

Visa Brand Identity & Co-marketing Guideline



1.0

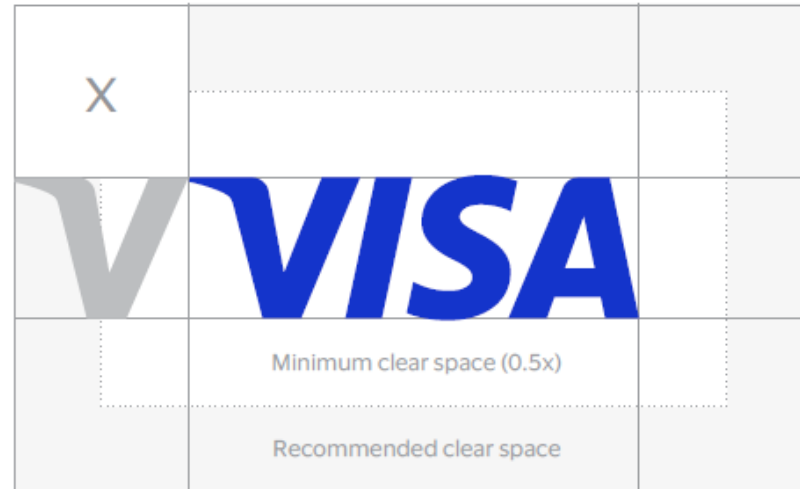
To ensure the clarity of our brand mark, always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to the dimensions below for the minimum acceptable reproduction size of the brand mark for print and digital.

Brand mark: Clear space and minimum size

Recommended Visa brand mark clear space:
Width of the 'V'

The Visa brand mark minimum size:
Digital: X = 23 px
Print: X = 6mm / 0.24in



1.0

Visa brand mark - Blue

Always ensure there is sufficient contrast between the background and the Visa brand symbol.

On a white or lighter background, the Visa brand mark should be used in the new Visa Blue wherever possible.

Reversed brand mark

On a solid Visa Blue background, dark backgrounds and photography background, the brand mark should be reversed out in white.

Brand mark: Color usage



The Visa brand mark should only be used in black or white when full-color options aren't available.



1.0

The following examples highlight a variety of restricted color uses of the brand mark.

Note: Do not use our brand mark in silver or gold other than for Affluent.

Brand mark: Prohibited color usage

1. Do not use in gradient



2. Do not use in Visa yellow



3. Do not use in silver or gold



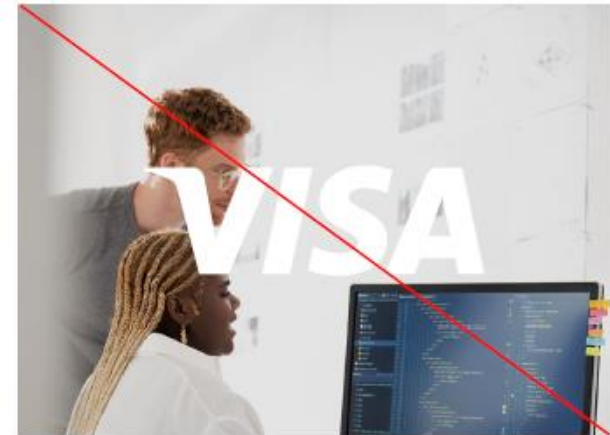
5. Do not use in Visa blue on Visa yellow background



6. Do not use in blue on dark photography



6. Do not use in white on light photography



1.0

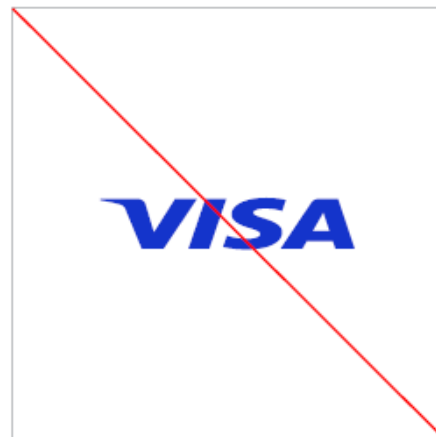
Brand mark: Prohibited usage

The following examples highlight a variety of restricted usages of the brand mark.

1. Do not outline



2. Do not distort



3. Do not use special effects



4. Do not modify the artwork



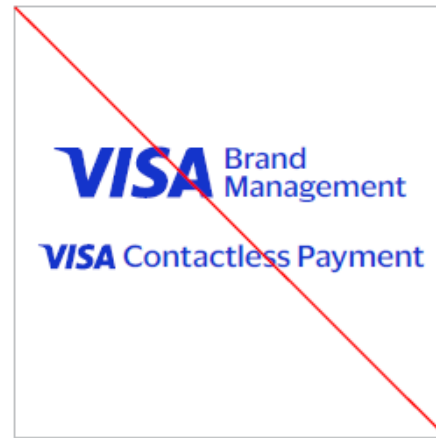
5. Do not insert image into the brand mark



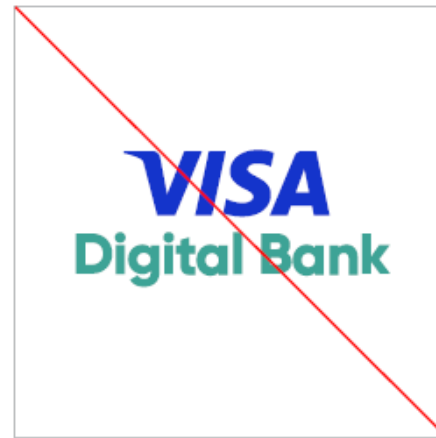
6. Do not use a campaign tagline with the brand mark



7. Do not use the brand mark to create a phrase or part of a sentence



8. Do not combine the brand mark with other marks or symbols, unless shown as part of a composite mark



1.1

Brand symbol: Clear space and minimum size

To ensure the clarity of the brand symbol, it is best practice to maintain the minimum clear space shown here, unless used within photography.

Please refer to the dimensions here for the minimum acceptable reproduction size of the brand symbol for print and digital.

The Visa brand symbol clear space:
1/3 the height of the symbol



The Visa brand symbol minimum size:
Digital: X = 23px
Print: X = 6mm / 0.24in



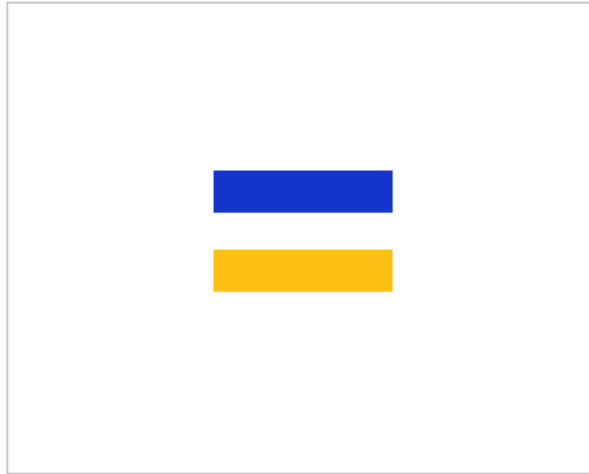
1.1

The Visa brand symbol must only be used in full-color.

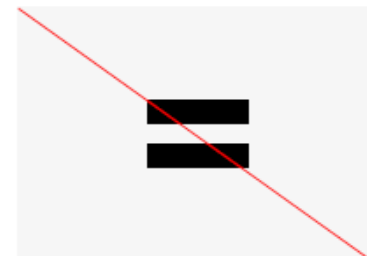
To ensure sufficient contrast, the brand symbol is best reproduced on a white background, and other color background uses should be on a minimal/exceptional basis.

Refer to examples for color usage, placement guidance to come.

Brand symbol: Color usage



Must not be replicated in black-and-white or mono.



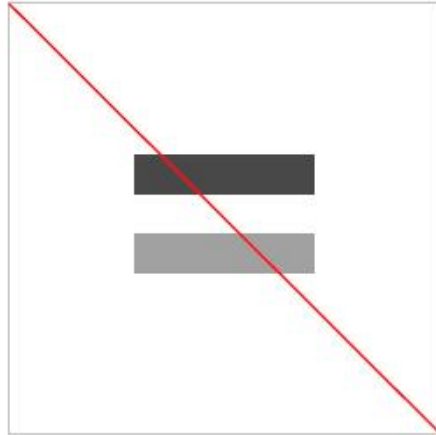
1.1

The following examples highlight a variety of restricted color uses of the brand symbol.

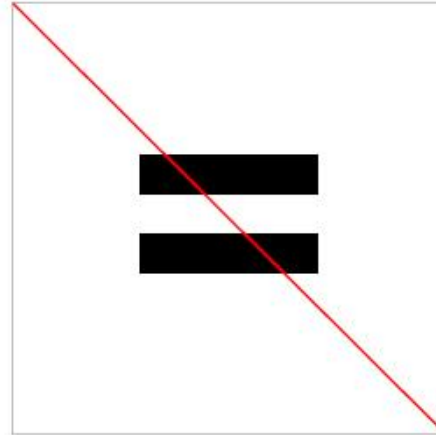
These should be avoided to ensure we meet legal obligations as well as to ensure quality brand representation.

Brand symbol: Prohibited color usage

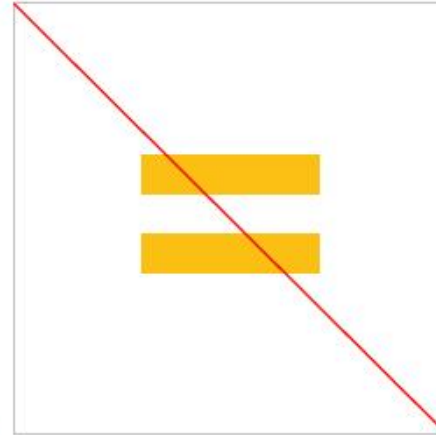
1. Do not use in grayscale



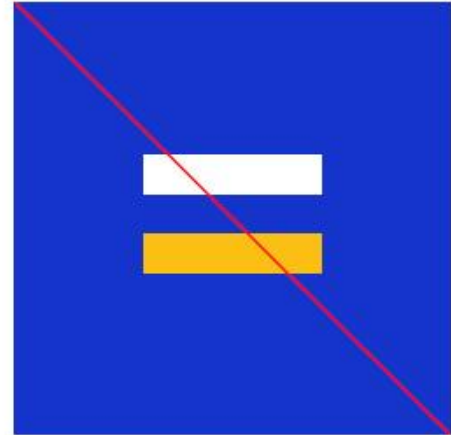
2. Do not use in black



3. Do not use in a single color



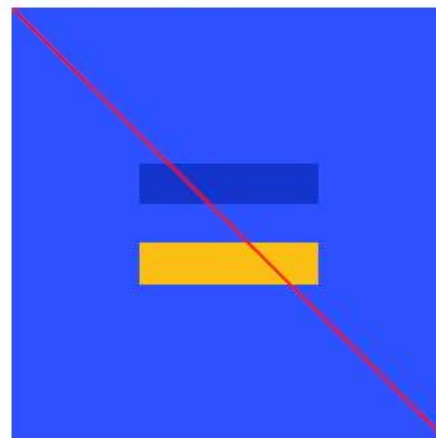
4. Do not change part of the symbol color



5. Do not use against red



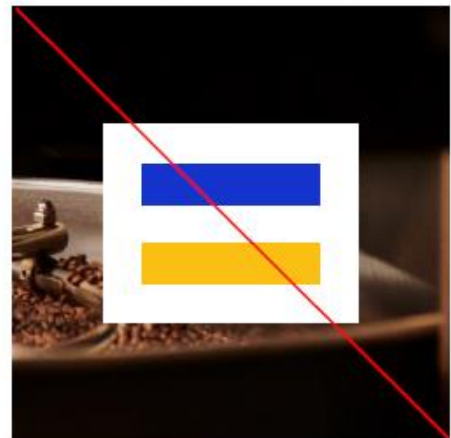
6. Do not use with low contrast or overpowering colors



7. Do not use in white / reverse out



8. Do not encapsulate in another shape

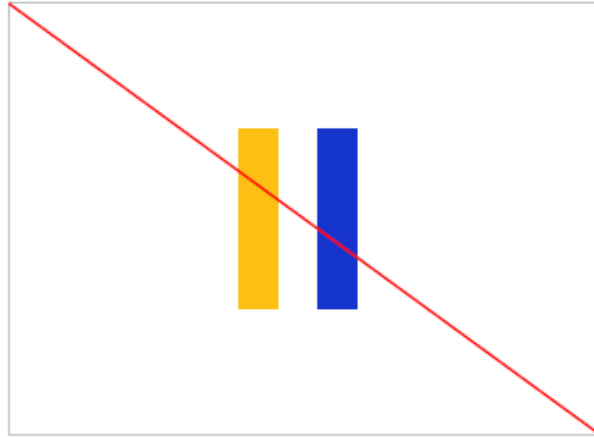


1.1

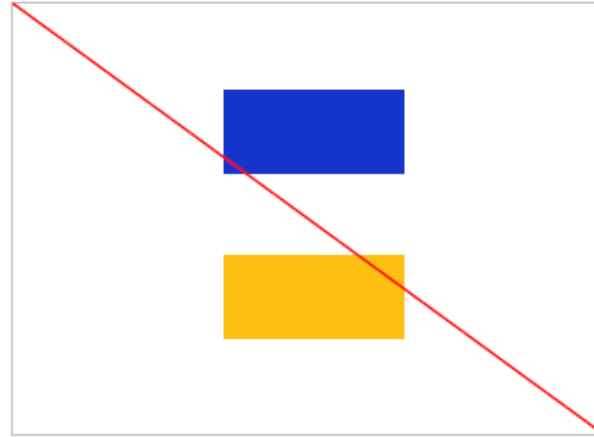
The following examples highlight a variety of restricted usages of the brand symbol.

Brand symbol: Prohibited usage

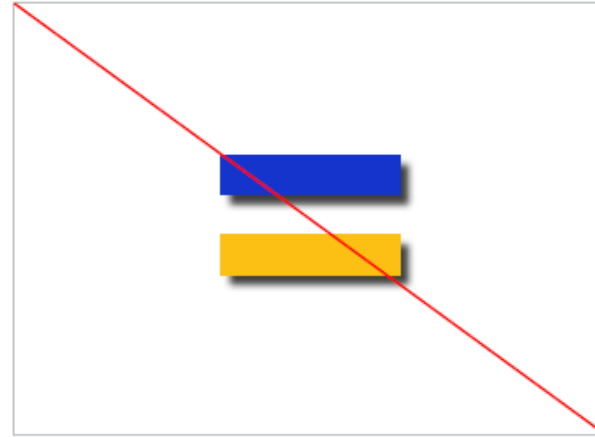
1. Do not rotate



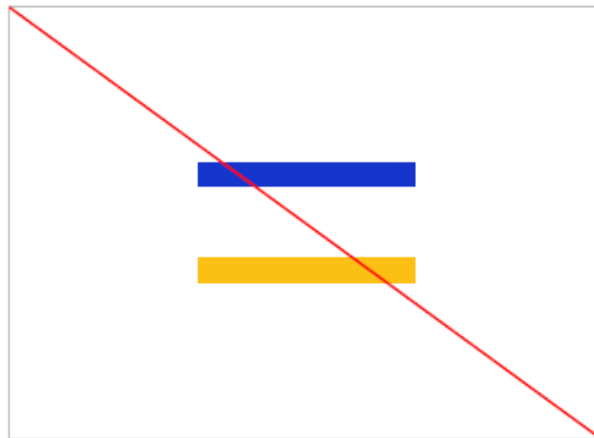
2. Do not distort



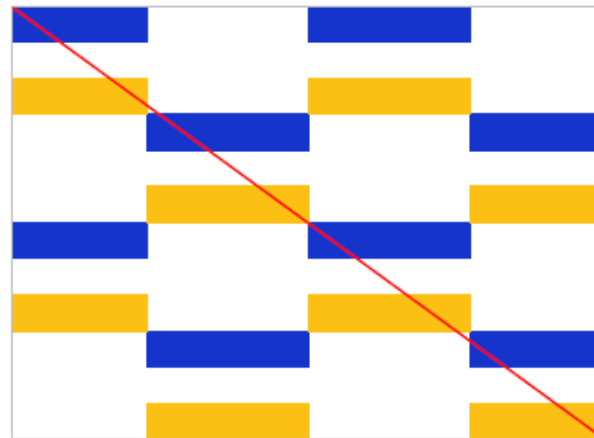
3. Do not use special effects



4. Do not modify the artwork



5. Do not use as a pattern



1.2

Brand mark and brand symbol relationship: Prohibited usages

Shown are examples of improper use of the brand mark and symbol together.

To see brand mark or brand symbol specific prohibited uses, see independent sections.

1. Do not lock-up



2. Do not position close together



3. Do not overlap



4. Do not place around the brand mark



5. Do not rotate relationship



6. Ensure background contrast



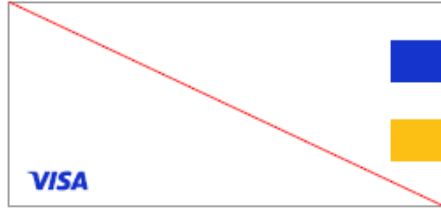
7. Do not use with transparency



8. Do not use with effects



9. Do not crop off the canvas



10. Do not use as a destructive element



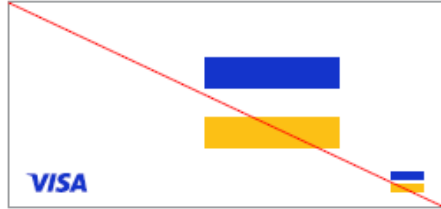
11. Ensure symbol reads behind photos



12. Do not use on busy photos



13. Do not double up symbol



14. Do not use relationship in co-marketing



15. Do not use as a window



16. Do not use relationship against Visa blue



3.2

Composite marks are preferred when displaying our partnerships.

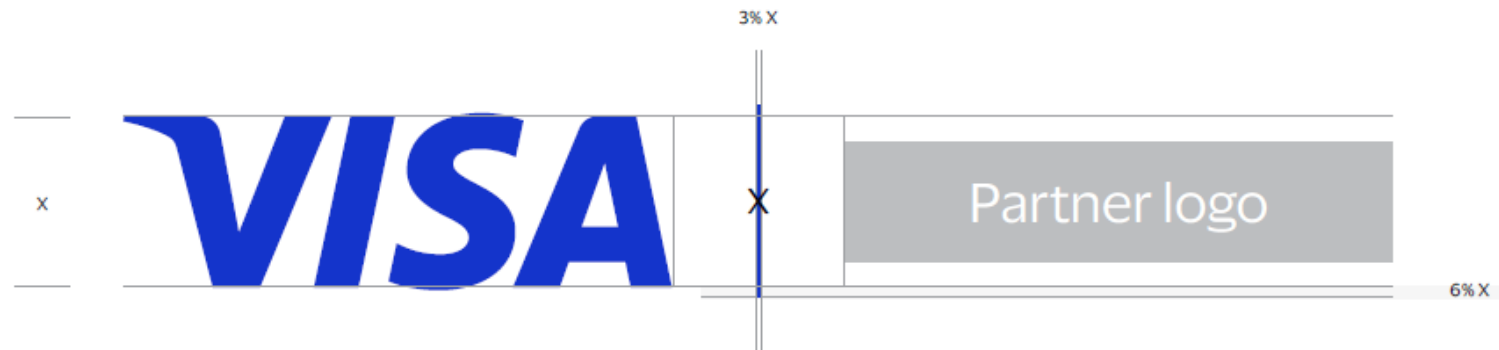
Guiding principles:

- Our preferred placement is the Visa brand mark placed to the left of the partner logo. Separate them with a vertical line.
- Our mark should be equal to the size of our partner’s mark.
- Approval from all composite marks should come from Global Brand Management and Visa Legal.
- The divider line extension space is 6% of the height of the Visa brand mark.
- The divider line width is 3% of the height of the Visa brand mark.

Divider line colors:

- As a note, the color of the divider should always match the color of the Visa brand mark.
- Visa Blue when a full-color Visa brand mark is used.
- Black when a black Visa brand mark is used.
- White when a reversed Visa brand mark is used.

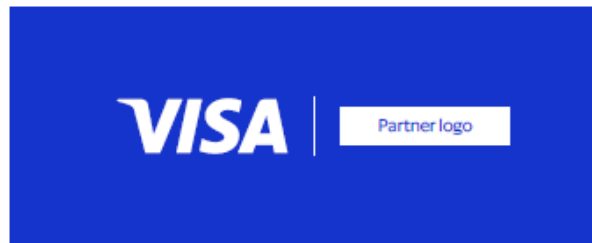
Logos and composite marks: Horizontal partner



Color examples:



Visa in full color, partner can be full color or one color



Visa reversed in white, partner can be full color or white



Visa in black, partner can be full color or black

3.2

Logos and composite marks: Apart logo placement

Rule of separation

When the creation of a composite mark isn't possible, we allow for logos to be flexibly used apart. The partner logo should be placed in a different corner.

Guiding principles:

- The color of the Visa brand mark should be determined by the color of the partner brand mark, so if the other mark is reversed in white, present the one-color white Visa brand mark.
- Ensure the Visa brand mark is at a size equivalent to the partner logo.
- Abide by our general clear space guidance.

Example layouts:



Brand mark clear space:



3.2

Logos and composite marks: Clear space & minimum sizes

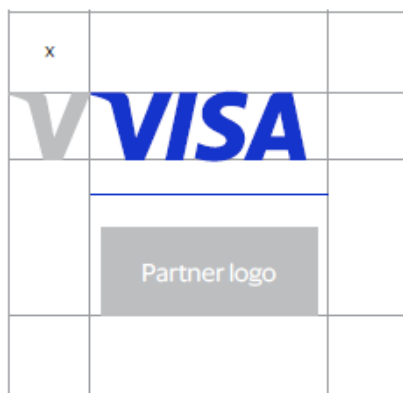
Clear space

To ensure the clarity of the lock-up, always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Minimum sizes

Use these minimum sizes even if the partner logos have a smaller minimum size.

Clear space:
Width of the 'V'



Minimum size:
Screen: X = 23 px
Print: X = 6 mm / 0.24 in

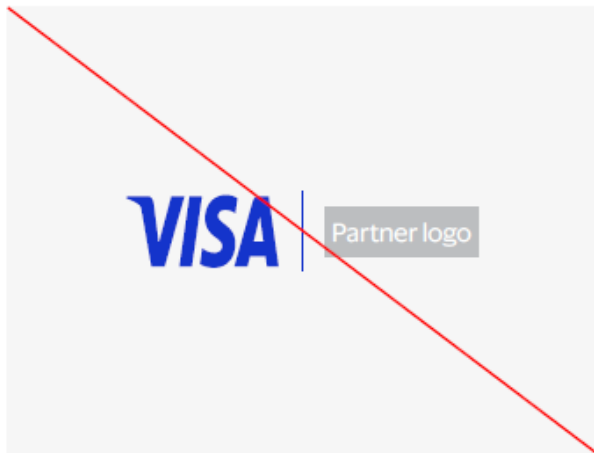


3.2

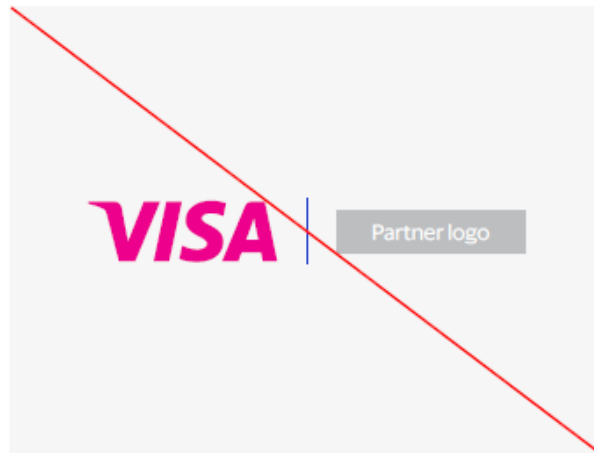
The following examples highlight a variety of improper uses of the lock-up.

Logos and composite marks: Incorrect Uses

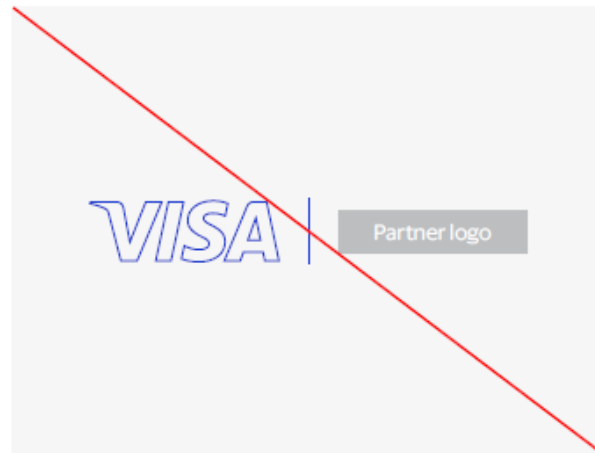
1. Do not distort



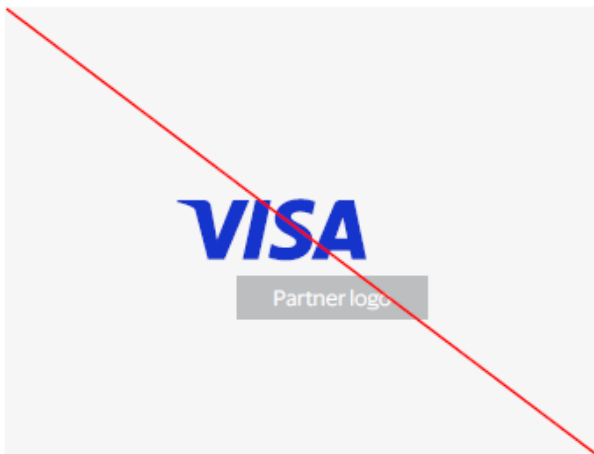
2. Do not change color



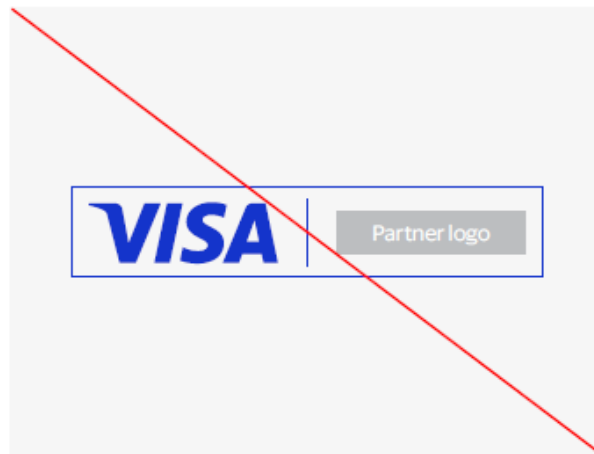
3. Do not add outline



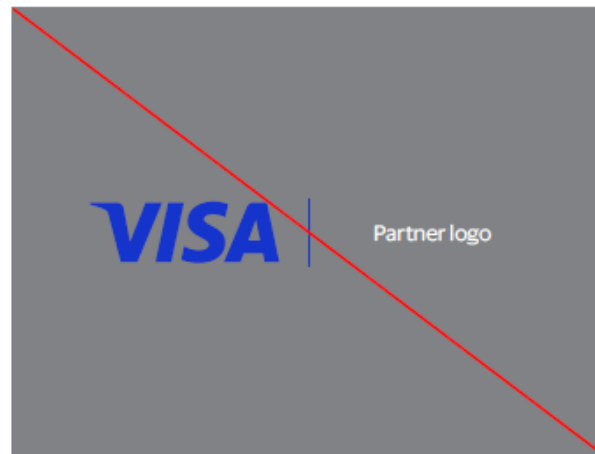
4. Do not adjust the brand mark lockup alignment



5. Do not place in containing shapes



6. Do not use with poor contrast background for legibility



VISA

**Thank
you**