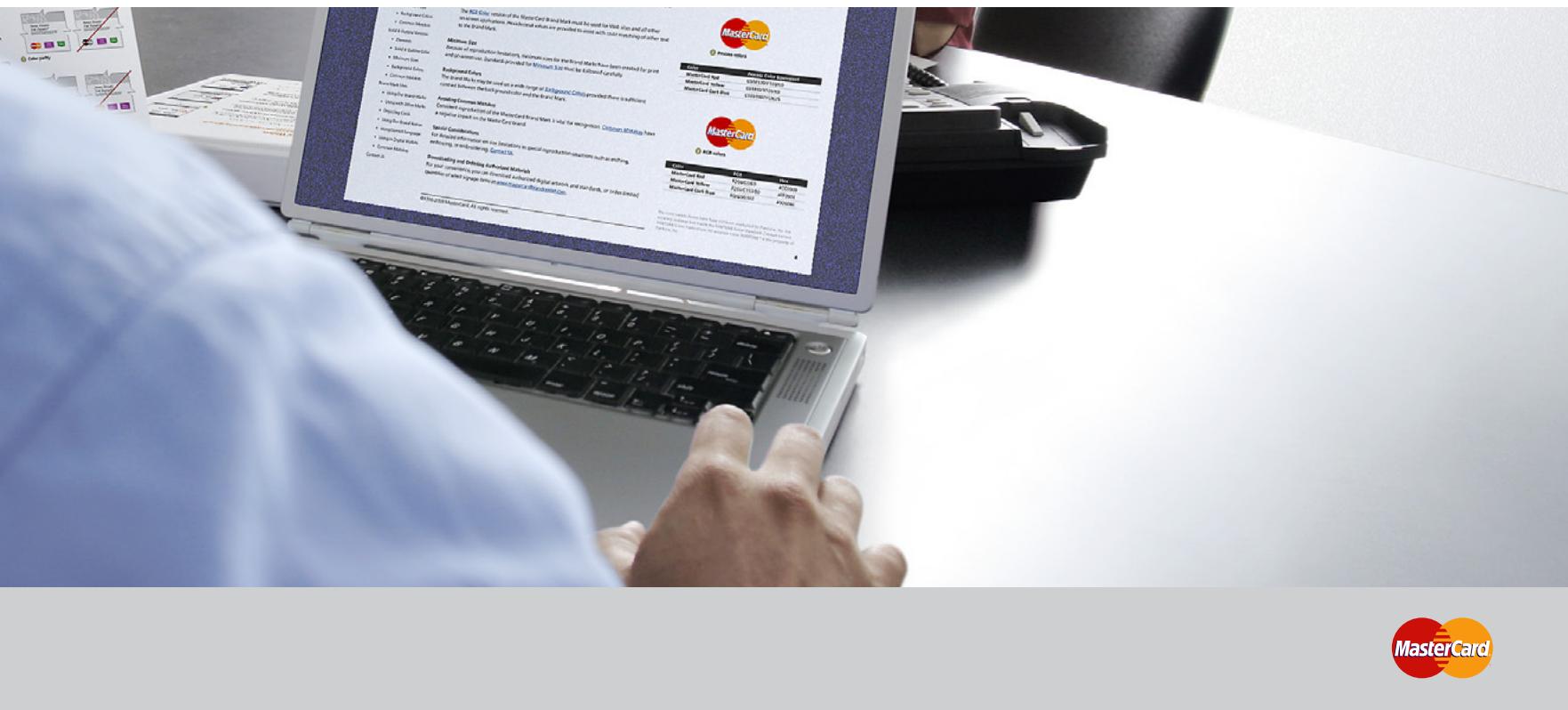




Version 5.0  
November 2009

# MasterCard® Brand Mark Standards



# Using MasterCard PDF Documents

This document is optimized for Adobe® Acrobat® Reader® version 7.0, or newer. Using earlier versions of Acrobat Reader may result in poor on-screen display of some graphics.

The latest version of Acrobat Reader may be downloaded for free from [www.adobe.com](http://www.adobe.com).

## Viewing PDF File

For best on-screen display using the latest Acrobat Reader software, select "Smooth Line Art" in Display Preferences, as illustrated. Access Preferences using the Edit menu at the top of your screen or by clicking the illustration at right.

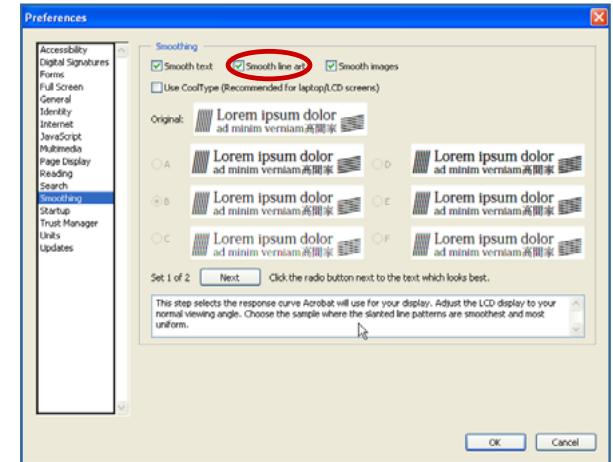
## Printing PDF File

For best results when printing this document, select the "Shrink oversized pages to paper size" option in the Print dialogue box.

## On-screen Navigation of PDF File

This Acrobat PDF file features "clickable" navigation. Clicking on arrow graphics at the top and bottom of each page will help you move quickly between pages or jump directly to the beginning or end of the document. Clicking navigation links at left or text hyperlinks will help you find related information quickly and easily.

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The MasterCard® Brand Mark may appear only in approved versions. Choice of version depends on application, budget constraints, technical limitations, and reproduction size.

## Who Should Use MasterCard Brand Marks

The MasterCard Brand Mark is used by MasterCard Worldwide, its issuers, acquirers, co-brand partners, and their communications resources for all applications not signifying acceptance.

### 1. Color Versions

Whether in print or on-screen, use the [Color Versions](#) of the Brand Mark whenever possible. The color versions may be printed in match colors, process colors, process plus match colors, or used on-screen in RGB or hexadecimal color. Color versions printed on cards must be printed in match colors.



1 Color versions



2 Grayscale version



Solid version



3 Outline version

## Ensuring Consistent Presentation

Standards and artwork for the MasterCard Brand Mark have been developed for use by MasterCard Worldwide, its merchants, issuers, acquirers, co-brand partners, and their communication resources. No other standards or artwork should be used to represent the MasterCard brand.

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When communicating "I market MasterCard® products and programs" or "I issue MasterCard cards," in print or on-screen, use the color version of the Brand Mark whenever possible.

### Elements

The color versions shown here are produced using different methods, but all include the same five essential Elements: the Interlocking Circles Device, the MasterCard name in custom lettering, the MasterCard Drop Shadow, the registered trademark symbols, and the minimum free space area.

### 1. Match Colors

The Match Color version of the MasterCard Brand Mark is preferred for reproduction in all print media when the brand does not signify acceptance, and is required when the Brand Mark is printed in color on cards.

### 2. Process Colors

The Four-color Process version of the MasterCard Brand Mark may be used when match colors are not available.

### 3. RGB Colors

The RGB Color version of the MasterCard Brand Mark must be used for Web sites and all other on-screen applications. Hexadecimal values are provided to assist with color matching of other text to the Brand Mark.

### Minimum Size

Because of reproduction limitations, minimum sizes for the Brand Marks have been created for print and on-screen use. Standards provided for Minimum Size must be followed carefully.

### Background Colors

The Brand Marks may be used on a wide range of Background Colors provided there is sufficient contrast between the background color and the Brand Mark.

### Avoiding Common Mistakes

Consistent reproduction of the MasterCard Brand Mark is vital for recognition. Common Mistakes have a negative impact on the MasterCard brand.

### Special Considerations

For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidery, Contact Us.

### Downloading and Ordering Authorized Materials

For your convenience, you can download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



1 Match colors

Color	Match Color Equivalent
MasterCard Red	PANTONE 485C
MasterCard Yellow	PANTONE 137C
MasterCard Dark Blue	PANTONE 2758C



2 Process colors

Color	Process Color Equivalent
MasterCard Red	C0/M100/Y100/K0
MasterCard Yellow	C0/M40/Y100/K0
MasterCard Dark Blue	C100/M80/Y0/K35



3 RGB colors

Color	RGB	Hex
MasterCard Red	R204/G0/B0	#CC0000
MasterCard Yellow	R255/G153/B0	#FF9900
MasterCard Dark Blue	R0/G0/B102	#000066

The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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The color versions of the MasterCard® Brand Mark consist of five elements, whose relationship must not be altered.

### 1. The MasterCard Interlocking Circles Device

The MasterCard Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a feature common to the MasterCard family of Brand Marks. This distinguishing device, combined with a unified color palette, enhances the visual link between our brands.

### 2. The "MasterCard" Name in Custom Lettering

The "MasterCard" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the MasterCard brand. This custom-drawn artwork must not be altered in any way.

### 3. The MasterCard Drop Shadow

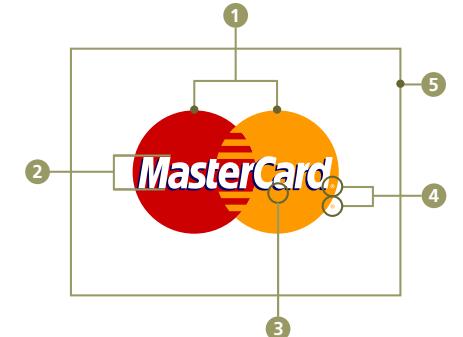
In advertising, marketing, and communications materials not signifying acceptance, the drop shadow may appear in MasterCard Dark Blue or Black. Black is the preferred color for the drop shadow when printing in four-color process, but MasterCard Dark Blue may be simulated in an approved [Four-color Process](#) printing situation.

### 4. The Registered Trademark Symbols

In all color versions, the ® trademark symbols (or their local law equivalents) must be used. It is permissible to remove the ® symbol if production issues will produce illegible results.

### 5. Minimum Free Space

The MasterCard Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.



5 Minimum free space illustrated

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These standards should be used for the preferred match color reproduction of the MasterCard® Brand Mark.

Whenever possible, the MasterCard Brand Mark should be printed in match colors.

### Color Reproduction

The left circle is 100% MasterCard Red. The right circle is 100% MasterCard Yellow.

The name "MasterCard," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% MasterCard Yellow.

The MasterCard Drop Shadow is either 100% MasterCard Dark Blue or 100% Black, depending on the specific application and the type of media used. For all cards, Black must be specified. For advertising, marketing, and communications materials not signifying acceptance, MasterCard Dark Blue or Black may be specified.

In lieu of MasterCard Red, MasterCard Yellow, and MasterCard Dark Blue, the PANTONE®\* colors shown in the chart at right may be used.

### Trapping Information

When printing the match color version of the MasterCard Brand Mark, care must be taken to ensure accurate reproduction by trapping the artwork correctly and achieving proper registration on press.

When printing any of the MasterCard family of Brand Marks or Acceptance Marks, please refer to the [Trapping Standards](#) that are applicable to all match color versions.

\*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.



Element	Color
Left circle	MasterCard Red
Right circle	MasterCard Yellow
MasterCard name	White
MasterCard Drop Shadow	MasterCard Dark Blue or Black
® inside circles	White
® outside circles	MasterCard Yellow

Color	Match Color Equivalent
MasterCard Red	PANTONE 485C
MasterCard Yellow	PANTONE 137C
MasterCard Dark Blue	PANTONE 2758C

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These standards should be used for trapping the preferred match color versions of the MasterCard® Brand Mark and Acceptance Mark.

### Color Trapping Standards (*follow the trapping steps below, from left to right*)

	<b>Step 1</b>	<b>Step 2</b>	<b>Step 3 (Acceptance Marks only)</b>
	(1) MasterCard Red and Yellow Interlocking Circles trap to each other. (2) MasterCard Yellow spreads to trap MasterCard Red. (3) MasterCard Red maintains correct size and shape of trapped area.	MasterCard brand name and interior ® reverse out to White.	MasterCard Red and Yellow Interlocking Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.
			
<b>Drop Shadow</b>	<b>Decals and signs greater than 63.5 mm (2.5")</b>	<b>Decals and signs 63.5 mm (2.5") and smaller</b>	
	Drop shadow reverses out to White, then prints 100% MasterCard Dark Blue.	Drop shadow overprints Interlocking Circles in 100% MasterCard Dark Blue.	
		<b>Communication materials not signifying acceptance (Brand Marks only)</b>	
		If Blue, drop shadow reverses out to White, then prints in 100% MasterCard Dark Blue. If Black, drop shadow overprints Interlocking Circles in 100% Black.	

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These standards should be used for process color reproduction of the MasterCard® Brand Mark. Whenever possible, printing in match colors is preferred.

When budget or technical limitations prohibit the use of match color, the MasterCard Brand Mark may be printed in four-color process (except on cards).

### Color Reproduction

The left circle is 100% magenta + 100% yellow. The right circle is 40% magenta + 100% yellow.

The name "MasterCard," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% Black or reverses out to White, whichever provides the best contrast with the background.

The MasterCard Drop Shadow is 100% Black or may simulate MasterCard Dark Blue, reproducing as 100% cyan + 80% magenta + 35% Black depending on the specific application and the type of media used. For all cards, Black must be specified. For advertising, marketing, and communications materials not signifying acceptance, MasterCard Dark Blue or Black may be specified.

### Printing with a Fifth Color

In instances where budget and reproduction methods allow four-color process printing plus a fifth color, the preferred color is MasterCard Yellow. In this case, the right circle and the ® symbol outside the right circle print in MasterCard Yellow. The rest of the Brand Mark prints in four-color process as specified.

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).

\*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.



Element	Color
Left circle	MasterCard Red
Right circle	MasterCard Yellow
MasterCard name	White
MasterCard Drop Shadow	Black (preferred) or MasterCard Dark Blue
® inside circles	White
® outside circles	Black, White, or <i>MasterCard Yellow (PANTONE 137C)</i>

Color	Process Color Equivalent
MasterCard Red	C0/M100/Y100/K0
MasterCard Yellow	C0/M40/Y100/K0
MasterCard Dark Blue	C100/M80Y0/K35

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These standards should be used for on-screen color reproduction of the MasterCard® Brand Mark.

When using the MasterCard Brand Mark on Web sites and all other on-screen applications, but not signifying acceptance, use the RGB color version of the Brand Mark. The drop shadow appears in MasterCard Dark Blue.

**NOTE:** Do not convert the match or process versions of the Brand Mark to RGB colors. The color values in approved RGB artwork files have been optimized to achieve the closest possible match to the specified colors. Hexadecimal values have been provided to allow for color matching of HTML text to the Brand Mark colors.

## Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



Element	Color
Left circle	MasterCard Red
Right circle	MasterCard Yellow
MasterCard name	White
MasterCard Drop Shadow	MasterCard Dark Blue
® inside circles	White
® outside circles	MasterCard Yellow

Color	RGB	Hex
MasterCard Red	R204/G0/B0	#CC0000
MasterCard Yellow	R255/G153/B0	#FF9900
MasterCard Dark Blue	R0/G0/B102	#000066

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To ensure the greatest legibility and impact at small sizes, a minimum size has been determined for both printing and on-screen reproduction of the Brand Marks.

### 1. Minimum Size for Printing

The match and process color versions of the MasterCard® Brand Mark may not be reproduced in sizes smaller than 9.5 mm (0.375") in width.



1 Minimum size for printing  
9.5 mm (0.375") wide

### 2. Minimum Size for On-Screen

The on-screen color versions of the MasterCard Brand Mark may not be reproduced in sizes smaller than 21 pixels high.



2 Minimum size for on-screen  
21 pixels high

### Special Considerations

For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, [Contact Us](#).

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To ensure high visibility of the Brand Marks, sufficient contrast between background color and Brand Mark must be used.

Print and electronic media not signifying acceptance—such as advertising, sales promotion, marketing, and video—may use any color as a background, provided it offers adequate contrast, giving the MasterCard® Brand Mark appropriate visual prominence.

**NOTE:** Avoid one of the most [Common Mistakes](#), and never enclose the MasterCard Brand Mark within a binocular lens-shaped outline.



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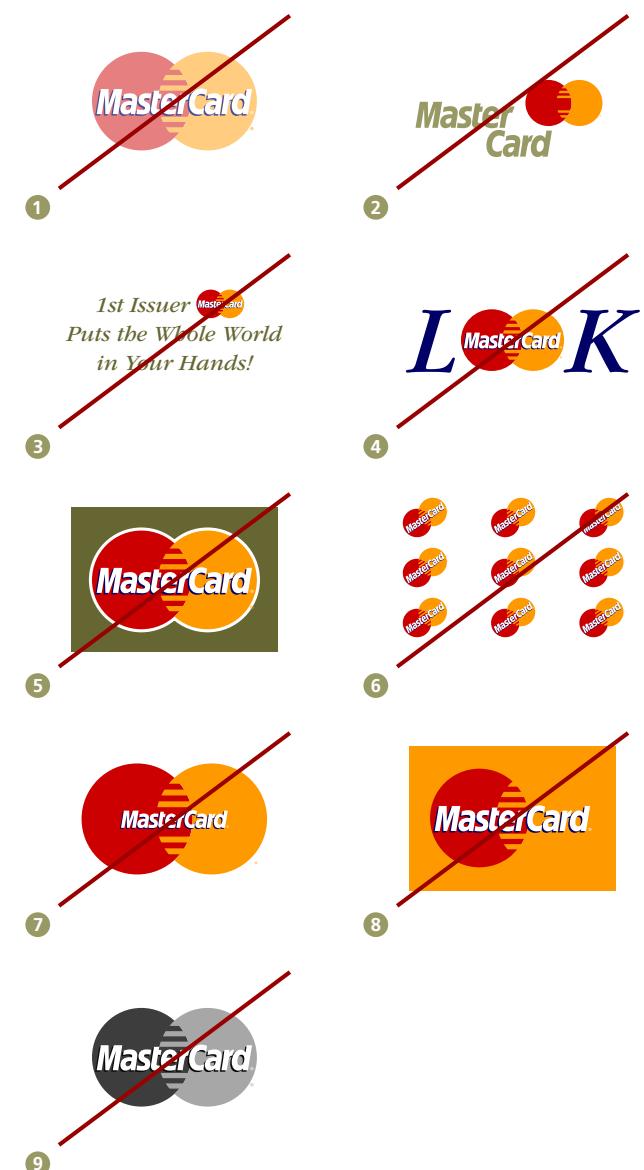
The MasterCard® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

### The MasterCard Brand Mark:

1. Always must be reproduced in its entirety, using full-strength inks.
2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.
3. Must not be used in a headline or sentence; instead, use the name "MasterCard" in the same type style as the rest of the headline or sentence.
4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.
5. Must not be enclosed within a binocular lens-shaped outline.
6. Must not be used as a decorative device or in a repeat pattern.
7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.
8. Must not be used on a background that doesn't provide sufficient contrast.
9. Must not use color artwork converted to grayscale. Always use the authorized [Grayscale](#) artwork.

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



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If technical limitations prohibit the use of full-color, the grayscale version of the MasterCard® Brand Mark may be used—but only in media other than cards, acceptance decals, signs, Web sites, and digital/online communications.

### Elements

The grayscale version of the MasterCard Brand Mark includes these four essential [Elements](#): the Interlocking Circles Device, the MasterCard name in custom lettering, the registered trademark symbols, and the minimum free space area.

### Grayscale Values

The [Match Color](#) version of the MasterCard Brand Mark is preferred for reproduction in all print media. The grayscale version of the MasterCard Brand Mark is an acceptable substitute when technical limitations prohibit the use of the color versions.

The grayscale version of the MasterCard Brand Mark is an acceptable alternate for limited use by merchants to communicate “brand acceptance” on sales receipts and one-color ads. The grayscale version must not be used on cards, acceptance decals, signs, Web sites, and digital/online communications.

The grayscale version of the MasterCard Brand Mark is printed in Black ink only.

### Minimum Size

Because of reproduction limitations, a minimum size for the grayscale version of the MasterCard Brand Mark has been created for print use. Standards provided for [Minimum Size](#) must be followed carefully.

### Background Colors

The grayscale version of the Brand Mark only may be used on white or light-colored [Background Colors](#) to ensure there is sufficient contrast between the background color and the Brand Mark.

### Avoiding Common Mistakes

Consistent reproduction of the MasterCard Brand Mark is vital for recognition. [Common Mistakes](#) have a negative impact on the MasterCard brand.

### Special Considerations

For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidery, [Contact Us](#).

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



Element	Color
Left circle	100% Black
Right circle	40% Black
MasterCard name	White
◎ inside circles	White
◎ outside circles	100% Black

# Elements

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The grayscale version of the MasterCard® Brand Mark consists of four elements, whose relationship must not be altered.

### 1. The MasterCard Interlocking Circles Device

The MasterCard Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a feature common to the MasterCard family of Brand Marks. This distinguishing device enhances the visual link between our brands.

### 2. The "MasterCard" Name in Custom Lettering

The "MasterCard" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the MasterCard brand. This custom-drawn artwork must not be altered in any way.

### 3. The Registered Trademark Symbols

In the grayscale version, the ® trademark symbols (or their local law equivalents) must be used. It is permissible to remove the ® symbol if production issues will produce illegible results.

### 4. Minimum Free Space

The MasterCard Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.

**NOTE:** Unlike color versions of the Brand Mark, the grayscale version has no MasterCard Drop Shadow.



④ Minimum free space illustrated



The grayscale version  
has no drop shadow

# Grayscale Values

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These standards should be used for grayscale reproduction of the MasterCard® Brand Mark.

When technical limitations prohibit the use of the color versions, use the grayscale version of the MasterCard Brand Mark.

### Color Reproduction

The grayscale version reproduces in Black only. The left circle is 100% Black. The right circle is 40% Black.

The name "MasterCard," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% Black.



Element	Color
Left circle	100% Black
Right circle	40% Black
MasterCard name	White
® inside circles	White
® outside circles	100% Black

# Minimum Size

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To ensure the greatest legibility and impact at small sizes, a minimum size has been determined for print reproduction of the grayscale MasterCard® Brand Mark.



Minimum size for printing  
9.5 mm (0.375") wide

### Minimum Size for Printing

The grayscale version of the MasterCard Brand Mark may not be reproduced in sizes smaller than 9.5 mm (0.375") in width. For single-color reproduction in sizes smaller than 9.5 mm (0.375") in width, use the [Solid or Outline Versions](#) of the Brand Mark.

### Special Considerations

For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, [Contact Us](#).

# Background Colors

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## Solid & Outline Versions

- Elements
- Solid & Outline Color
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## Brand Mark Uses

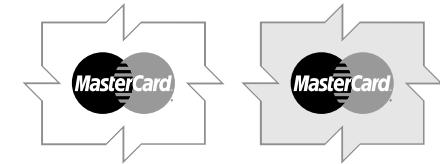
- Using Our Brand Marks
- Using with Other Marks
- Depicting Cards
- Using Our Brand Names
- Using Correct Language
- Using in Digital Wallets
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## Contact Us

To ensure high visibility of the Brand Marks, sufficient contrast between background color and Brand Mark must be used.

For the greatest possible clarity and visibility, the grayscale version of the MasterCard® Brand Mark should appear against a white or light-colored background only—one that offers adequate contrast. This version of the Brand Mark must not be reversed out of a dark background or used against medium-value backgrounds or patterns.

**NOTE:** Avoid one of the most [Common Mistakes](#), and never enclose the MasterCard Brand Mark within a binocular lens-shaped outline.



# Common Mistakes

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## Brand Mark Uses

- Using Our Brand Marks
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## Contact Us

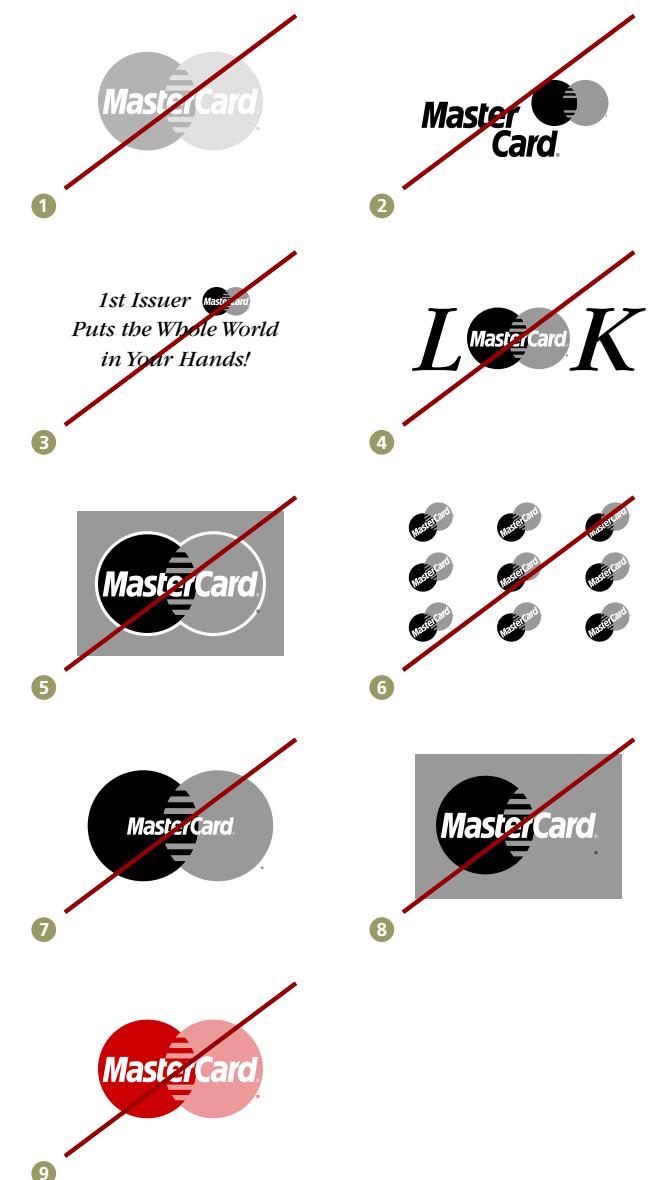
The MasterCard® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

### The Grayscale Version of the MasterCard Brand Mark:

1. Always must be reproduced in its entirety, using full-strength Black ink.
2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.
3. Must not be used in a headline or sentence; instead, use the name "MasterCard" in the same type style as the rest of the headline or sentence.
4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.
5. Must not be enclosed within a binocular lens-shaped outline.
6. Must not be used as a decorative device or in a repeat pattern.
7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.
8. Must not be used on a background that doesn't provide sufficient contrast.
9. Must not be printed in tints of colored inks. It always must be printed in Black ink.

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



# Solid and Outline Versions

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## Contact Us

The solid and outline versions of the MasterCard® Brand Mark have the most varied acceptable applications. Special care must be taken to understand and use these marks correctly.

The solid and outline versions of the MasterCard Brand Mark were developed for use at very small sizes and for limited one-color applications. These versions also may be used for special reproduction methods like etching, embossing, or embroidering.

### Elements

The solid and outline versions of the MasterCard Brand Mark include these four essential [Elements](#): the Interlocking Circles Device, the MasterCard name in custom lettering, the registered trademark symbols, and the minimum free space area.

### Solid & Outline Color

The [Match Color](#) version of the MasterCard Brand Mark is preferred for reproduction in all print media. The solid and outline versions of the MasterCard Brand Mark are acceptable alternates for limited use by merchants to communicate "brand acceptance" on sales receipts and one-color ads. The solid and outline versions must not be used on cards or acceptance decals and signs.

### Minimum Sizes

Because of reproduction limitations, minimum sizes for the Brand Marks have been created for print use. Standards provided for [Minimum Sizes](#) must be followed carefully.

### Background Colors

The Brand Marks may be used on a wide range of [Background Colors](#) provided there is sufficient contrast between the background color and the Brand Mark.

### Avoiding Common Mistakes

Consistent reproduction of the MasterCard Brand Mark is vital for recognition. [Common Mistakes](#) have a negative impact on the MasterCard brand.

### Special Considerations

For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, [Contact Us](#).

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



Solid version

Element	Color
Solid circles	100% color
MasterCard name	Knockout to background
® inside circles	Knockout to background
® outside circles	100% color



Outline version

Element	Color
Outline circles	100% color
MasterCard name	100% color
® inside circles	100% color
® outside circles	100% color

# Elements

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## Contact Us

The solid and outline versions of the MasterCard® Brand Mark consist of four elements, whose relationship must not be altered.

### 1. The MasterCard Interlocking Circles Device

The MasterCard Interlocking Circles Device, a registered trademark of MasterCard International, is a feature common to the MasterCard family of Brand Marks. This distinguishing device enhances the visual link between our brands.

### 2. The "MasterCard" Name in Custom Lettering

The "MasterCard" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the MasterCard brand. This custom-drawn artwork must not be altered in any way.

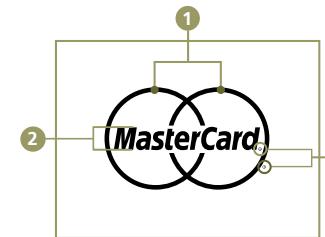
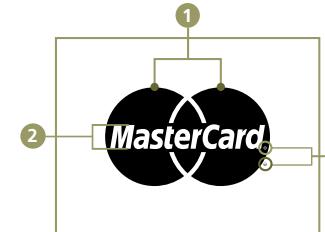
### 3. The Registered Trademark Symbols

In both the solid and outline versions, the ® trademark symbols (or their local law equivalents) must be used. It is permissible to remove the ® symbols if production issues will produce illegible results.

### 4. Minimum Free Space

The MasterCard Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.

**NOTE:** Unlike the color versions of the Brand Mark, the solid and outline versions have no MasterCard Drop Shadow.



4 Minimum free space illustrated



4 Minimum free space illustrated

# Solid and Outline Color

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## Contact Us

These standards should be used for solid or outline reproduction of the MasterCard® Brand Mark.

### Solid & Outline Reproduction

The solid and outline versions of the MasterCard Brand Mark may be reproduced in any single color, preferably 100% Black.

### Reversing These Marks

To make reversed versions of the solid or outline Brand Marks, select what is currently Black in the artwork and convert it to White.



Element	Color
Solid circles	100% color
MasterCard name	Knockout to background
® inside circles	Knockout to background
® outside circles	100% color



Element	Color
Outline circles	100% color
MasterCard name	100% color
® inside circles	100% color
® outside circles	100% color

# Minimum Sizes

## Brand Mark Overview

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## Contact Us

To ensure the greatest legibility and impact at small sizes, minimum sizes have been determined for print reproduction of the solid and outline versions of the Brand Marks.



- 1 Solid version**  
Minimum size  
6.4 mm (0.25") wide



- 2 Outline version**  
Minimum size  
6.4 mm (0.25") wide

### 1. Solid Version Minimum Size

The solid version of the MasterCard® Brand Mark may not be reproduced in sizes smaller than 6.4 mm (0.25") in width.

### 2. Outline Version Minimum Size

The outline version of the MasterCard Brand Mark may not be reproduced in sizes smaller than 6.4 mm (0.25") in width.

# Background Colors

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## Solid & Outline Versions

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- Using Our Brand Marks
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## Contact Us

To ensure high visibility of the Brand Marks, sufficient contrast between background color and Brand Mark must be used.

For the greatest possible clarity and visibility, the solid and outline versions of the MasterCard® Brand Mark must appear on backgrounds that provide adequate contrast.

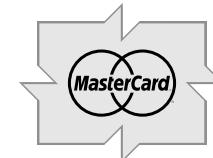
When the solid and outline versions print in a light color or reverse to White, they must appear on a dark-colored background. When the solid and outline versions print in Black or a dark color, they must appear on a white or light-colored background.



Solid version, positive



Solid version, reversed



Outline version, positive



Outline version, reversed

# Common Mistakes

## Brand Mark Overview

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- Using with Other Marks
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## Contact Us

The MasterCard® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

### The Solid or Outline Version of the MasterCard Brand Mark:

1. Always must be reproduced in its entirety, using full-strength inks.
2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.
3. Must not be used in a headline or sentence; instead, use the name "MasterCard" in the same type style as the rest of the headline or sentence.
4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.
5. Must not be enclosed within a binocular lens-shaped outline.
6. Must not be used as a decorative device or in a repeat pattern.
7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.
8. Must not be used on a background that doesn't provide sufficient contrast.

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



# Brand Mark Uses

## Brand Mark Overview

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## Contact Us

Increasing customer awareness of the MasterCard family of brands requires consistent presentation and communication.

Increasing customer awareness of the MasterCard family of brands requires absolute consistency in the way several key elements—Brand Marks, cards, brand names, and correct language—are used in all product, service, and media applications.

### 1. Using Our Brand Marks

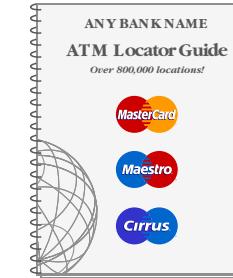
The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® [Brand Marks](#) must appear prominently and consistently—in the correct order, in match color when possible, and at size, color, and frequency parity with all other brands.

### 2. Using Our Brand Marks with Other Marks

When used with [Other Brand Marks](#), it is essential that the MasterCard, MasterCard Electronic, Maestro, and Cirrus Brand Marks appear at size, color, and frequency parity with those brands.

### 3. Depicting Cards in Communications

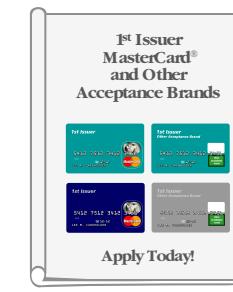
Actual or “mock-up” [MasterCard or MasterCard Electronic Cards](#) must display the entire Brand Mark and at least must be at size, color, and frequency parity with other cards depicted.



1 Using our Brand Marks



2 Using our Brand Marks with other marks



3 Depicting cards in communications

[continued on next page](#)

# Brand Mark Uses (continued)

## Brand Mark Overview

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## Contact Us

Increasing customer awareness of the MasterCard family of brands requires consistent presentation and communication.

### 4. Using Our Brand Names

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® Brand Names must be used prominently and consistently in all communications.

### 5. Using Correct Language

Consistent and Correct Language in communications reinforces customer awareness of the MasterCard Worldwide branded programs and services.

### 6. Using in Digital Wallets

While these standards apply to all of the MasterCard family of brands, some additional standards apply to the use of the MasterCard and Maestro brands in Digital Wallets.

#### Avoiding Common Mistakes

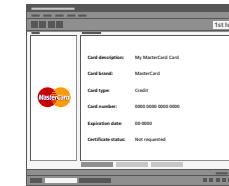
Consistent reproduction of the Brand Marks is vital for recognition. Common Mistakes can compromise the integrity of our Brand Marks and reduce their impact among consumers. Do not use Brand Marks in place of Acceptance Marks when communicating acceptance, unless technical limitations require the use of either the grayscale, solid, or outline Brand Mark.



4 Using our brand names



5 Using correct language



6 Using in digital wallets

# Using our Brand Marks

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## Contact Us

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® Brand Marks must be represented accurately and displayed consistently when used.

All materials that promote the MasterCard, MasterCard Electronic, Maestro, or Cirrus brands must display the appropriate Brand Marks prominently, and in the approved sequence.

### 1. Approved Sequence

If multiple Brand Marks appear together, the marks must be displayed in accordance with the following horizontal or vertical sequence:

1. MasterCard
2. MasterCard Electronic
3. Maestro
4. Cirrus

The MasterCard Brand Mark always appears to the left of or above all other Brand Marks displayed.

### 2. Signifying Acceptance

Always use our specially designed, authorized artwork and standards for Acceptance Marks—combined marks which include a Brand Mark placed on the MasterCard Dark Blue Acceptance Rectangle in order to provide a consistent neutral background for acceptance situations.

**NOTE:** Brand Marks must not be used to signify acceptance in any applications other than limited, one-color exceptions. Visit [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com) for more information about Acceptance Marks and one-color exceptions.

## Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



① Approved sequence

② Signifying acceptance

# Using with Other Marks

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## Contact Us

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® Brand Marks must be displayed at size, color, and frequency parity with all comparable product marks appearing in the same communication piece.

### To Ensure Parity, Always Follow These Standards:

#### 1. Size parity with marks of similar proportions

When the MasterCard, MasterCard Electronic, Maestro, and Cirrus Brand Marks are displayed with the brand marks of other brands, they must appear in a size at least equal to the largest brand mark displayed.

In horizontal formats, the height of the Brand Mark must be at least equal to the height of the largest other brand mark.

In vertical formats, the width of the Brand Mark must be at least equal to the width of the largest other brand mark.

#### 2. Size parity with marks of different proportions

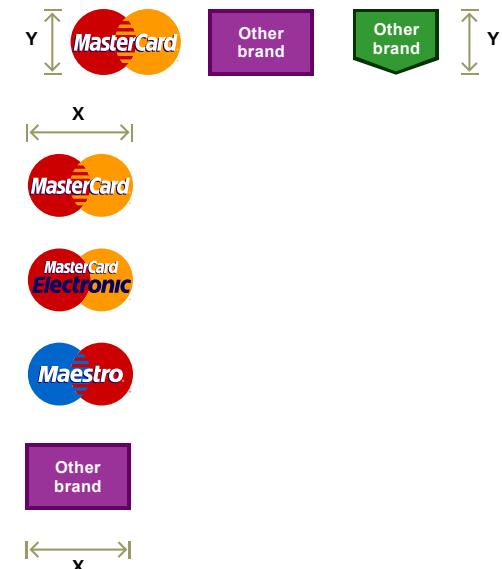
Size parity with marks of different proportions is determined by area. The area (height by width) of the Brand Mark should at least equal the approximate area (maximum height by maximum width) of the largest brand mark displayed.

**NOTE:** Never enlarge or reduce individual elements of the artwork independently of the others.

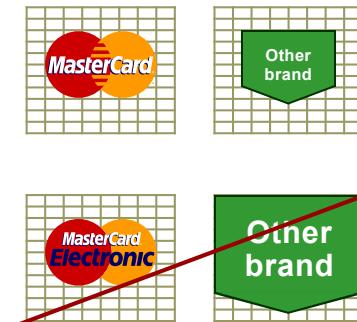
Always enlarge or reduce the artwork as a unit. Authorized artwork in approved combinations is available for downloading at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



① Size parity with marks of similar proportions



② Size parity with marks of different proportions

# Using with Other Marks (continued)

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## Contact Us

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® Brand Marks must be displayed at size, color, and frequency parity with all comparable product marks appearing in the same communication piece.

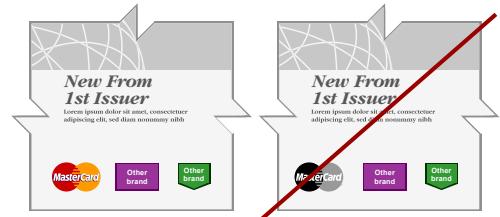
### 3. Color Parity

When the MasterCard, MasterCard Electronic, Maestro, and Cirrus Brand Marks are displayed with the marks of other brands, they must appear using the same level of color reproduction as the other brands.

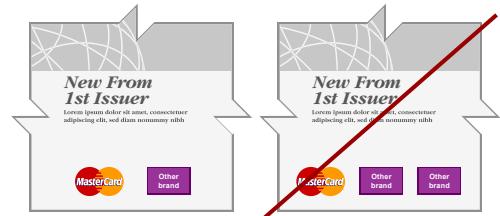
When other brands' marks are reproduced in full-color, MasterCard, MasterCard Electronic, Maestro, and/or Cirrus Brand Marks also must be reproduced in full-color. Use of grayscale, solid, and outline versions does not represent color parity with full-color marks.

### 4. Frequency Parity

When the MasterCard, MasterCard Electronic, Maestro, and Cirrus Brand Marks are displayed with the marks of other brands, they must appear in the same frequency as the other brands.



③ Color parity



④ Frequency parity

# Depicting Cards in Communications

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## Contact Us

When actual or “mock-up” cards are used, they must follow these guidelines and must be at size, color, and frequency parity with other cards depicted.

### MasterCard® Cards

When depicting MasterCard®, MasterCard Electronic™, Maestro®, or Cirrus® cards, use an actual financial institution card or a mock-up card approved by MasterCard Worldwide. Card artwork is available to registered vendors and issuers through the Card Design Standards System located at [www.mastercardonline.com](http://www.mastercardonline.com).

#### 1. Displaying Single Cards

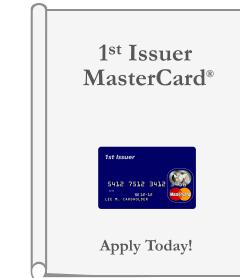
When displaying a single card, the entire card face must appear and must not be distorted.

#### 2. Displaying Multiple Cards

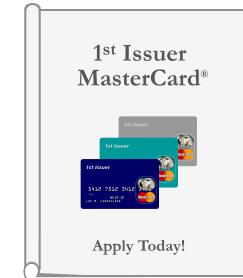
When displaying multiple cards, the entire Brand Mark must be visible on at least one of the cards depicted.

#### 3. Size, Color, and Frequency Parity with Other Card Products

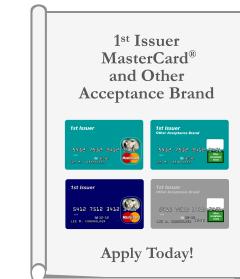
All MasterCard, MasterCard Electronic, Maestro, or Cirrus cards must be depicted at [Size, Color, and Frequency Parity](#)—appearing in the same size, color, and frequency treatment—with all other cards depicted in the same communication.



1 Displaying single cards



2 Displaying multiple cards



3 Size, color, and frequency parity with other card products



The entire Brand Mark must be visible on communications with other card products

# Using Our Brand Names

## Brand Mark Overview

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## Contact Us

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.

The brand name(s) must be used at least once in all communications that promote the MasterCard, MasterCard Electronic, Maestro, and Cirrus brands, respectively.

### 1. Using Uppercase and Lowercase Letters

The MasterCard brand name always must appear as one word with uppercase letters "M" and "C," with lowercase used for the remaining letters.

The MasterCard Electronic brand name always must appear as two words, with uppercase letters "M," "C," and "E," with lowercase used for the remaining letters.

The Maestro brand name always must appear with an uppercase letter "M," with lowercase used for the remaining letters.

The Cirrus brand name always must appear with an uppercase letter "C," with lowercase used for the remaining letters.

**NOTE:** The brand names should not appear in all uppercase letters.

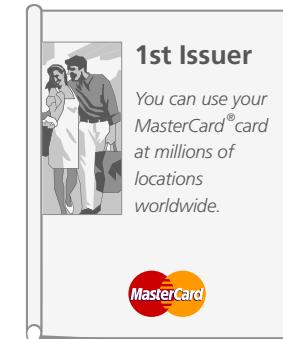
### 2. Using Our Brand Names as Adjectives

In general, the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names should be used as adjectives, as in, "Use your ATM card wherever you see the Cirrus® brand."

At a minimum, the brand names must be used as adjectives in their first or most prominent mention subsequent to any use in the title, headline, signature, or cover page of a communication.

### 3. Using the Registered Trademark Symbols

The ® and/or ™ trademark symbols (or their local law equivalents, as designated within the respective sections of the MasterCard Brand Center located at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com)) always should appear after the first or most prominent use of the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names on each page.

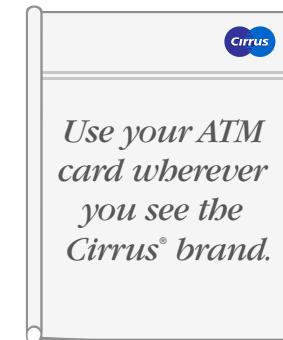


#### 1st Issuer

You can use your MasterCard® card at millions of locations worldwide.



#### 1 Using uppercase and lowercase letters



Use your ATM card wherever you see the Cirrus® brand.

#### 2 Using our brand names as adjectives



Use your Maestro® card at home and abroad



#### 3 Using the registered trademark symbols

# Using Our Brand Names (continued)

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The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.

### 4. Use with Other Brand Names

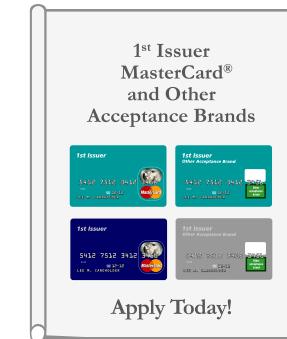
In all communications that promote more than one brand, the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names always must be presented with prominence and frequency equal to that of all other brand names.

#### Using The Brand Names To Signify Acceptance

The brand name also must be used whenever a reference is made to acceptance at the point of interaction—"You can use your MasterCard® card at millions of locations worldwide."

#### Brand Name Translation

The names "MasterCard," "MasterCard Electronic," "Maestro," and "Cirrus" may appear only in English. Our brand names must not be translated into other languages nor appear in another alphabet.



### 4 Use with other brand names

# Using Correct Language

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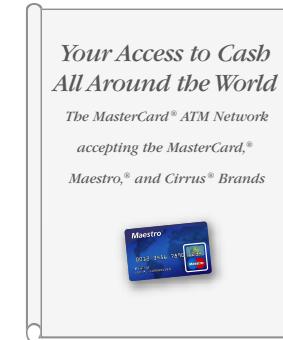
Consistent and correct language in all communications reinforces customer awareness of the MasterCard Worldwide branded programs and services.

### 1. Referring to the Global ATM Network

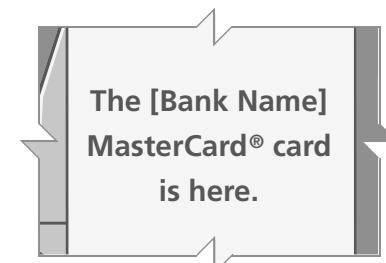
The global ATM network must be referred to as the "MasterCard® ATM Network accepting the MasterCard, Maestro®, and Cirrus® brands."

### 2. Using Approved Program Names

When promoting a MasterCard branded program in a communication, the full program name must be used, including the registered trademark symbol ®, and the generic term associated with the trademark, such as the word "card."



1 Referring to the global ATM network



2 Using approved program names

# Using in Digital Wallets

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Consistent use of the Brand Marks in all media, including digital wallets, reinforces the equity of the MasterCard family of brands.

### MasterCard Branded Wallets

When using the MasterCard® brand in digital wallets please follow the standards below.

#### 1. Minimum Brand Requirements

When a MasterCard account number is represented in a digital wallet, a MasterCard Brand Mark or an image of a generic MasterCard card must appear in proximity to the MasterCard account number representation to provide a clear association.

**NOTE:** Please be sure to use the RGB color version of the Brand Mark for all on-screen applications.

#### 2. Background Colors

Background screen colors must provide sufficient contrast to ensure clarity and visibility for the Brand Mark. When the wallet user has the ability to change the background colors of the wallet screens, use a MasterCard Acceptance Mark, i.e., the MasterCard Brand Mark within the MasterCard Dark Blue Acceptance Rectangle, to ensure sufficient contrast.

#### 3. When to Use a Generic MasterCard Card

A generic MasterCard card may be used in lieu of a Brand Mark, but still must appear in proximity to the MasterCard account number representation to provide a clear association.

A generic MasterCard card contains no issuer or co-brander identification, and must contain the MasterCard Word Mark in the identification area. In all cases, the consumer must be able to discern clearly the MasterCard Brand Mark.

### Use with Other Brand Marks

The MasterCard Brand Mark must be presented at [Parity](#) with all other brand marks depicted in the same digital wallet. For example, the MasterCard Brand Mark must be at least as prominent as, and appear in at least the same size, level of color reproduction, and frequency as all other brand marks appearing in the same digital wallet.

### Use with Other Card Products

All MasterCard cards must be depicted at size, color, and frequency parity with any other cards depicted in the same digital wallet.

To maintain parity, the MasterCard card must be as prominent and appear in the same size, color, and frequency as all other card products depicted.

### Maestro Branded Wallets

For information related to using the Maestro® Brand Mark and Acceptance Mark in digital wallets, please [Contact Us](#).



1 Minimum brand requirements



2 Background colors



3 When to use a generic MasterCard card

# Common Mistakes

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The MasterCard family of brands are major assets—brands known, trusted, and respected worldwide. They always must be applied thoughtfully, carefully, and appropriately.

### The Brand Marks:

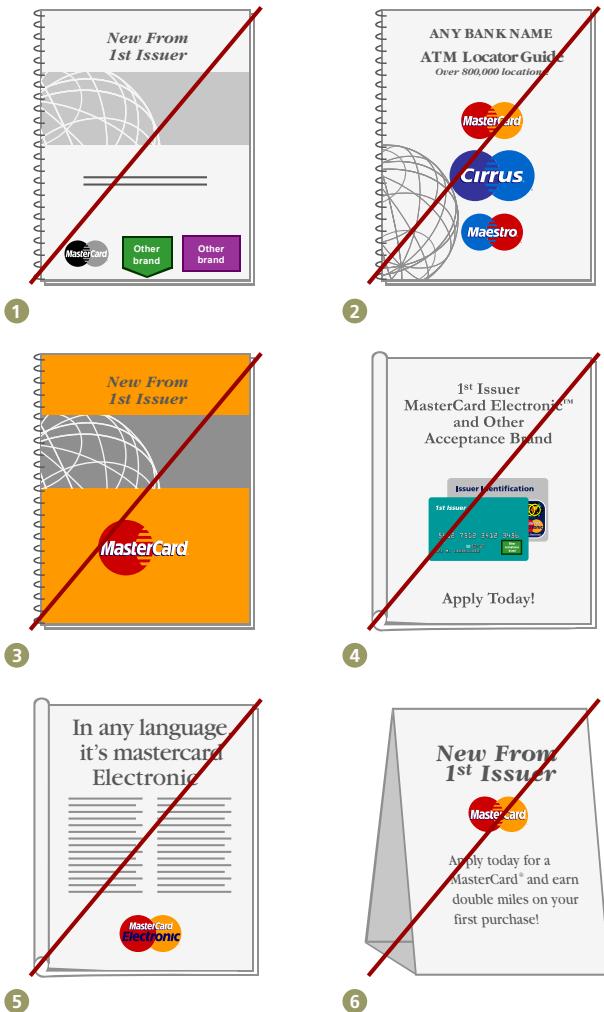
1. Always must be shown at parity—equivalent in size, level of color reproduction, and frequency—when used with other brand marks.
2. Always must be shown at size parity and in the approved sequential order—MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus®—when used together.
3. Must not be used on a background that does not provide sufficient contrast.
4. Must not appear within a partially obscured Brand Mark. The Brand Mark must be fully visible when cards overlap.

### The Brand Names:

5. Should not appear in all uppercase letters, nor in all lowercase letters. Uppercase and lowercase is preferred. The ® and/or ™ symbol always must appear after the brand name in its first or most prominent use on a page. It also must be used once on every subsequent page of print.
6. Must not be used without the generic product descriptor (i.e., card) when listing MasterCard branded products.

### Downloading and Ordering Authorized Materials

For your convenience, you may download authorized digital artwork and standards, or order limited quantities of select signage items at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).



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If after reading the standards and searching the FAQs at [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com), you still haven't found the answer to your query, please contact us in one of two ways.

### E-mail the Brand Manager

*ask\_brand\_manager@mastercard.com*

### MasterCard Worldwide Brand Hotline

1-914-249-1326