

Masterpass™ merchant branding requirements



Version 3.0 / 29 July 2016

Overview

This document is intended to guide merchants, service providers, and their developers seeking to integrate Masterpass™ branding in their checkout environment.

Note: This document replaces the prior *Masterpass Merchant Branding Requirements* document. All Masterpass branding must be in compliance with these guidelines by April 4, 2017.

The new branding will gradually be rolled out across the globe within our products, artifacts, sites, etc. Masterpass regional teams will inform and work with the merchants and service providers in their regions, of upcoming changes.

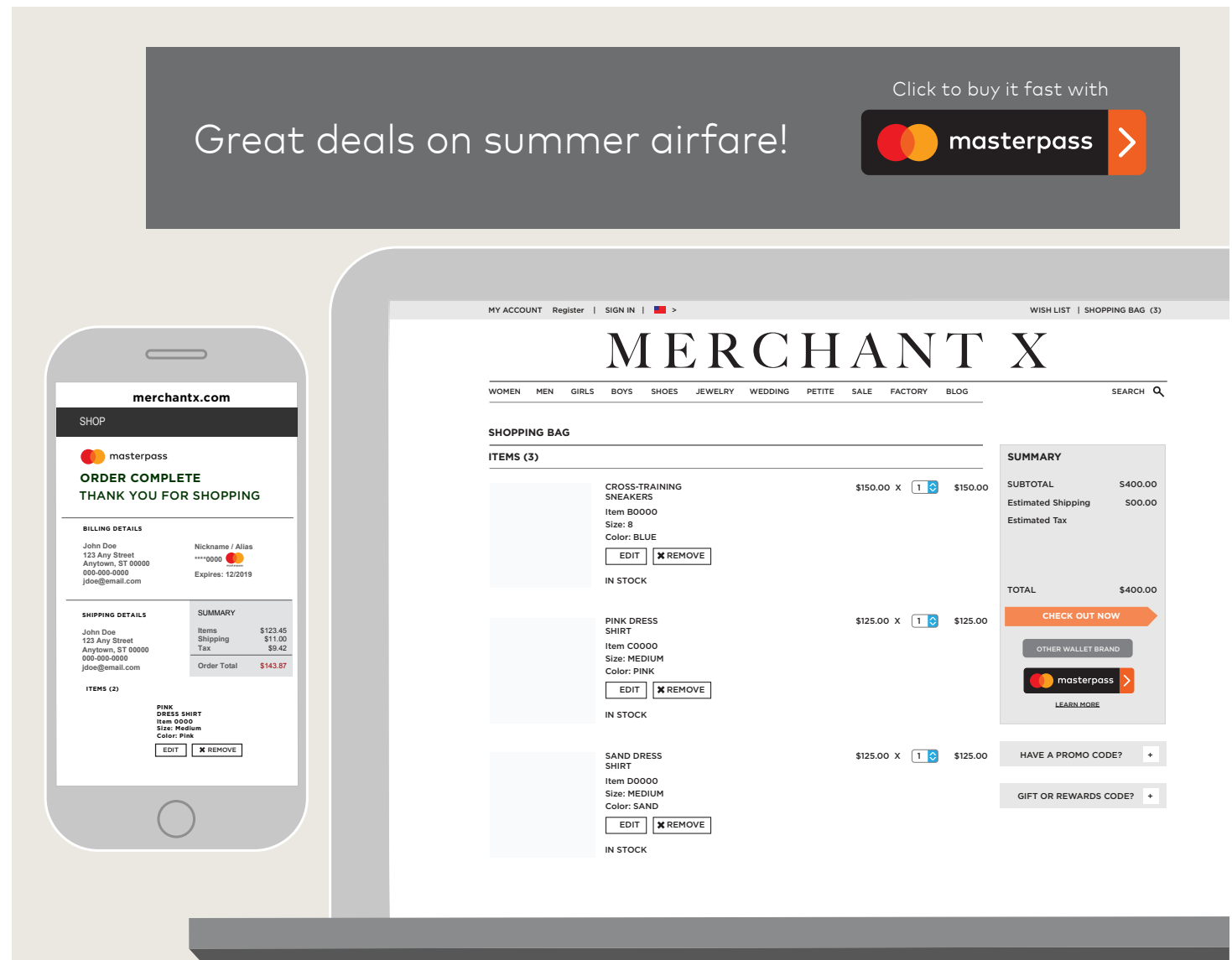
Careful adherence to these brand requirements and guidelines will help ensure a globally consistent experience for consumers.

Content includes:

- Basic use of Masterpass Acceptance Mark and checkout Buttons
- Effective integration of Masterpass checkout Buttons so that consumer checkout is as quick and easy as possible

For information about brand requirements, contact **Brand Manager** via email at Ask.Brand.Manager@Mastercard.com, or call the Brand Identity Hotline at 1-914-249-1326.

For information about Masterpass integration, please email Merchant.support@Masterpass.com.



Masterpass Acceptance Mark and checkout Buttons

Note: Trademark symbols are not required to appear on checkout Buttons, nor on Acceptance Marks when used in digital applications and when the Acceptance Mark is below 25.0 mm wide.

Masterpass Acceptance Mark

This Brand Element is used to signal Masterpass acceptance. It does not signal checkout or clickable functionality.

Masterpass Standard Button

This is the preferred checkout Button used on a merchant / service provider website for clickable functionality. It also may be used in marketing communications when specifically referencing clickable functionality as in "Use where you see" [+ Button].

Masterpass Alternate Button

This Brand Element also functions as a clickable checkout Button and may be used in place of the Masterpass Button if it provides better parity with other payment brands in a particular context / layout than the preferred Button, or when horizontal space is limited.

Masterpass Dynamic Button

This checkout Button currently is available to some issuers only in the U.S., and is used to increase loyalty and recognition with their customers. Like the Masterpass™ Standard Button, the Dynamic Button is used to signal clickable functionality at checkout.

General requirements

- Always integrate the Button as far forward as possible in the checkout experience (on the product page or the checkout page)

- To assist with consumer recognition, the checkout Buttons generally should not be displayed in line with traditional payment brands
- These Brand Elements must appear in a size at least equal to the largest other payment brands / Buttons also displayed, and must be used in full color on-screen
- Always surround the Acceptance Mark and checkout Buttons with sufficient free space, which at a minimum should equal 1/8 or 1/4 the height (x), respectively, of the Acceptance Mark or Button
- Always reproduce these Brand Elements at least at the recommended minimum size
- Always position these Brand Elements on a background with sufficient contrast
- Downloading and locally hosting the Masterpass Acceptance Mark and checkout Buttons are against Masterpass integration guidelines. To minimize the impact of future branding updates, integrate to the country-specific URL indicated in the *Merchant Integration Guides* under the Masterpass Branding section <https://developer.Mastercard.com/portal/display/api/Masterpass+->

Masterpass Acceptance Mark



Masterpass Standard Button



Masterpass Alternate Button



Masterpass Dynamic Button



Minimum free space



Recommended minimum sizes



34 pixels / 12 mm



57 pixels / 20 mm



57 pixels / 20 mm

Masterpass Acceptance Mark and checkout Button placement

Consistent placement of the Masterpass™ Acceptance Mark and checkout Buttons on merchant websites, specifically on checkout pages, will improve the consumer shopping experience and help reduce cart abandonment.

Consumers should develop an expectation of where the Masterpass Acceptance Mark and checkout Button will appear, how the checkout process will be streamlined, and how the consumer's information will be used across merchant experiences. Following these requirements and guidelines will:

- Ensure correct placement in line with current merchant checkout flows
- Encourage greater usage and completion of more consumer transactions
- Reinforce the fundamental value proposition that consumers will not need to re-key any personal information that resides within their wallet

Placement considerations

It is important to review the merchant website to understand current e-commerce checkout flows, including:

- Consumer information gathering points
- Checkout process
- Shopping cart

Acceptance Mark and checkout Button placement needs to reinforce the Masterpass consumer value proposition—a safe, simple, and secure transaction even on websites new to the consumer, minimizing their inputs and eliminating the need to reference their physical card. Additionally, the consumer should not have to provide CVC/CVV to the merchant as that information has been verified at the time the card is entered into the wallet. Data contained in the wallet includes:

- Card information
- Name
- Email and phone
- Shipping address
- Billing address

Button placement should support the most convenient consumer checkout experience on the merchant site. Strong placement options include:

- The product page for quick checkout
- The page where personal ID/information is first being requested

When and where to use the Acceptance Marks and checkout Buttons

On a merchant / service provider website, the type of Acceptance Mark or checkout Button displayed is dependent on the type of function it performs.

Acceptance display

An acceptance display is where the merchant displays what payment brands are accepted on the merchant's site. Use the Masterpass Acceptance Mark in this context

Transactional display

Transactional display is where the merchant displays the payment options for selection, and once selected, the payment transaction commences. Masterpass is required to be presented as a payment option in all instances of a consumer experience where payment information is requested from consumer for transaction purposes, for both new and returning customers. A Masterpass checkout Button is selected.

Informational display where acceptance is indicated

The mockup shows a 'Merchant Home Page' with a login section containing 'Enter User Name' and 'Enter Password' fields, a 'Forgot password?' link, and 'Sign in' and 'Sign up' buttons. Below the login section is a 'Digital Wallets' section with a Masterpass logo and three 'Other Brand' buttons. Underneath is a 'Cards' section with a Mastercard logo and three 'Other Brand' buttons.

Both acceptance and transactional display may appear on the same User Interface page

The mockup shows a 'Merchant Payment Page' with two main sections. The left section, 'Select Your Card', includes radio buttons for 'Credit Card' and 'Debit Card', a 'Card Type' dropdown menu, 'Expires' date pickers, and 'Card Number' and 'Security Code' input fields. The right section, 'Or Pay With', features a 'masterpass' button with a 'Learn More' link, and three 'Other Brand' buttons, each with a 'Learn More' link.

The mockup shows a 'Merchant Payment Page' with a 'Cards' section containing a Mastercard logo and three 'Other Brand' buttons, each with a 'Learn More' link. Below this is an 'Alternative Payments' section featuring a 'PARTNER' logo with a Mastercard logo and a 'Learn More' link, and two 'Other Brand' buttons, each with a 'Learn More' link.

Masterpass transactional display best practices

Transactional display use

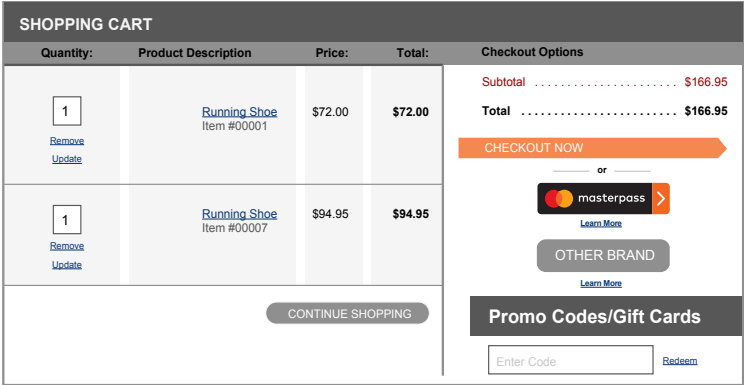
- Element integration: The URL to the active Masterpass™ transactional display element outlined in the *Merchant Integration Guide* must be used instead of a static image. If updates to the element are made later, the merchant will not have to change anything on the site
- Element click through: When a consumer clicks a Masterpass Button, it must take the consumer to the wallet rather than another part of the merchant website for manual inputs
- Placement: Place the Masterpass transactional display button at the start of the checkout experience alongside the guest checkout option, on product pages, and / or on the checkout page to minimize manual consumer inputs

Leveraging data from the wallet

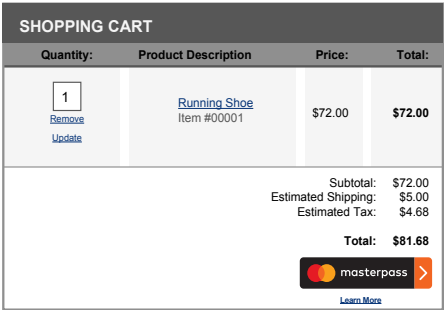
- Shipping address should be asked **after** a Masterpass checkout Button has been displayed, as Masterpass can provide shipping and billing address for the checkout
- CVC information has been collected and validated at the time the card is entered into the wallet. There should be no additional requirement for the consumer to enter it at the merchant website

For more detailed information about merchant integration, refer to the *Masterpass Merchant Onboarding and Integration Guide* available at: <https://developer.Mastercard.com/portal/display/api/Masterpass++Merchant+Checkout++Documentation>

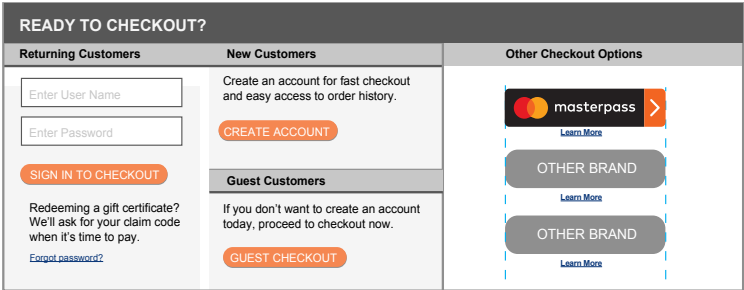
Masterpass Button placed at parity with other payment brands



Masterpass Button leveraged directly within shopping cart



Masterpass Button on checkout choice page



Confirm order and order completion pages

Confirm order page

Once the consumer is directed from the wallet, a Masterpass™ Mark appears on the confirm order page as shown, confirming the consumer has selected Masterpass as their payment method. If a consumer chooses to change the payment method on the confirm order page after selecting Masterpass as the payment method:

- The minimum requirement is to present all available payment options to the consumer, including Masterpass
- The recommended best practice is to redirect the consumer back to Masterpass in order to change the payment and / or shipping details. It is not recommended to allow the customer to directly edit payment information on the merchant site if Masterpass was the original payment method selected
- If the consumer chooses a payment method different from Masterpass and / or changes the billing information directly on the merchant site, it would no longer be considered a Masterpass transaction

Order completion page

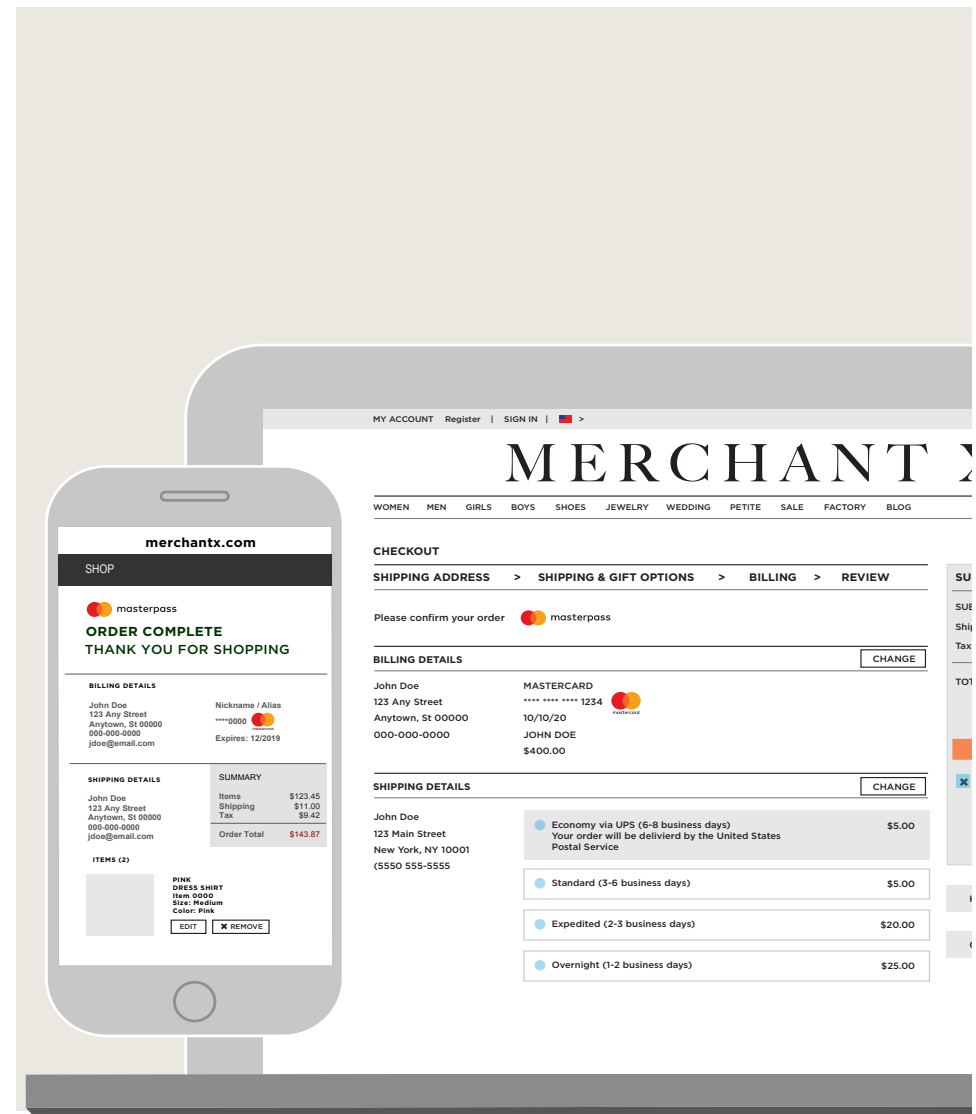
After the consumer completes their order, a Masterpass Mark appears on the order completion page as shown, confirming the consumer has selected Masterpass as their payment method along with other summary information, including order number, billing details, shipping details, costs, and items purchased.

When a Mastercard account is represented in a Masterpass wallet, a full-color Mastercard Brand Mark or a full-color image of a Mastercard card 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 next to the card payment details 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



"CONNECT WITH" Masterpass Button

"CONNECT WITH" Masterpass Button

A consumer may consent to connect their wallet with a merchant to make purchases even easier. Once the consumer connects their wallet by clicking the "CONNECT WITH" Masterpass™ Button, the merchant receives certain information* to personalize and simplify the consumer's shopping experience. Subsequent checkout is streamlined, requiring only the consumer's password.

*This information may include:

- Profile information
- Addresses
- Card details (without the actual card number)
- Loyalty information

A merchant may place this Button anywhere on their site except on checkout pages or pages where payment is initiated. It is strongly recommended to be placed in the account management section.

Downloading and locally hosting the Masterpass "CONNECT WITH" Button is against Masterpass integration guidelines. To minimize the impact of future branding updates, integrate to the country-specific URL

indicated in the *Merchant Integration Guides* under the Masterpass Branding section <https://developer.Mastercard.com/portal/display/api/Masterpass+-+Merchant+Checkout+Services+-+Documentation>

Note: A new "CONNECT WITH" Masterpass Button design will be updated shortly to align with the new Masterpass branding. Additionally, this feature currently is not available in the U.S., therefore, merchants implementing Masterpass on U.S. sites or apps can disregard this page.

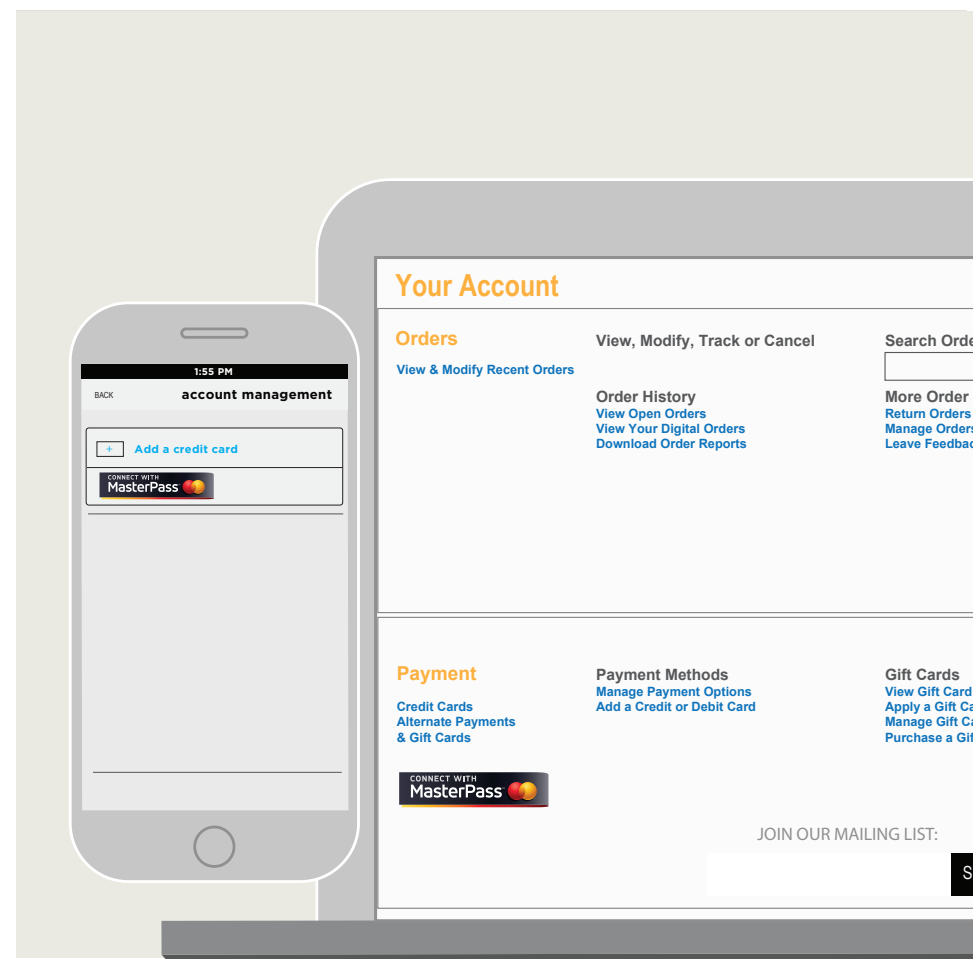
Certain markets require translation of "CONNECT WITH." The list of countries and languages currently supported can be found on the developer zone at this link: <https://developer.Mastercard.com/portal/display/api/Masterpass+-+Merchant+Checkout+-+FAQs>

If you need translation of "CONNECT WITH" for a language not currently available, please contact your Masterpass representative.

General requirements

- All general requirements apply as detailed on page 3

"CONNECT WITH" Masterpass Button
(not available in U.S.)



Masterpass branding for pre-checkout data display

A Masterpass™ Mark is required on a page where the merchant displays pre-checkout Masterpass wallet data. Its purpose is to remind the consumer which wallet they have selected and from where the information is being sourced. A Masterpass Mark is used for this function.

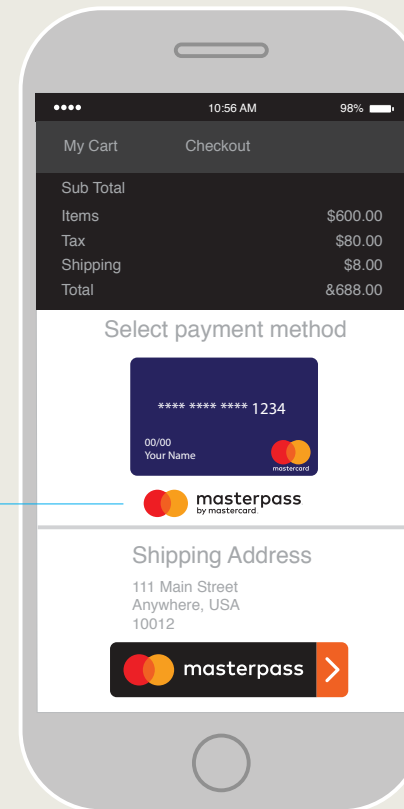
Branding lockup for confirm order pages

The Masterpass by Mastercard® Mark used alone, signifies the the wallet designed, built, powered by, and available directly from Mastercard has been invoked (Figure 1a). The Partner / Program Lockup Logo appears when a Partner wallet is being used (Figure 1b).

The partner logo is added at the time of the partner's wallet integration.

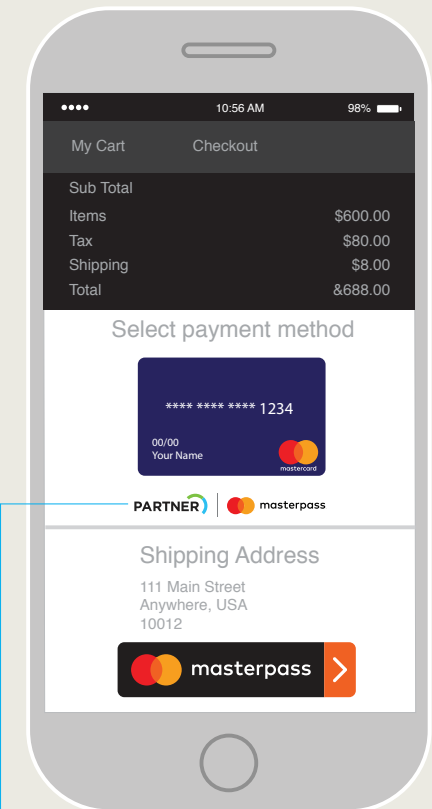
The Lockup size is determined by the space available and should be surrounded by the recommended minimum free space as specified for the Masterpass Lockup Logos.

Figure 1a



Signifies a Masterpass by Mastercard wallet is being used

Figure 1b



Signifies a Partner wallet is being used

"Learn more" link message

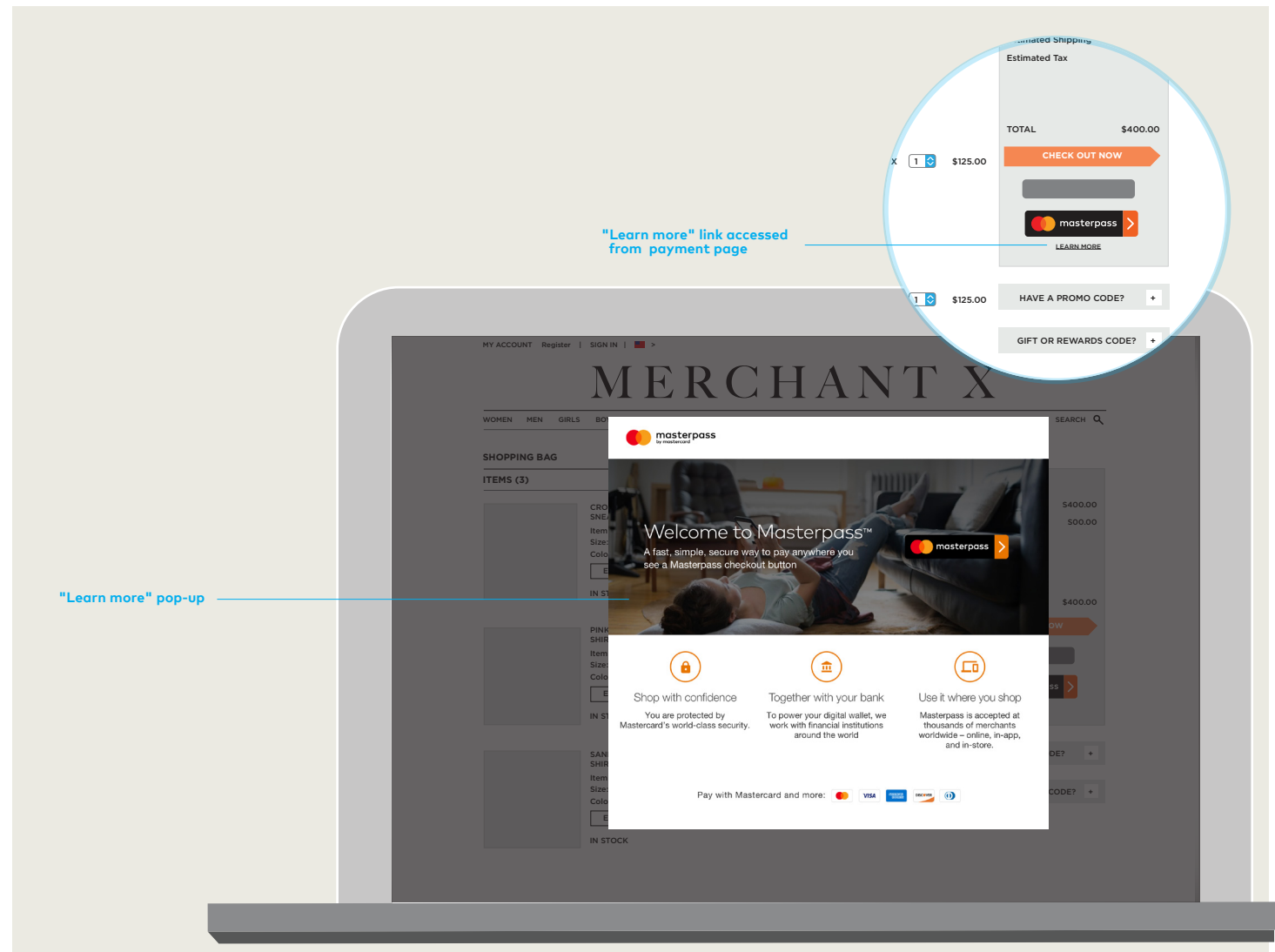
A "Learn more" link is required in association with a Masterpass™ checkout Button, must be presented where the Masterpass payment selection is made, and also may be used with Masterpass Buttons elsewhere on the merchant's website.

The message gives the consumer the option to learn more about Masterpass and may appear as a pop-up window, rollover, or a tool tip.

- The "Learn more" link must be presented throughout all instances of the checkout experience, and must be labelled as such
- The "Learn more" link should be in close proximity to a Masterpass Button
- Mastercard will provide the "Learn more" feature to merchants / services providers with the Buttons and may update or change the language and graphics at any time in order to improve the user experience
- "Learn more" must link to the Mastercard-hosted page provided, rather than hosting it directly on the merchant website. Please refer to the *Merchant Integration Guides* under the Masterpass branding section

The list of countries and languages currently supported can be found on the developer zone at this link: <https://developer.Mastercard.com/portal/display/api/Masterpass+-+Merchant+Checkout+-+FAQs>

If you need translation for a language not currently available please contact your Mastercard representative.



Masterpass Marks

The Masterpass™ Mark is used to promote the overall Masterpass program in merchant / service provider marketing. The mark is made up of the Masterpass Symbol + Logotype.

Masterpass by Mastercard® Mark

This endorsed version of the Masterpass Mark also may be used in marketing to reinforce that Masterpass is from Mastercard.

Positive Marks

The "masterpass" Logotype and "by mastercard" endorsement, including trademark designations are black when appearing on light image / background color values that range from the equivalent of 0%-45% black. The Masterpass Symbol always appears in full color.

Reverse Marks

The "Masterpass" Logotype and "by Mastercard" endorsement, including trademark designations are white when appearing on dark image / background color values that range from the equivalent of 46%-100% black. The Masterpass Symbol always appears in full color.

General requirements

- Always surround the Mark with sufficient free space, based on "x" which is equal to the width of the letter "m" in the word "Masterpass"
- Always reproduce the Mark at a size that is clear and legible (varies depending on screen / print resolution)
- Always provide sufficient contrast with the background against which the Mark appears
- Trademark symbols are not required to appear on the Masterpass Mark when used in digital applications and when the Mark is below 25.0 mm wide on marketing communications

Masterpass Marks



masterpass

symbol

logotype



masterpass

by mastercard

endorsement

Minimum free space



Recommended minimum size

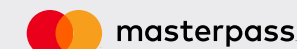


45 pixels / 16.8 mm



45 pixels / 16.8 mm

0%



45%

Positive

46%



100%

Reverse

Using Masterpass and Mastercard in text

When Masterpass™ or Mastercard® are used in text within communications the following criteria must be met:

- When "Masterpass" or "Mastercard" are featured in text, they should be typeset in the same typeface as the surrounding copy, as a single word with no space between "Master" and "pass" or "Master" and "card." The "M" should be a capital letter. The "p" in Masterpass" and the "c" in "Mastercard" must be in lower case (Figure 1a).
- In the first or most prominent text use of Masterpass or Mastercard on a page or screen (after use, if any, in a headline), the ™ and ® respectively, are required. In subsequent use on that page or screen, the ™ and ® symbols may be omitted
- The Masterpass Mark, or endorsed Mark may be used as a read-through in a headline (Figure 2a), but may not be used as a read-through in the body of a communication (Figure 2b). When used in text, it should be set in the same typeface as the surrounding text
- "Masterpass" always should appear in English and may not be translated

- When a merchant refers to Masterpass in text in marketing, the following trademark attribution (in a very small typesize) should be included once in the communication: "MASTERPASS and the circles design are trademarks of Mastercard International Incorporated."

When Mastercard also is used the statement reads:

"MASTERCARD is a registered trademark, and MASTERPASS and the circles design are trademarks of Mastercard International Incorporated."

On digital communications and small-size marketing communications the above trademark attributions are not required.

Using "express" and "connected" checkout in text (not available in the U.S.)

The terms "express checkout" and "connected checkout" are not trademarks, and therefore, should not be used or implied as such. Use a lower case "e" and "c," and "c" and "c," respectively, unless in a headline that requires initial capitalization. The proper term is "connected," rather than "connect."

Figure 1a



Merchant x now accepts Masterpass™ by Mastercard® for payments in-store or online.

Figure 1b



Merchant x now accepts MasterPass by MasterCard for payments in-store or online.

Figure 2a



GETS YOU THROUGH CHECKOUT FAST

NOW AVAILABLE AT ALL OF OUR RETAIL LOCATIONS

Figure 2b



New. Now. Fast.

Merchant x now accepts  masterpass by Mastercard®. Just sign up once and breeze through checkout.

Masterpass marketing from Mastercard

Merchants / service providers can use all of the Brand Elements detailed in this document in marketing to promote their partnership with Masterpass™ as well as to promote Mastercard acceptance.

To do this, the merchant / service provider can include their logo and the Masterpass Mark in separate locations on a communication, or they may create a stronger relationship by positioning the two logos together, separated by a vertical or horizontal line, and sized at relative parity as shown. The size of the separator line is at the discretion of the merchant, provided the minimum free space around the Masterpass Mark is followed (See page 11).

To help build Masterpass awareness through stronger linkage to Mastercard®, some form of Mastercard attribution is encouraged. Either the Masterpass by Mastercard Mark or a prominent reference that Masterpass is by / from Mastercard may be used.

Masterpass Buttons may be used in marketing communications, however, only when clickable such as in "Click to learn more" [+ Masterpass Button] within a web banner or specifically referencing clickable functionality /

merchant acceptance such as in "Use where you see" [+ Masterpass Button]. The use of the Buttons in this context is encouraged so the user knows what to look for at checkout.

The sample design treatments and marketing messaging shown here are for illustrative purposes only.

Visual style

The merchant uses their own visual style.

Messaging

The merchant uses their own messaging.

