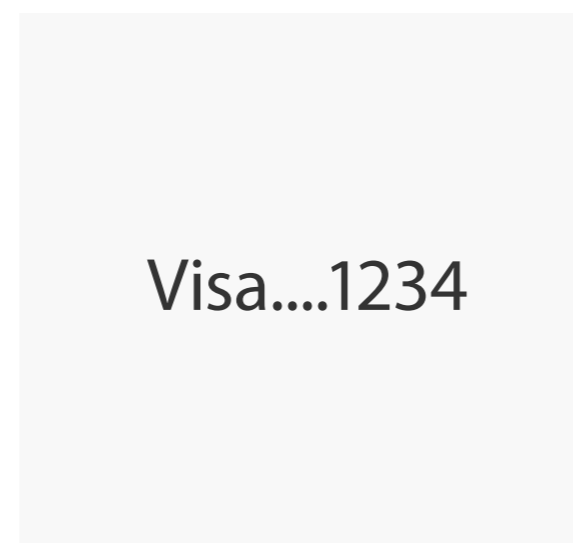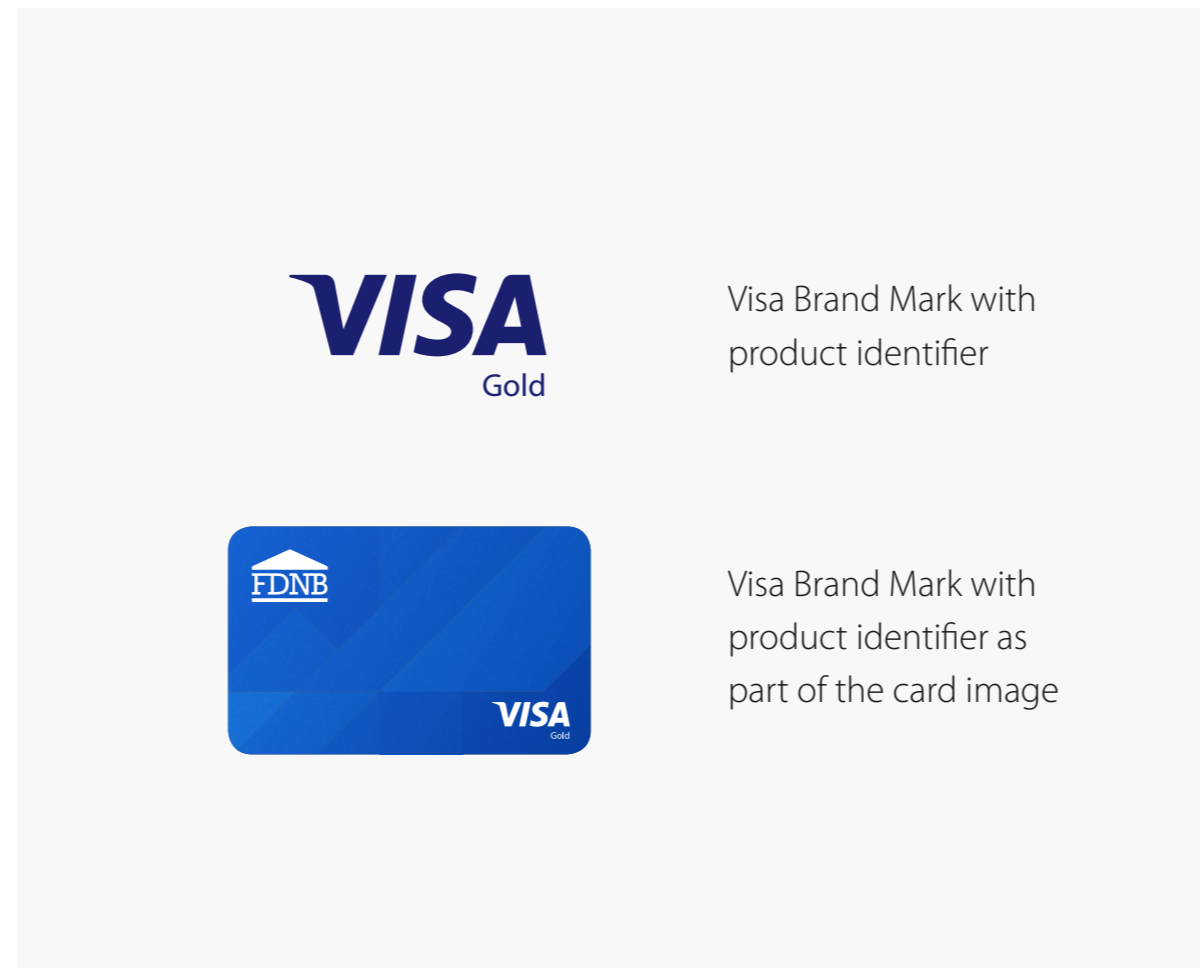

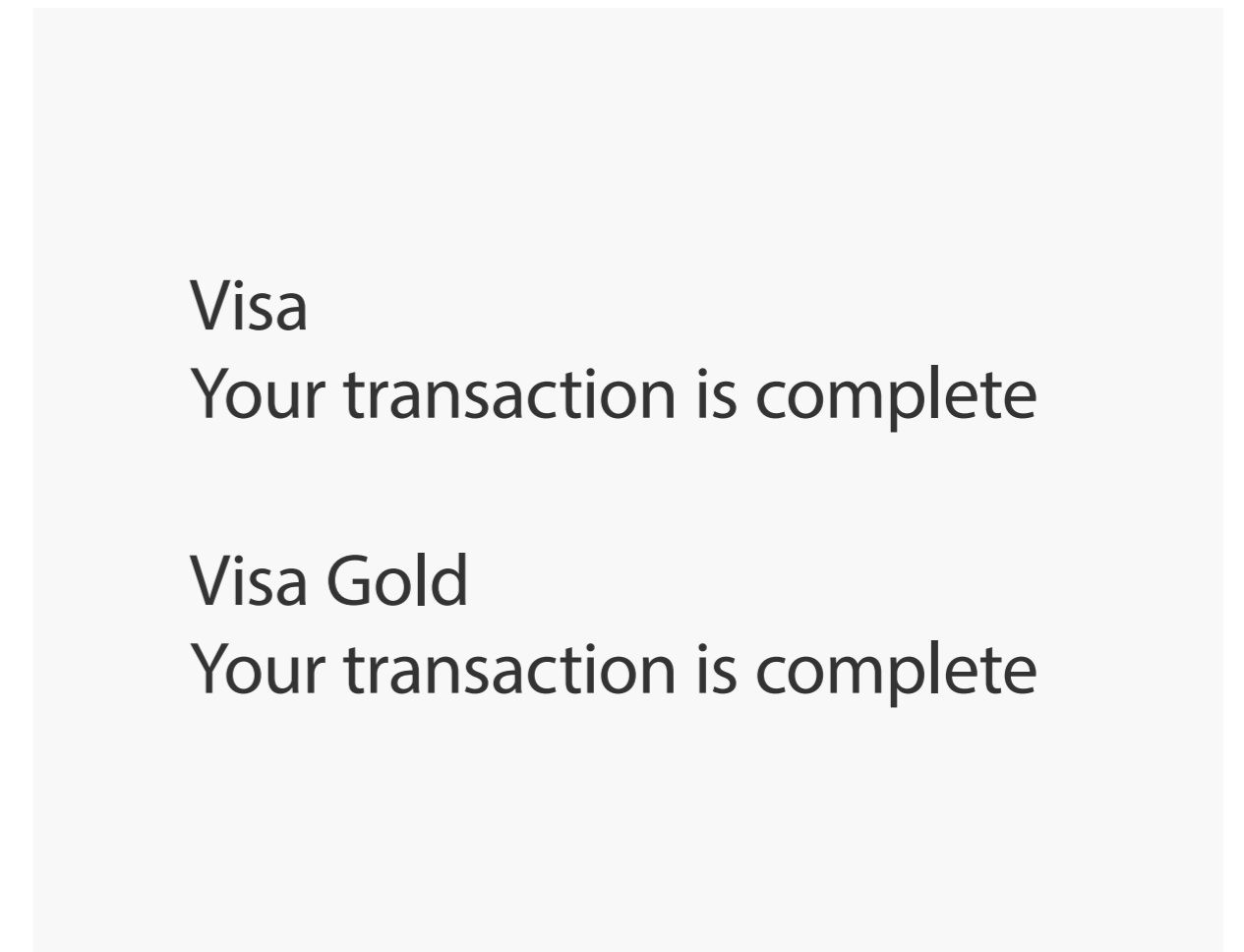**Visa word mark in text**

Do not capitalize the Visa word mark

Visa product identifiers

Our product portfolio is diverse. In some cases it's more appropriate to use a Visa product identifier instead of the main Visa Brand Mark. Please follow the guidelines below.

- When specific Visa products names are used in your context, the Visa Brand Mark with the product identifier underneath may be displayed instead of the stand alone Visa Brand Mark.
- When the technollogy platform doesn't support graphics, the Visa brand name, Visa product name, or name of the Visa-Owned Mark must appear in text in place of the Visa Brand Mark or Visa card image.
- The first letter of each word must be capitalized, with the remaining letters in lower case.

VISA
Gold

Visa Brand Mark with product identifier

Visa Brand Mark with product identifier as part of the card image

Visa product identifiers with brand mark

Visa
Your transaction is complete

Visa Gold
Your transaction is complete

Visa word mark with product identifier in text

Visa Sensory Branding

Heightened senses. Sensory branding brings opportunities to support or remind users of action through motion, sound and haptic (relating to touch) design. In a seamless Visa payment experience, multisensory moments indicate actions that are automatic and invisible to users.

Sensory elements

Animation, sound, haptic. Together in motion. These sensory elements can be used together to build user confidence and simplify digital payment experiences.

Visa Sensory Branding elements should be used in context of a Visa product or capability, where the brand moment occurs to signify a Visa event (for example, a completed transaction) within the context of your user experience. Depending on solution and platform capabilities, use all three Visa Sensory Branding elements or use them separately. If your payment experience doesn't include a screen, use the Visa sound and/or haptic without the animation. If your experience uses primarily spoken confirmation, such as through a virtual assistant, you can play the Visa sound alongside a verbal confirmation such as "Your order has been submitted."

The following pages support the use of the Visa Sensory Branding iOS, Android, and Web SDKs. If you are building on another platform, please contact your Visa representative to learn more about how to get Visa Sensory Branding for your solution.
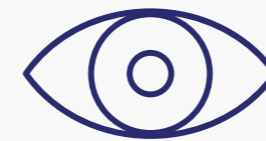
Seeing in motion

The Visa Brand Mark in motion with the Visa Flag symbolize our constant push to open new doors in commerce. The Visa animation is designed to add confidence and delight in the digital payment world.
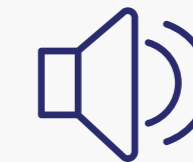
The Visa animation

Hearing is believing

The "audio" element of the Visa Sensory Branding suite is specifically designed to express the Visa brand. The sound lasts for 1700 milliseconds to indicate speed, convenience, and to complement the Visa animation and Visa haptic.

The Visa sound

The "feeling" element

The Visa haptic is designed to be used in conjunction with the Visa animation and the Visa sound. The vibration pattern instinctively communicates payment confirmation to users on the go.

The Visa haptic

Color options

Color adds an extra dimension of visual intrigue. The Visa Sensory Branding SDKs consist of three sets of color options to choose from for the animation moment.

|	**Default dark theme** Visa Blue background with full color elements	**Default light theme** White background with full color elements	**Custom background** with Visa monochrome elements	
Background color	Blue (#15195A)	White (#FFFFFF)	Custom light color	Custom dark color
Visa Brand Mark color	White (#FFFFFF)	Dark blue (#1A1F71)	Dark blue (#1A1F71)	White (#FFFFFF)
Top flag	The light blue gradient starts with a darker blue #00329E on the left, and ends in a lighter blue #0050B9 on the right.	Dark blue (#1A1F71)	Dark blue (#1A1F71)	White (#FFFFFF)
Bottom flag	The Visa Gold gradient starts with lighter gold #F4CA12 on the left, and ends in darker gold #FA9B00 on the right.	Gold (#FA9B00)	Dark blue (#1A1F71)	White (#FFFFFF)
Circle and checkmark	White (#FFFFFF)	Dark blue (#1A1F71)	Dark blue (#1A1F71)	White (#FFFFFF)

The SDKs help indicate whether your custom color is light or dark. For monochrome screens that do not display color, please use a dark background and follow the "Custom dark color" rule set.
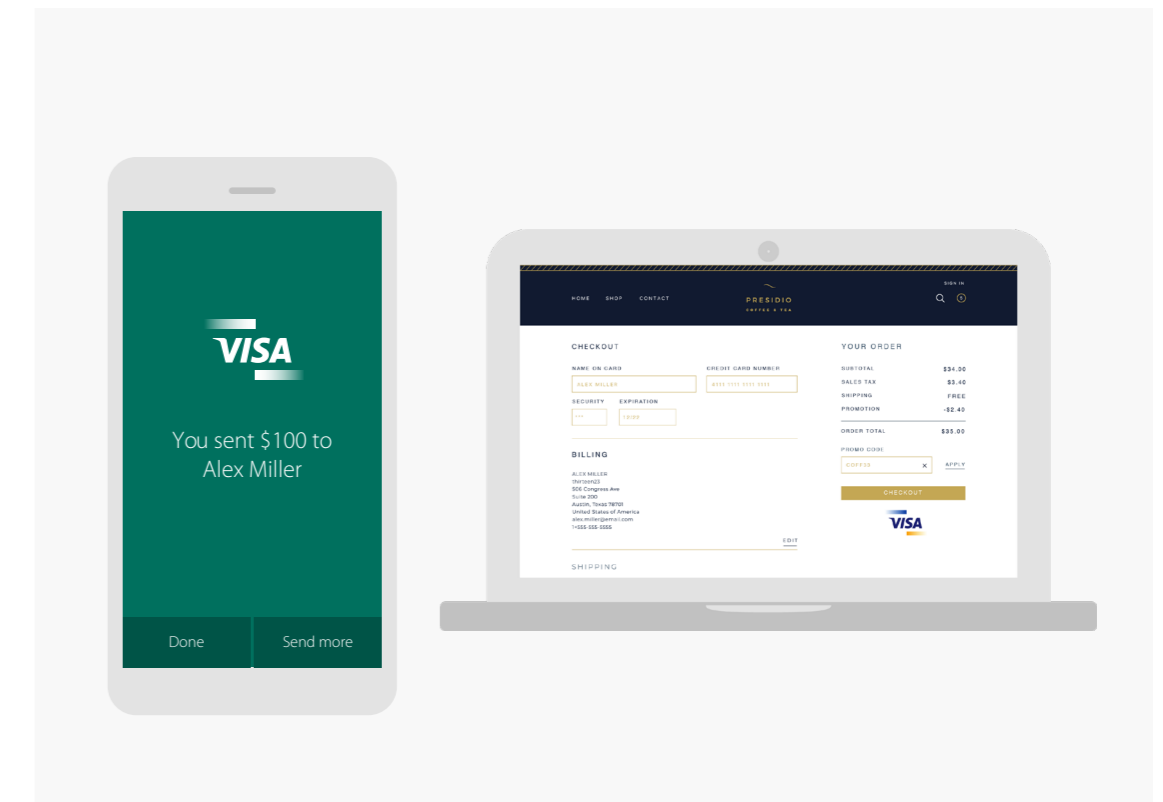
Viewports

A window to the digital world. A viewport is the visible viewing area of a screen or web page. The Visa animation may appear in two viewports: full screen or in a constrained viewport. Please consider user flow and possible devices of your solution when choosing a viewport to display the Visa animation.

- Full screen should take up majority of the device viewport, where the Visa flags would exit at the edge of the screen.

- The constrained viewport requires the width of the animation to be confined to the width of one flag, and the edges of the flag fade out.

- The maximum width of the Visa Brand Mark should not exceed 40% of the screen width.

Full screen

Constrained viewport
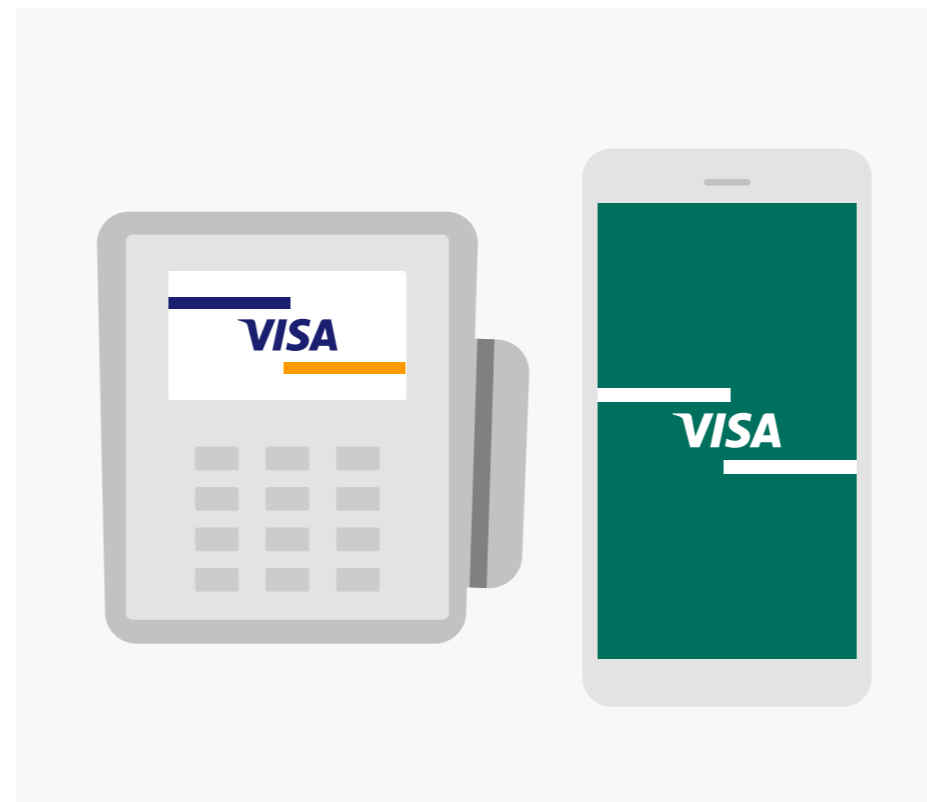
	Full screen	Constrained viewport
Considerations	Consider using full screen on small devices, like mobile phones or tablets, and displaying a minimal number of other screen elements.	Consider using constrained viewport in spaces where the animation would be displayed with many other elements.
Placement	The animation should be vertically and horizontally centered. Note that the width of the Visa Brand Mark should not exceed 40% of the width of the screen.	When possible, vertically and horizontally center the animation within the applicable area. Place the Visa animation in proximity to the user's payment action, i.e. near payment details or on a "Pay" button after it has been selected.
Flag behaviors	The flags in the animation will exit the edge of the screen.	The flags in the animation will fade out at the edges of the width of the Visa Brand Mark.

Small screen, special devices

Small yet powerful. Sometimes devices have small screens. Other times, a device may not have a screen at all.

In instances where the Visa animation cannot be legibly displayed, show a static Visa branded moment instead. Alternatively, you can also consider using Visa sound and/or Visa haptic.

Use static graphics and/or sound and haptic to represent Visa Sensory Branding with special devices

Visa credentials and card art

Broad strokes. Consumers use their Visa cards and credentials in a wide variety of contexts in both physical and digital worlds. So it's important to show these credentials consistently to bolster confidence and a frictionless payment experience. Whether consumers use Visa credentials once, store their credentials for repeated use, or pay in-store with a digital wallet service, they'll see the same standards of card art and credentials throughout their experience.

Displaying Visa Credentials*

What are Visa Credentials? Visa Credentials are the digital form of a Visa card such as the numbers or card art. Often a card identifier will follow the card's last 4 digits. Credentials can be represented in several ways.

Displaying Visa Credentials are required during the payment experience because it helps users understand which specific account was used for a transaction. When possible, displaying card art is highly recommended.

When to display
Display credentials before the user selects a payment option, or when the user acknowledges the payment credentials. If a screen has multiple Visa credentials, display the credentials in such a way so they can stand alone.

After a transaction is complete, specific items such as payment confirmation notifications, transaction history, and enrolled card listings would require displaying Visa credentials. Issuer and/or Visa branding must be included in one of the following ways:

- Item in context of digital card art
- Visa Brand Mark followed by last four digits of the card number
- Visa name in text ("Visa") followed by last four digits of the card number

Most preferred

....1234 — The last four digits of account number on the card art

FDNB Visa....1234 — The last four digits of account number adjacent to large card art

FDNB Visa....1234 — The last four digits of account number adjacent to small card art

FDNB Visa....1234 — The last four digits of account number with Visa Brand Mark in card shape

FDNB Visa....1234
Visa....1234 — The last four digits of account number in text with Visa word mark

Least preferred

While there are various ways to display Visa credentials, displaying card art, whenever possible, is highly recommended.

Bank name Visa....1234
Bank name Visa Gold....5678
Visa....9012
Bank name Visa....1234
Bank name Visa Gold....5678
Visa....9012
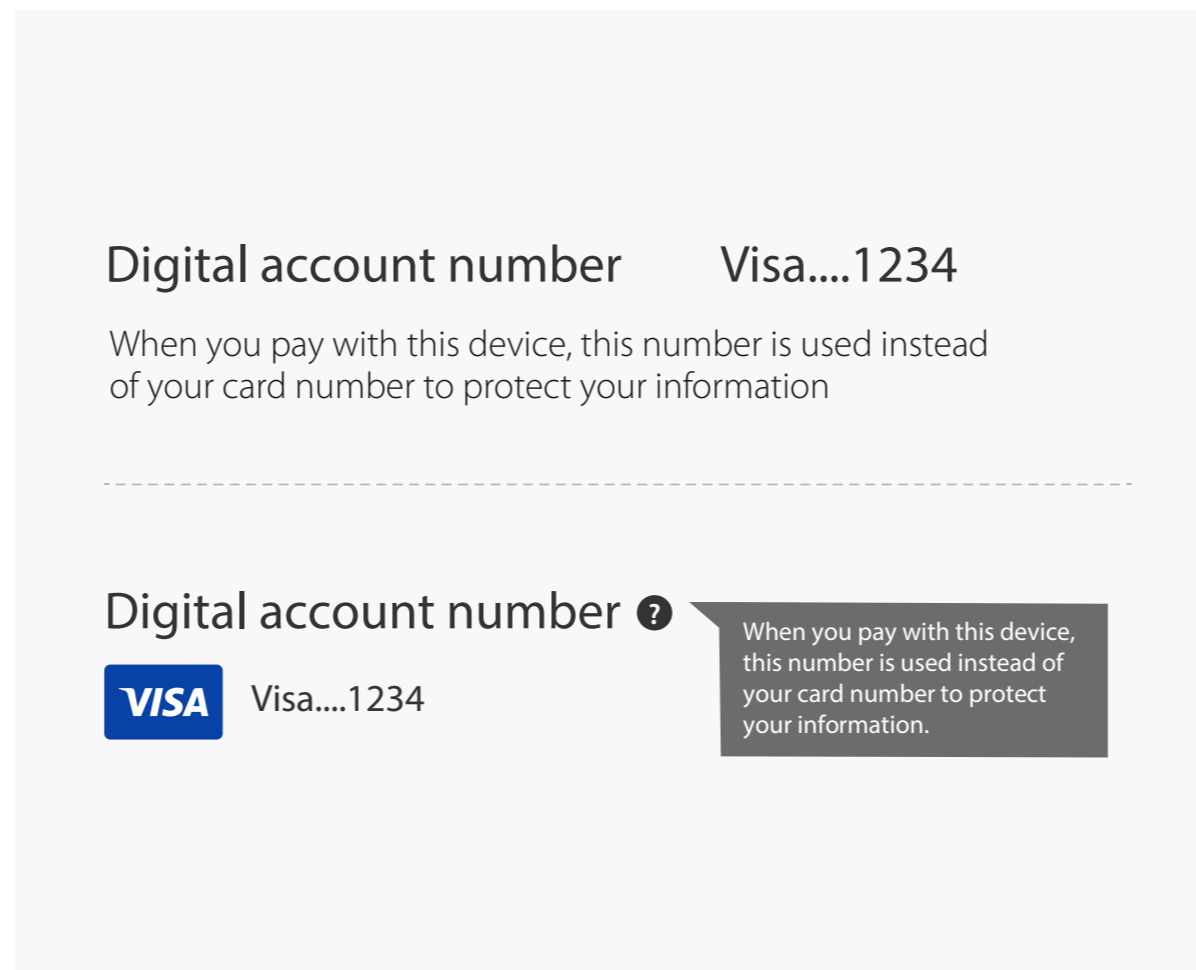Bank name Visa....1234
Bank name Visa Gold....5678
Visa....9012

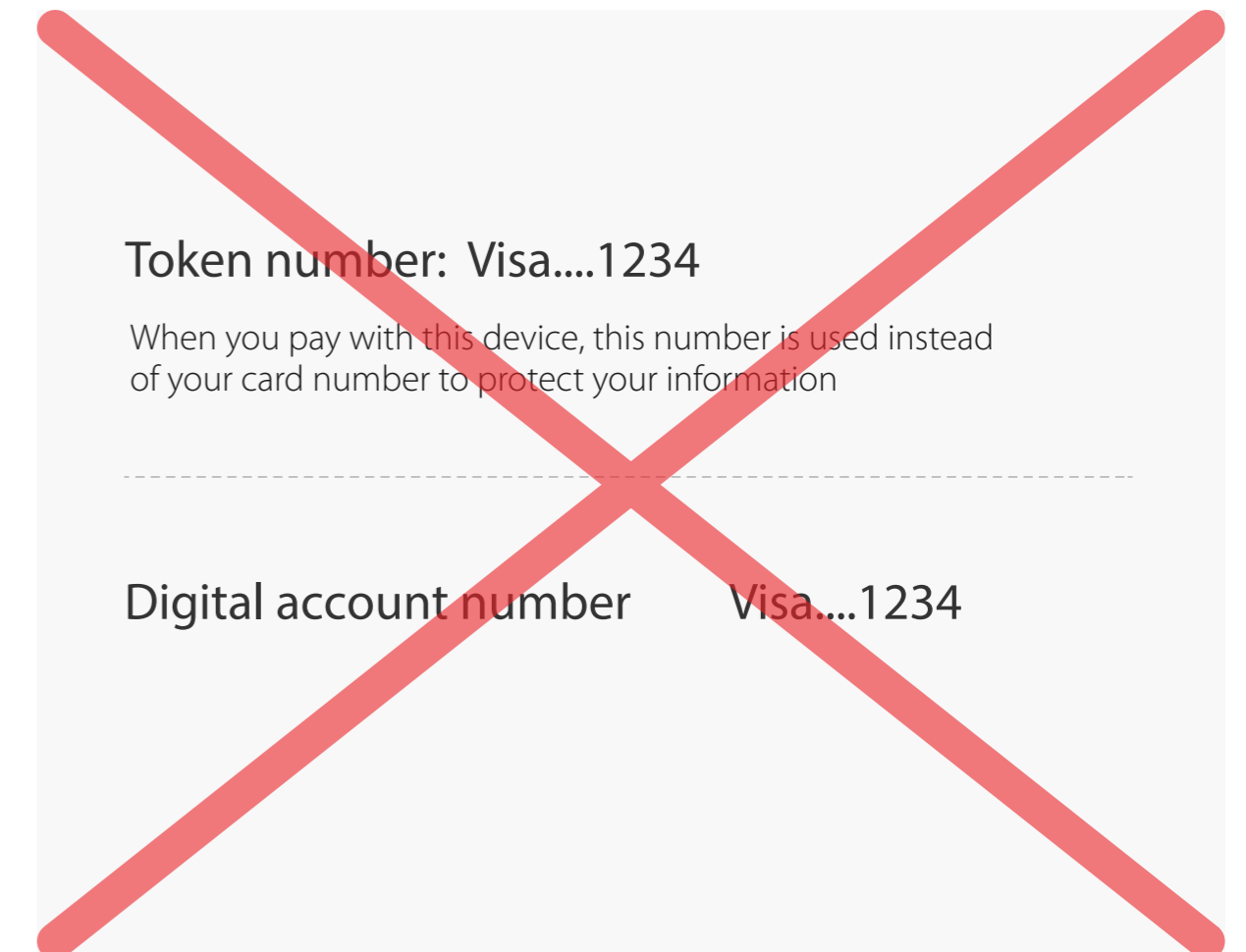Visa credentials in a list

"You paid $56.92 with Visa Gold....1234."

Visa credentials in a payment confirmation notification

Displaying Visa credentials for Visa Token Service providers *

- Card art is required for wallet applications participating in Visa Token Service that facilitate in-store payments.

- Card art is highly recommended to represent Visa credentials in most Visa payment experiences.

- When card art is unavailable, the card must be rendered using the color scheme provided by Visa (on behalf of the issuer) along with the Visa brand mark, to be reviewed and approved by Visa as part of the solution approval process.

- The consumer is required to have access to the last 4 digits of the token or the "digital account number," along with a description explaining how the digital account number represents the consumer's card number for a more secure transaction.

- During the payment process, the minimum information that must be displayed to the user includes an image of the front of the card as well as the last 4 digits of the account number to be used for the transaction.

Digital account number Visa….1234	**Token number: Visa….1234**
When you pay with this device, this number is used instead of your card number to protect your information	When you pay with this device, this number is used instead of your card number to protect your information
Digital account number ❓ **VISA** Visa….1234 When you pay with this device, this number is used instead of your card number to protect your information.	**Digital account number** Visa….1234

Display of digital account number

Do not use the word "token" to describe the token number, and do not render the digital account number without a description of what it is

Digital card art for Visa Token Service Providers*

Visa digital card art bridges our physical and digital commerce channels. Card art rules outlined by the issuer should be followed. Most digital rules regarding placement, size, proportions, color, and other product identifiers should follow rules of physical card art.

Card art: digital follows physical

- Card art must include the Visa Brand Mark and applicable product identifiers and/or legends as per Visa brand standards for that product.
- Card art should represent the physical card, but should not be a picture/ photo of the physical card. It should not include shading or three-dimensional elements attempting to look like a physical card.
- Card art should not include cardholder name, PAN, BIN or expiry, either generically or the actual values. This is for reasons of security and the user's perception of security.
- Card art should not include items that facilitate the card's use in only physical point-of-sale, such as labels describing embossed attributes, EMV chip contacts, or static pictures of dynamic elements like holograms.
- Card art should be proportional to an ISO ID-1 size card (i.e. 1536 x 969 pixels).
- The card art image must appear in full color on screens that can display color.
- The card art image must be displayed at a size that ensures the Visa Brand Mark is clearly legible and not distorted.
- Where space and/or format is limited, a partial card image (with a complete Visa Brand Mark) may be displayed, but only after the user has seen the full digital card art in a previous step.

Issuer logo   Issuer card art

FDNB

....1234   **VISA**

Last four digits of the account number   Visa Brand Mark

Basic graphical elements on digital card art

Do not alter the card elements' placements


**Do not** use physical card representations for digital use

Digital card art

Other options

- Card art is easiest to recognize in landscape orientation. Please display card art in landscape at moments when the user needs to acknowledge or select a card.

- The Contactless Indicator icon denotes contactless payment capabilities. It can be used to indicate the availability of contactless payment if the consumer's device supports that functionality.

- The Contactless Indicator should not be confused with the Contactless Symbol, which is a mark that denotes the ability to receive contactless payment. The contactless symbol is often used on point-of-sale devices that read contactless cards or mobile devices during payment.

- The Contactless Symbol should never appear on card art.

- Both the Contactless Indicator and the Contactless Symbol are trademarks owned by EMVCo (www.emvco.com) and all usage must conform to its standards, as well as Visa Product Brand Standards.
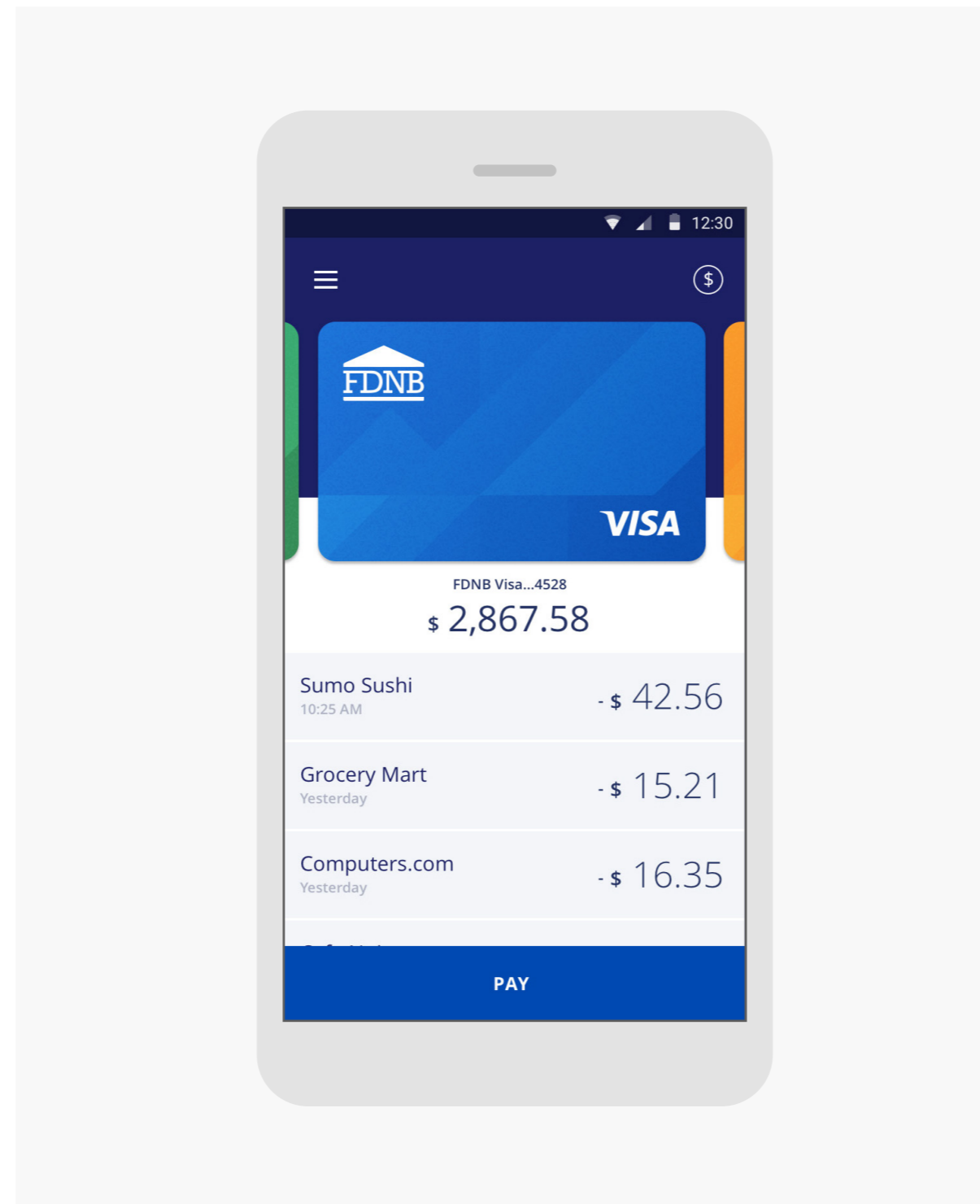
Render card art in full display whenever possible
Partical card image is applicable as long as users have seen the card image in its full size, and able to access the full card image

Contactless Indicator

Contactless Symbol
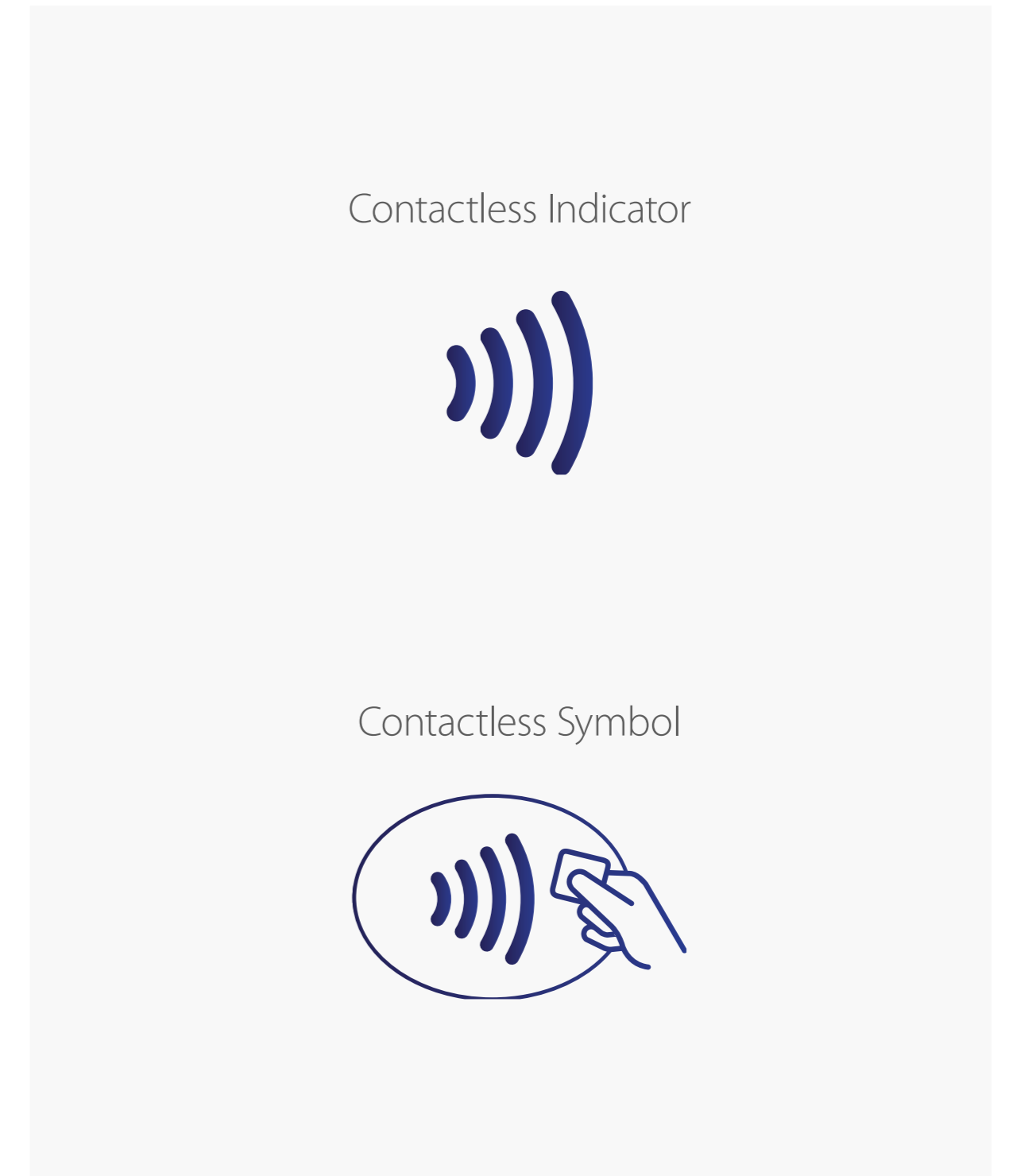
Contactless Indicator vs. Contactless Symbol

VISA