Mastercard®
Brand Mark

Branding requirements

mastercard.

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If after reading the branding requirements you still haven't found the answer to your query, please contact us in one of two ways.

Email the Brand Manager
ask.brand.manager@mastercard.com

Mastercard Brand Hotline
1-914-249-1326

Top five things you need to know

General requirements

1. There are multiple configurations and versions of the Mark. Use the correct one for your needs. See configurations and versions

2. Always surround the Mark with sufficient free space, based on "x", which is equal to the width of the "m" in the "mastercard" Logotype. See free space specifications

3. Always reproduce the Mark at a size that is clear and legible (depending on screen / print resolution). Get minimum size specifications

4. Always provide sufficient contrast with the background against which the Mark appears.

5. When referencing Mastercard® in text, use an uppercase "M" and lowercase "c", with no space between "Master" and "card". See using the Mastercard name in text

Brand Mark

Symbol   Logotype

Minimum free space

x   1/2x   x   x

Minimum size

Screen: 45 pixels   Screen: 24 pixels   Screen: 34 pixels
Print: 16.8mm   Print: 8.9mm   Print: 16.2mm

Background contrast
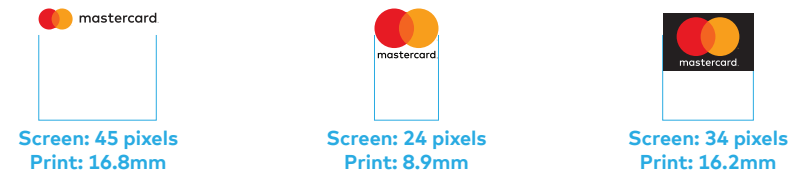
Sufficient contrast   Insufficient contrast
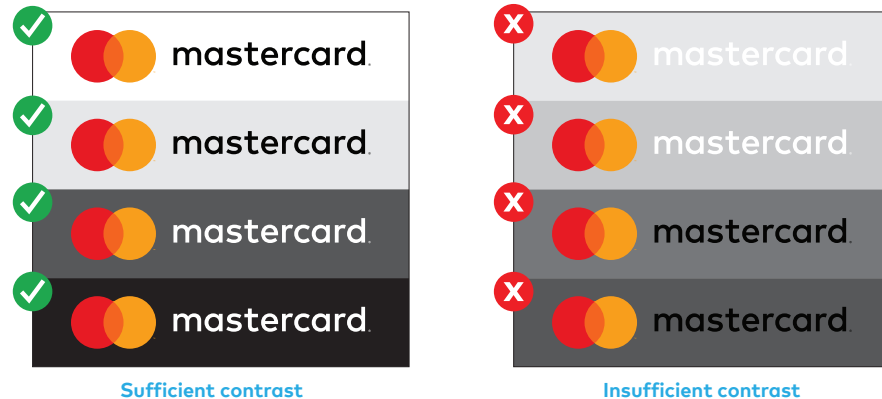
Configurations and versions

Mastercard Brand Mark
The Mastercard® Brand Mark is used by Mastercard, its issuers, acquirers, and co-brand partners to market and promote Mastercard products and programs.

The Mark is available in horizontal and vertical configurations. There are full-color, grayscale, and solid versions of each configuration. Choose the one that best fits your application.

Acceptance Mark
The Mastercard Acceptance Mark is used by Mastercard, its issuers, acquirers, accepting merchants, and co-brand partners to signify acceptance (such as on door decals, card terminals, ATMs, or merchant websites).

Note: The ™ and/or ® trademark symbols (or their local law equivalents) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Mark even though their legibility may be compromised when the Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.

Horizontal Brand Mark

Full-color positive

Grayscale positive

Solid positive

Reverse

Vertical Brand Mark

Positive

Reverse

Acceptance Mark

Full-color

Color specifications

Mastercard Brand Mark

The Mastercard® Brand Mark is available in full-color, grayscale, and solid versions, for both positive and reverse treatments. Full-color is required on card fronts and on screen, and is preferred in print and on card backs. When technical limitations prohibit the use of full-color, use the grayscale or solid version. These color specifications apply to both the horizontal and vertical configurations.

The trademark symbol (™) next to the yellow circle should be reproduced in Mastercard Yellow in RGB and PANTONE. In CMYK the trademark symbol (™) should be black for the positive Mark or white for the reverse Mark. The registered trademark symbol (®) to the right of the word "mastercard" should be black for the positive Mark or white for the reverse Mark.

The solid version may appear in black, white, or any single color as long as there is sufficient contrast between the background color and the Mark.

Mastercard Acceptance Mark

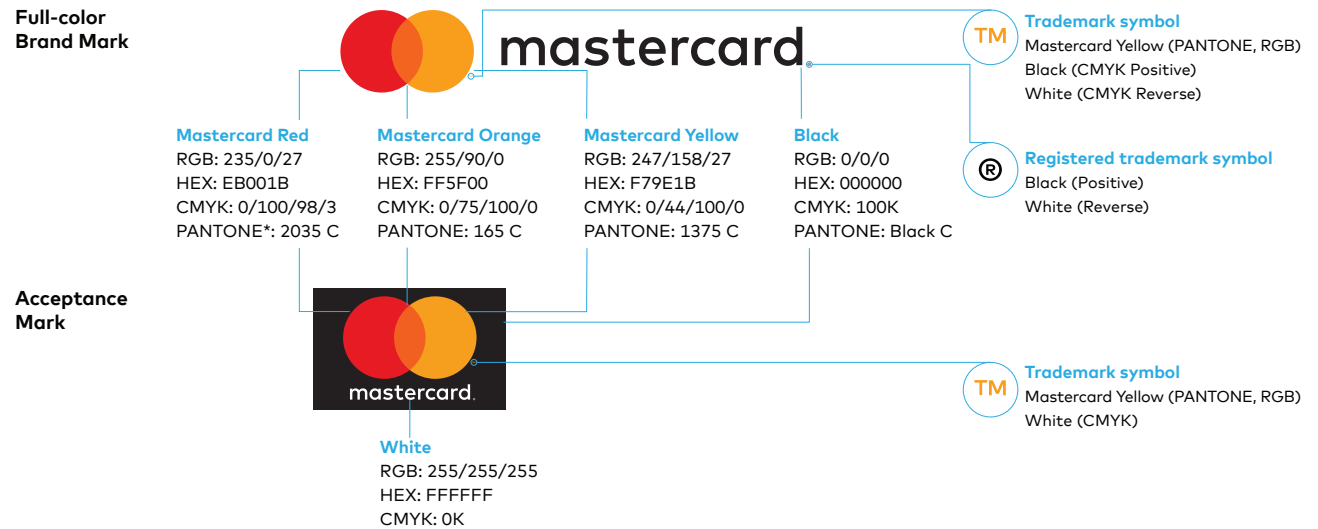The Mastercard Acceptance Mark must be reproduced in full-color only. The trademark symbol (™) next to the yellow circle should be reproduced in Mastercard Yellow in RGB and PANTONE. In CMYK the trademark symbol (™) should be white. The registered trademark symbol (®) to the right of the word "mastercard" should be white.

Full-color Brand Mark

Mastercard Red
RGB: 235/0/27
HEX: EB001B
CMYK: 0/100/98/3
PANTONE*: 2035 C

Mastercard Orange
RGB: 255/90/0
HEX: FF5F00
CMYK: 0/75/100/0
PANTONE: 165 C

Mastercard Yellow
RGB: 247/158/27
HEX: F79E1B
CMYK: 0/44/100/0
PANTONE: 1375 C

Black
RGB: 0/0/0
HEX: 000000
CMYK: 100K
PANTONE: Black C

Trademark symbol
Mastercard Yellow (PANTONE, RGB)
Black (CMYK Positive)
White (CMYK Reverse)

Registered trademark symbol
Black (Positive)
White (Reverse)

Acceptance Mark

White
RGB: 255/255/255
HEX: FFFFFF
CMYK: 0K

Trademark symbol
Mastercard Yellow (PANTONE, RGB)
White (CMYK)

Grayscale Brand Mark

Mastercard Dark Gray
CMYK: 75K

Mastercard Medium Gray
CMYK: 52K

Mastercard Light Gray
CMYK: 28K

Black
CMYK: 100K
(or white when reversed)

**Solid Brand Mark**

Black, white, or 100% color

* 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.
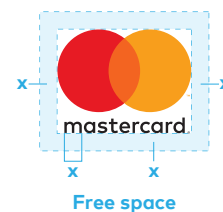
Minimum sizes
and free space

To ensure the greatest legibility of the
Mastercard® Marks, follow the minimum size
and free space specifications (size may depend
on screen / print resolution).

**Horizontal
Brand Mark**

x

x

1/2x

Free space
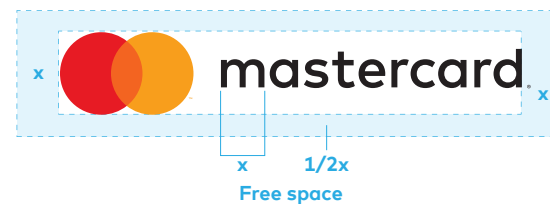
**Screen: 45 pixels
Print: 16.8mm**

Minimum size

**Vertical
Brand Mark**

x

x

x

x

Free space

**Screen: 24 pixels
Print: 8.9mm**

Minimum size

**Acceptance
Mark**

**Screen: 34 pixels
Print: 16.2mm**

Minimum size

Using the Mastercard name in text

Lettercase
When referencing the Mastercard® name in text, use an uppercase "M" and lowercase "c" with no space between "Master" and "card". The name should not appear with a capital "C". The Mastercard name should appear in the same font as the surrounding text.

Registered trademark symbol (®)
In the first or most prominent text use of Mastercard on a page or screen (after use, if any, in a headline), the ® symbol is required. In subsequent use on that page or screen, the ® symbol may be omitted.

Read-through
The Mark may be used as a read-through in a headline, but may not be used as a read-through in the body of a communication. When used in text, it should be set in the same typeface as the surrounding text.

Trademark attribution notice
When the Mastercard name in text and / or Mark is used, the following trademark attribution notice (in a very small type size) should be included once in the communication: "Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated."

Note: On digital communications and small-size marketing communications, the above trademark attribution notice is not required.

Translations
The Mastercard name must appear in English only. The Mastercard name must not be translated into other languages nor appear in another alphabet except for specific authorized versions in Chinese (translation) and Arabic (transliteration).

Parity
In communications that promote more than one payment brand, the Mastercard name and / or Mark must be presented with prominence and frequency equal to that of all other payment brand names and / or marks.

✅ Mastercard
❌ MasterCard
❌ Master card
❌ Master-card
❌ Cartamaestra

✅ **Apply now**
Get the Mastercard that's right for you. No card is more accepted around the world.

❌ **Apply now**
Get the 🔴🟡 mastercard that's right for you. No card is more accepted around the world.

Using with other marks

The Mastercard® Brand Mark and Acceptance Mark must be displayed at size, color, and frequency with all comparable product marks, with Mastercard preferably in the first position.

Note: All point of interaction (POI) locations that accept Mastercard must display the Acceptance Mark(s) at parity with all other acceptance marks / symbols / logos also displayed (with the exception of Mastercard POI locations in the U.S., where a specific regional Standard that permits otherwise exists. Refer to Mastercard Rules, Rule 5.11.1 "Discrimination" of Chapter 16, "Additional U.S. Region and U.S. Territory Rules").

Mastercard family of brands
When more than one Mastercard brand is accepted, display the Marks horizontally or vertically in the approved sequence:
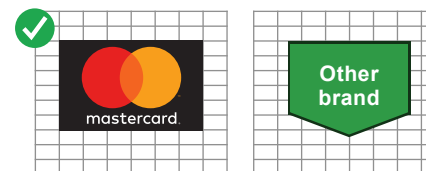
1. Mastercard
2. Maestro®
3. Cirrus®

Brand Mark
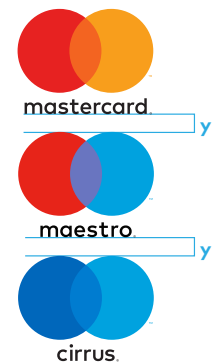
Acceptance Mark

Size parity with other marks

Equal size relationship   Unequal size relationship

Card artwork

Artwork for producing cards

There are specific artwork and guidelines for using the Mastercard® Brand Mark on cards. Refer to the *Card Design Standards* at mastercardconnect.com for more information.

Depicting cards in print communications

If displaying a single card, the entire card face must appear. If displaying multiple cards, the entire Brand Mark must be visible on at least one of the cards shown. Mastercard cards must be depicted at size, color, and frequency parity with all other cards depicted in the same communication.

Depicting cards in digital applications

If using a card in a digital application, special rules apply. Get info here

Use your Mastercard
at home and abroad

Mastercard®
5412 7512 3412 3456
VALID THRU
12/23
Lee M. Cardholder

mastercard

Mastercard® et et aut acestii scilignam, sumque nimaio que accupic iducia escia derspel ecerrorae ipis exces aliquam eum hit, am, coreper ovidignis et proreius non porerum reium alit fugia ventis sus pos vendanti nonseratur sinullibust, num harcias et exeri autatur?

Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

Use in merchant advertising

The Mastercard® Acceptance Mark may be used in full-color merchant advertising only. For one-color advertising or receipts, the grayscale or solid version of the Mastercard Brand Mark should be used to signify acceptance. Do not create a solid or grayscale version of the Acceptance Mark.

Note: Use approved artwork for the solid or grayscale versions.

Grand Opening!

Qui nem quamus, ut fuga. Ut explaute dolupiti ut quiam que opta sunt quae debis int.

Solection et et aut acestii scilignam, sumque nimaio que accupic iducia escia derspel ecerrorae ipis exces aliquam eum hit, am, coreper ovid-ignis et proreius non porerum reium alit fugia ventis sus pos vendanti nonseratur sinullibust, num harcias et exeri autatur?

Ugit maio. Aximusae nobissi tem nobit, et iam audandu ciisquodi odis sinveleseque omnimpo rerovid que ese.

We Accept

Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

MERCHANT

DATE   TIME
07/14/16   16:05

ANYTOWN, USA 50011

CARD: ************3456
AMOUNT: $200.00
SUBTOTAL: $200.00

TAX: $2.95
TOTAL: $202.95

Use at physical merchant locations

On entry into a merchant location

At physical merchant locations, the preferred way to communicate acceptance is to display the Mastercard® Acceptance Mark on a main entry door or on a nearby window. If these locations are not available, the Acceptance Mark must be displayed so it is seen easily from the outside.

At the point of interaction

It also is important to display the Mastercard Acceptance Mark at the point of interaction (POI) to encourage card use. Examples of POI branding include: cash register, terminal display, digital display, tent cards, card presenters, etc.

Note: For merchant decals, the primary source is the financial institution that processes the merchant's transactions. However, for convenience, merchants may download artwork to create custom signage or order limited quantities from Mastercard.

Use at digital merchant locations

The Mastercard® Acceptance Mark must be displayed in the digital environment wherever payment options are presented.

Display the Mark at size, frequency, and color parity with all other acceptance marks, symbols, or logos.*

To eliminate guesswork, we've created ready-to-use Acceptance Mark artwork that preserves the integrity of the Mastercard brand. Keep it simple by following the guidelines and using our artwork. This is the best way to avoid common mistakes and make websites and other digital acceptance locations easier for customers to use.

* Note: The screen / page must display the Acceptance Mark at parity with all other acceptance marks / symbols / logos also displayed (with the exception of Mastercard in the U.S., where a specific regional Standard that permits otherwise exists. Refer to Mastercard Rules, Rule 5.11.1 "Discrimination" of Chapter 16, "Additional U.S. Region and U.S. Territory Rules").
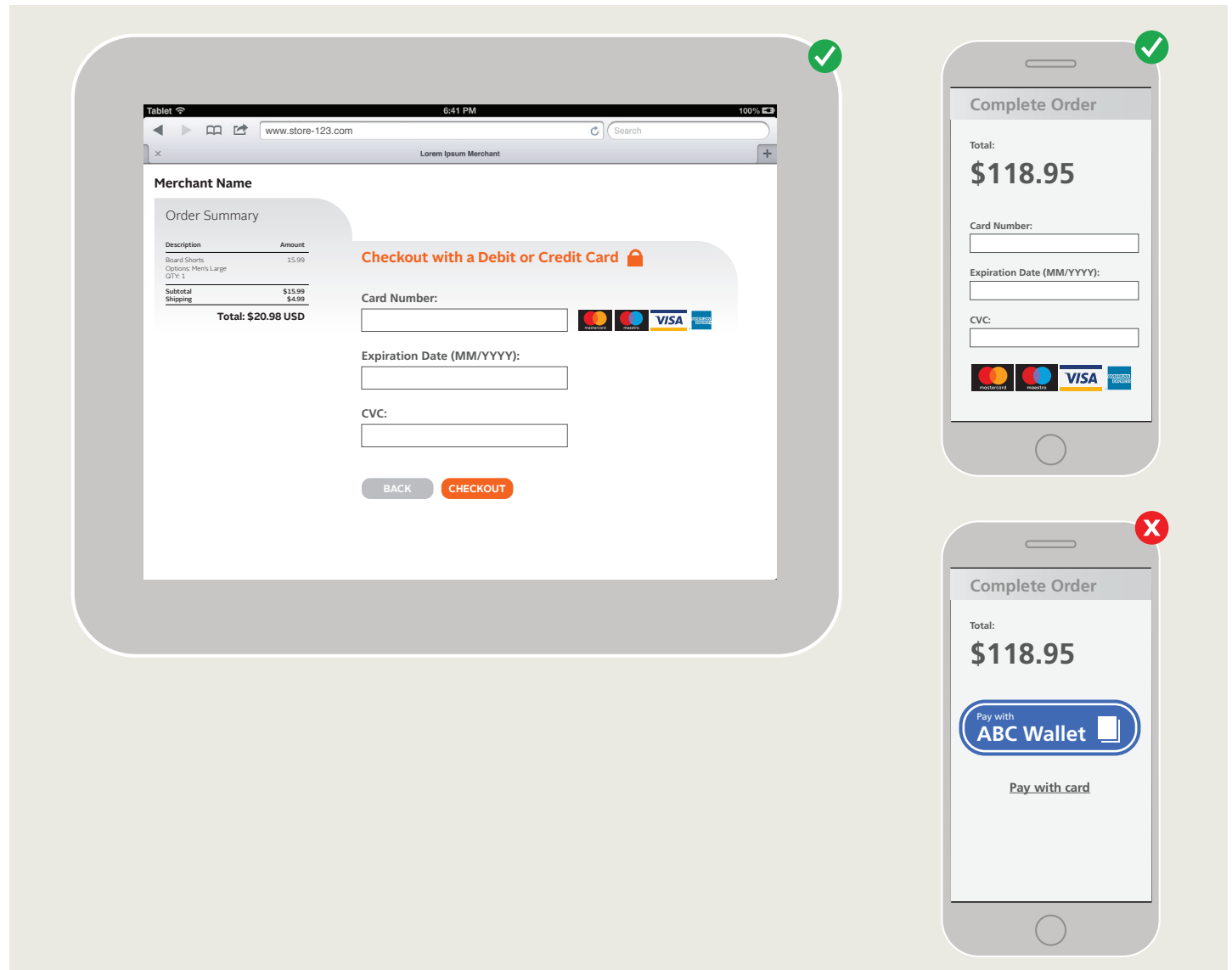
Use in digital applications

When a Mastercard® account is represented in any digital payment application, including wallets, apps, and other forms of e-commerce, a full-color Mastercard Brand Mark on its own (Figure 1) or within one of the card representations described below must appear in close proximity to the account representation in order to provide clear brand identification.

Mastercard brand requirements

The Mastercard Brand Mark must appear within the user interface when:

- Activating an account
- Selecting credentials / account for payment
- Viewing account details
- Completing the use of credentials / account in a transaction

Using a Mastercard card image

A Mastercard card image may be used in lieu of the Mastercard Brand Mark but still must appear in the locations described above. Card images must conform to the following standards:

- May be a generic representation of a Mastercard card provided all Mastercard brand elements are sized and positioned proportionally at least as large as they must appear on a physical card (Figure 2)

- May be an exact replica of the corresponding physical card provided all Mastercard brand elements are included (e.g., Brand Mark, Program Identifier) at their required sizes proportionally, and personalization elements such as an account number have been partially obscured or removed

- May depart from conventional physical card layout and design. For example, a neutral-shaped icon could be used provided minimum Brand Mark size requirements are met (Figure 3)

Minimum sizes

Mastercard Brand Mark: Minimum final display width is 7mm.

Mastercard card image: Minimum final display width is 15mm.

Note: The above sizes apply to 240 dpi or greater. On lower resolution screens, larger brand artwork may be required to ensure reasonable legibility.

Use with other brand marks

The Mastercard Brand Mark must be presented at least at parity with all other equivalent brand marks depicted in a digital application. 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 equivalent brand marks appearing in the same wallet.

In the Europe Region, if the Mastercard (or Maestro) account number is co-badged with another payment scheme, the Mastercard (or Maestro) Brand Mark or card image must be displayed separately from the Brand Mark or card image of the other payment scheme. When the brands are placed next to an account number not on a card depiction, the Mastercard (or Maestro) Brand Mark must appear first.

7mm minimum width

15mm minimum width

**Figure 1**

Figure 2

Figure 3
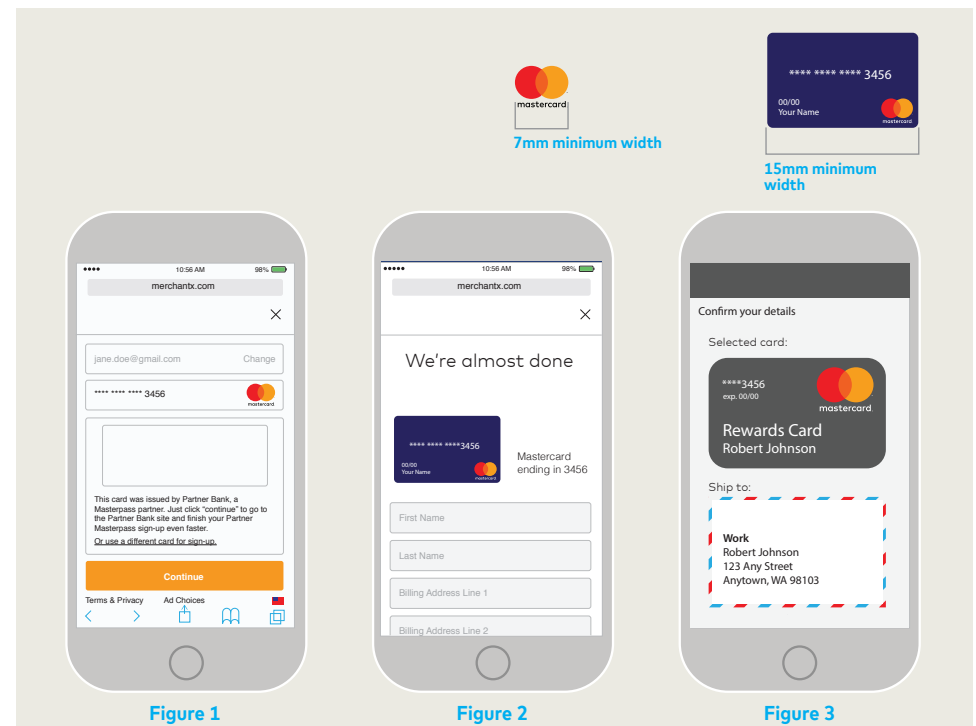
Use on ATMs

General requirements

All ATM locations must display the appropriate Acceptance Mark(s) for the brands which are accepted. The Acceptance Mark(s) must appear on or near the main entrance of all financial institutions participating in the Mastercard® ATM Network.

Acceptance Marks always must be clearly visible on or near the cash machine and must not appear only on the ATM screen.

Acceptance Marks must be displayed horizontally or vertically following the approved sequence: Mastercard, Maestro®, Cirrus®, along with other brand(s).

On all ATM acceptance decals and signs, Acceptance Marks must be displayed at equal size, frequency, and color parity with all other acceptance marks.
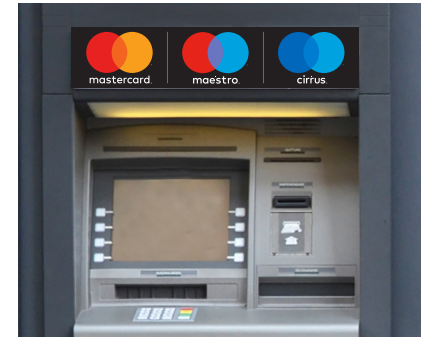
Use on contactless devices

Proper branding of the Mastercard® Brand Mark on contactless cards, devices, mobile applications, acceptance terminals, and signage is required. For complete information, refer to the *Mastercard® Contactless Branding Standards*
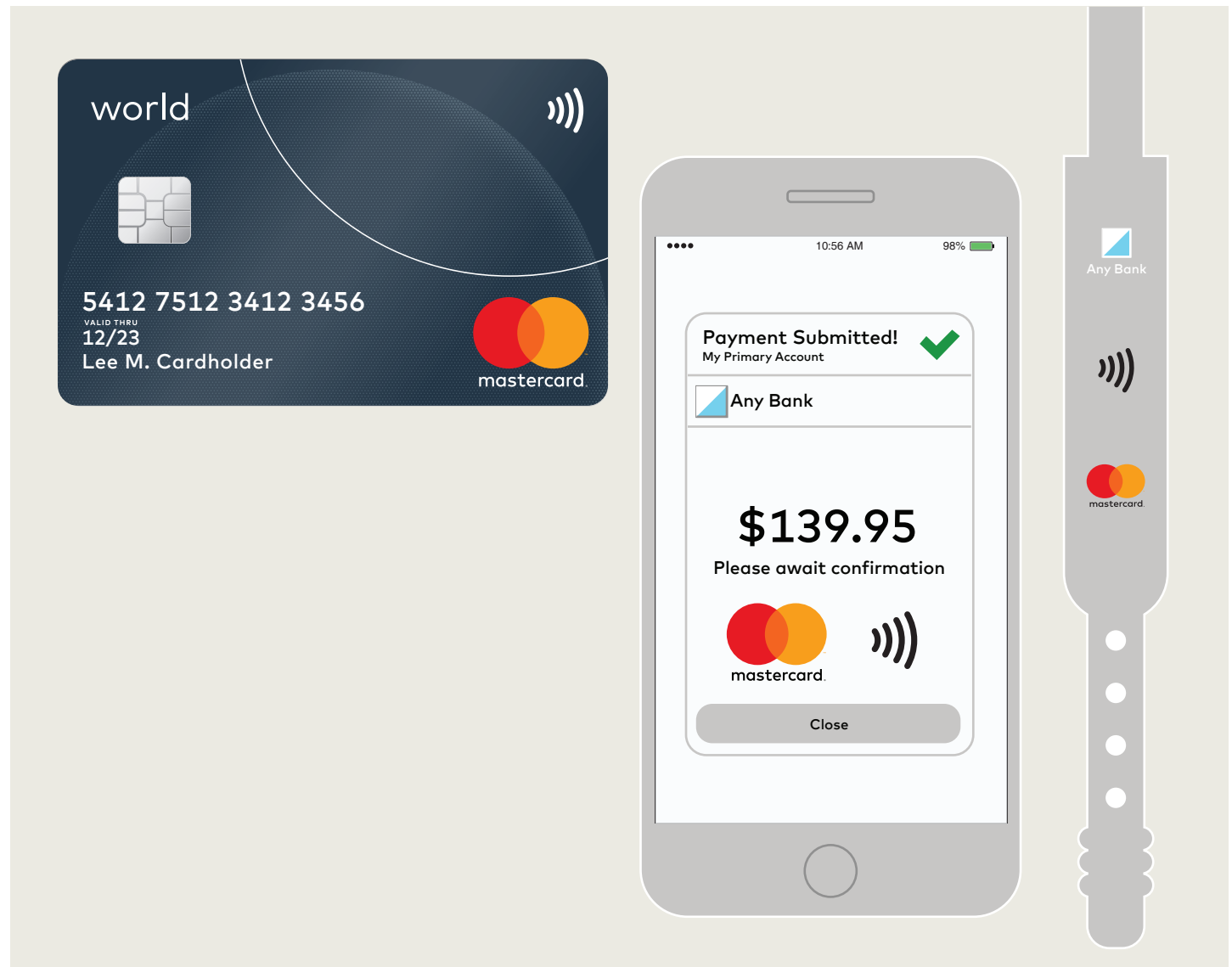
Common mistakes

Consistent presentation of Mastercard® Brand Marks and Acceptance Marks benefits issuers, acquirers, and merchants, by promoting consumer recognition and card use that builds business. Do not alter approved artwork in any way. Always apply the Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not:

1. Omit the orange center shape
2. Recolor the circles
3. Outline the circles
4. Recolor the Logotype
5. Display or reproduce at insufficient resolution
6. Reconfigure or reposition elements of the Mark
7. Individually resize components of the Mark
8. Create a grayscale Acceptance Mark
9. Recolor the Acceptance Mark background
10. Position the Logotype within the circles
11. Omit the Logotype unless explicitly given permission by ask.brand.manager@mastercard.com
12. Alter, add, or combine other text to the Logotype