



## Modification to Visa Brand Mark

**Global** | Acquirers, Issuers, Processors, Agents

**Visa Network; Europe Processing**



**Overview:** Visa is moving from multiple marks to signal acceptance and Visa payment capability to one mark.

### Mark Your Calendar:

#### Physical Retail Signage

- Effective as of **1 November 2021**, any new executions / production should use the new Visa Brand Mark.
- Until **1 November 2022**, existing or completed production of POS signage can be drawn down / utilized.
- By **1 November 2023**, existing physical signage displaying outdated Visa marks are to be removed and replaced with the new Visa Brand Mark.

#### Digital and Stored Credentials

- Effective as of **1 November 2021**, any new executions / production should use the new Visa Brand Mark.
- By **1 November 2022**, merchants are required to transition to the vibrant blue Visa Brand Mark for existing executions.
- By **1 November 2022**, ATM providers are required to transition to the vibrant blue Visa Brand Mark for existing executions.

#### ATM (shared between physical & digital displays)

- Effective as of **1 November 2021**, any new executions / production should use the new Visa Brand Mark.
- By **1 November 2022**, ATM providers are required to transition to the vibrant blue Visa Brand Mark for existing executions.
- By **1 November 2026**, existing physical signage displaying outdated Visa marks is to be removed and replaced with the vibrant blue Visa Brand Mark.

Visa has refreshed its branding to better reflect how customers experience the Visa brand, moving from multiple marks to signal acceptance and Visa payment capability to one mark. Changes to the Visa Rules and Visa Product Brand Standards have been made to reflect the updated Visa Brand Mark to be used at POS, in stored credential / card-on-file (COF) scenarios and in client marketing materials.

Examples of Visa customer interactions are: an approved Visa transaction at physical and digital POS, successful in-app transactions, using Visa to send or receive money via issuer wallet or third-party apps, successful enrollment for services that require Visa credentials such as Click to Pay, installments and more.

## Visa Acceptance Mark

Visa's updated acceptance mark, a solid vibrant blue as shown below, will be used to signal Visa payment acceptance and payment capability and in client marketing materials going forward. The updated mark simplifies the consumer experience by moving to one mark across all environments. The updated brand mark replaces the Visa POS Graphic, also known as the Visa Flag or Visa Acceptance Mark, and the mark used in stored credential / COF scenarios, the solid dark blue Visa wordmark typically seen in a card shape.

All other marks to signal acceptance or in marketing materials are being sunset and should no longer be used **after 1 November 2023**. A full set of updated requirements for merchants and technology partners can be found in the Visa Product Brand Standards and downloadable logo assets and guidelines at [merchantsignage.visa.com](https://merchantsignage.visa.com).



Shown above: Visa branding in physical displays to indicate acceptance at point of purchase, in-store signage, on terminals and in other signage or advertising.

### Additional Resources

#### Advance Copy of the Visa Rules

The advance copy of the upcoming Visa Rules illustrates the associated rule changes that will be reflected in the next edition of the publication. If there are any differences between the published version of the rules and this advance copy, the published version of the rules will prevail.

- [\*Visa Global Brand Mark at POS and for Stored Credentials \(Advance Copy\)\*](#)
- [\*Visa Global Brand Mark at POS and for Stored Credentials \(Advance Copy\) \(Interlink\)\*](#)
- [\*Visa Global Brand Mark at POS and for Stored Credentials \(Advance Copy\) \(V PAY—Europe only\)\*](#)
- [\*Visa Global Brand Mark at POS and for Stored Credentials \(Advance Copy\) \(Plus\)\*](#)

**Note:** For Visa Online resources, you will be prompted to log in.

## For More Information

**AP, Canada, CEMEA, LAC, U.S.:** Contact your Visa representative. Merchants and third party agents should contact their issuer or acquirer.

**Europe:** Contact Visa customer support on your country-specific number, or email [CustomerSupport@visa.com](mailto:CustomerSupport@visa.com).

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