



Customer experiences

Visa Fundamental Brand Standards

September, 2025



VISA

A decorative bar at the top of the page consists of four vertical stripes of equal width. From left to right, the colors are dark blue, medium blue, light blue, and yellow.

Aa

A large, bold, black sans-serif typeface is used to display the letters "A" and "a". The "A" is a standard capital letter, while the "a" is a lowercase letter with a distinct tail on the right side.

The Visa Brand Mark

The Visa Brand Mark is our logo. It's our identity. It's the single most enduring and recognizable asset in any language and adaptable to any scale. It brings immediate recognition to our brand and offers confidence to any transaction.*

Colors:

Wherever the Visa Brand Mark is shown, it must be clearly displayed. Its color must have sufficient contrast with the background so the logo is easily viewed by users as an appropriate expression of our brand. There are only two color options for most applications:

Background color	Visa Brand Mark color
Dark color	White (#FFFFFF)
Light color	Blue (#1434CB)

The Visa Brand Mark must be fully and clearly visible, and displayed in full color Visa Blue whenever possible. When producing one-color print communications, display the Visa Brand Mark in solid Visa Blue or black (depending on the color being printed), or reverse to white on a dark background; for black and white advertising, use the alternate one-color black or white (for use on dark backgrounds).

The Visa logo is available for download in EPS for print, and AI, SVG and PNG for digital use cases.

* Visa Canada has specific trademark requirements that must be followed when using the Visa Brand Mark on its own or within a composite logo. Issuers must display an asterisk (*) symbol next to the Visa Brand Mark when used on cards, in print, or in online applications. Download the Canada Visa Brand Mark logo assets (with asterisk).

Visa Brand Mark on Dark Colors

To create as much contrast as possible, making the Visa Brand Mark easy to identify, use only white Brand Marks when dark backgrounds are present.



Visa Brand Mark on Light Colors

If light backgrounds are present, create as much impact and visibility for the Visa Brand Mark as possible. On lighter colors, only the Visa Blue logo may be used.



RGB Color Values of the Visa Brand Mark

(VPBS Source: Stored Credentials)



Visa Blue
R20 G52 B203
White Background

Visa Blue
R20 G52 B203
Light Background

White
R255 G255 B255
Dark Background

Filename Structure

vbm_blu_2021.eps

format: Encapsulated Postscript

color: Visa Blue (vibrant)

asset: Visa Brand Mark

Spot/CMYK Vector
For professional
print applications

RGB raster
For on-screen use, including online;
also for use in Microsoft Office



vbm_blu_2021.eps

vbm_blu_2021.png



vbm_wht_2021.eps

vbm_wht_2021.png



vbm_blk_2021.eps

vbm_blk_2021.png

The Visa Brand Mark

Size and Spacing:

On all displays and screens, the Visa Brand Mark must be shown at a minimum size that ensures the mark is clearly legible and not distorted. You must also always maintain adequate clear space around all four sides of the Brand Mark.

On small screens, size the logo relatively similar to other contents in your experience to achieve consistent readability.

The Visa Word Mark:

When the Visa name appears in text, it must always appear with an uppercase "V" followed by lowercase letters. The name should never appear in all caps or all lower case.

Visa Brand Mark Spacing

X = Height of the "V." Apply 1X clear space around all sides of the Visa Brand Mark when possible.



DO NOT...

Do not render the Visa Brand Mark disproportionately to surrounding contents, and always leave enough clear space evenly around all four sides so it doesn't feel crowded or contained.



Visa Word Mark in Text

When displaying the Visa name in text, make sure to use sentence case as shown here:

Visa 1234

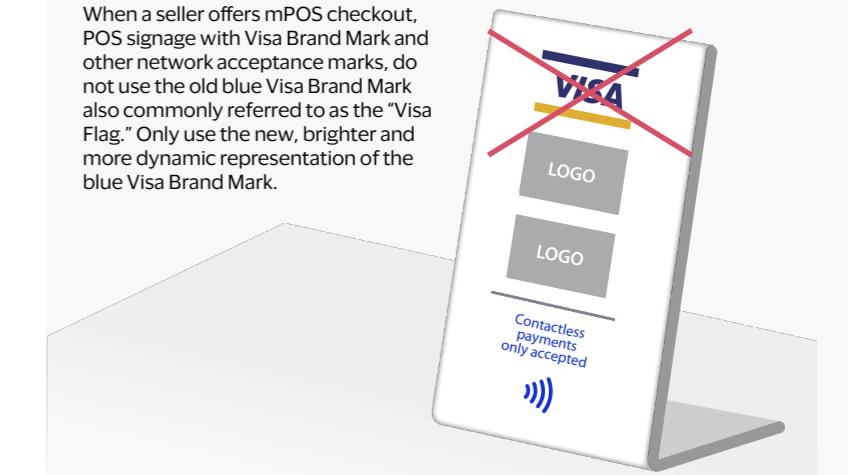
DO NOT...

To properly display the Visa word mark, do not use all caps or all lower case.

VISA ... 1234

DO NOT...

When a seller offers mPOS checkout, POS signage with Visa Brand Mark and other network acceptance marks, do not use the old blue Visa Brand Mark also commonly referred to as the "Visa Flag." Only use the new, brighter and more dynamic representation of the blue Visa Brand Mark.



Visa Product Identifiers

Visa product identifiers are Visa product names displayed along with the Visa Brand Mark. Our product portfolio is diverse, making it more appropriate in some cases to use a Visa product identifier instead of the main Visa Brand Mark by itself.

For our Visa Signature® and Visa Infinite® suite of products, the Visa Brand Mark with the product identifier underneath must be displayed instead of the stand-alone Visa Brand Mark. In certain regions where the standalone Infinite® identifier is offered, it may be used in place of the product ID.*

When the technology platform doesn't support graphics, the Visa brand name, Visa product name, or name of the Visa-owned mark must appear in text in place of the Visa Brand Mark or Visa card image.

The first letter of each word must be capitalized, with the remaining letters in lower case.

Certain products may require a source of funds identifier (credit, debit, prepaid) be placed on the card when issued in specific countries and territories due to local law or regulation. Please refer to the Visa Product Brand Standards or contact your Visa representative.

Product Identifier with Brand Mark

The product identifier, when used in conjunction with the Visa Brand Mark, helps to quickly identify a product or service without sacrificing brand recognition.



Product Identifier with Brand Mark on Card

The product identifier and Visa Brand Mark as part of the card image makes products from our portfolio instantly recognizable.



Product Identifier in Text

In text formats, the product identifier must be simple, clear, and complete.

Visa Infinite
Your transaction is complete

DO NOT...

Do not display any of the Visa Signature® or Visa Infinite® suite of products without their corresponding product identifier directly under the Visa Brand Mark.



Visa Brand Endorsement Messaging

The Visa brand endorsement messaging "Enabled by Visa" is approved for use in Visa Direct and Visa Installments transactions. Any use outside of these approved use cases must receive written approval from the Visa Brand team.

Similarly, the service provider attributions should follow the approved presentation as shown, with spacing and alignment meeting the specifications.

Note: In LAC regions, "Enabled by" may be substituted for Spanish or Portuguese translations of "With the Security of".

X = width of V in Visa Brand Mark

$Y = \text{height of } V \text{ in Visa Brand Mark}$

0.4Y = height of capital letter in 2-line endorsement text; for first line, top of capital letter is aligned to top of V in Visa Brand Mark.

0.8Y = height of capital letter in 1-line endorsement text, vertical align center to
Visa Brand Mark

Recommended clear space is gray area, full width of V in Visa Brand Mark and around.

Minimum clear space is white area, half width of V in Visa Brand Mark all around

2-line endorsement specifications



1-line endorsement specifications



Visa Sensory Branding

In a seamless Visa payment experience, multi-sensory branding indicates actions that are automatic and invisible to users. Visa Sensory Branding brings opportunities to support transactions through motion, sound and haptic vibration design. [Experience Visa Sensory Branding in action.](#)

Visa Sensory Branding elements must be used at the instant a brand moment occurs to signify a Visa event has taken place (for example, a completed transaction) within the context of the user experience.

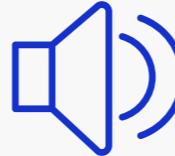
Depending on solution and platform capabilities, you may include all three Visa Sensory Branding elements together or use them separately. If your payment experience doesn't include a screen, use the Visa sound and/or haptic vibration without the animation. If your experience uses primarily spoken confirmation, such as through a virtual assistant, you can play the Visa sound alongside a verbal confirmation such as "Your order has been submitted."

The Visa Animation – Seeing in Motion



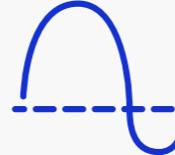
The Visa Brand Mark in motion symbolizes our constant push to open new doors in commerce. The Visa animation is designed to add confidence and delight in the digital payment world.

The Visa Sound – Hearing Is Believing



The "audio" element of the Visa Sensory Branding suite is specifically designed to express the Visa Brand. The sound indicates speed, convenience, and complements the Visa animation and Visa haptic vibration.

The Visa Haptic Vibration – The "Feeling" Element



The Visa haptic vibration is designed to be used in conjunction with the Visa animation and the Visa sound. The vibration pattern instinctively communicates payment confirmation to users on the go.

Visa Sensory Branding in Action

Animation. Sound. Haptic vibration. When used together, these sensory elements build user confidence and simplify digital payment experiences and brand events.



Visa Sensory Branding

Graphical Elements:

Part 1 – Animated Visa Brand Mark: The animated Visa Brand Mark appears in the new Visa Blue and its animation capitalizes on the natural checkmark shape of a 'V'.

Part 2 – Confirmation Message/Icon: An icon, such as a checkmark, or message, such as "Approved," follows the animated Visa Brand Mark as a symbol of confirmation or completion.

Visa Sensory Branding: Animation – Graphical Elements



Visa Sensory Branding

Animation Behavior:

Our animation behavior is simple, intuitive and direct, reinforcing confidence, as well as ease and speed of payment.

It works seamlessly with the Visa sound and haptics across different devices, sizes and colors and is easy to implement.

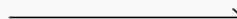
The animated Visa Brand Mark has been carefully created and should not be modified or redesigned for quality and consistency purposes.

Visa Sensory Branding: Animation - Behavior

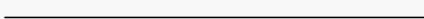
Part 1: Animated Visa Brand Mark



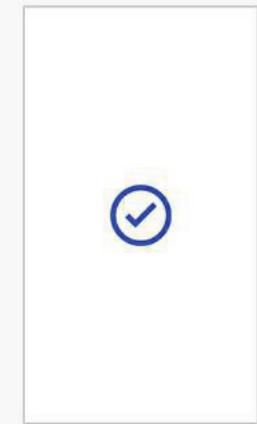
The 'V' of Visa enters in a checkmark motion in the center of the screen.



The 'ISA' swiftly follows letter by letter. Meanwhile, a horizontal motion centers the animation.



Part 2: Confirmation Icon/Message



Quick cut to confirmation screen

Visa Sensory Branding

Color Options:

Color adds an extra dimension of visual intrigue. The Visa Sensory Branding SDKs consist of three sets of color options to choose from for the animation moment.

NOTE: This page supports the use of the Visa Sensory Branding iOS, Android, and Web SDKs. If you are building on another platform, please contact your Visa representative to learn more about how to get Visa Sensory Branding for your solution.

The Visa Animation - Seeing in Motion

Default dark theme White against Visa Blue	Default light theme Visa Blue against white
Background Color Blue (#1434CB)	Background Color White (#FFFFFF)
Visa Brand Mark Color White (#FFFFFF)	Visa Brand Mark Color Dark blue (#1434CB)
Circle and Check Mark White (#FFFFFF)	Circle and Check Mark Visa Blue (#1434CB)

The Visa Animation - Seeing in Motion on Custom Backgrounds

Custom light background Visa Blue against custom light background	Custom dark background White against custom dark background
Use the same color for the animated Visa Brand Mark and Visa checkmark. If a light background color, use Visa Blue (#1434CB). If a dark background color, use white (#FFFFFF). No other colors can be used on these Visa graphical elements.	
When selecting background color, ensure there is sufficient contrast (at least 3:1 contrast ratio) between elements and background colors.	
For monochrome devices, only use white graphical elements against dark background colors.	

The SDKs help indicate whether your custom color is light or dark. For monochrome screens that do not display color, please use a dark background and follow the "Custom dark color" rule set.

Visa Sensory Branding

Confirmation Icon/Message:

The checkmark, which follows after the animated Visa Brand Mark and concludes the Visa animation, is extremely helpful in conveying confirmation following a Visa event.

You must use the Visa checkmark, a third-party checkmark, or a confirmation icon/message immediately following the appearance of the animated Visa Brand Mark to conclude the Visa Brand animation and signal the completion of a successful Visa event.

If using the Visa checkmark, the checkmark position should be centered on the Visa brand mark.

In some instances, it may be preferable to use a checkmark with text, such as "Approved," in Visa Dialect Medium font.

NOTE: When use of Visa Dialect is not possible (e.g., languages not supported by Visa Dialect), you may use Noto Sans Medium. In cases that Noto Sans Medium is not available for your language, select the weight that nearest matches Visa Dialect Medium.

Visa checkmark (Primary use)



Visa checkmark with text
Text weight: Visa Dialect Medium



Approved

Sizing relationship



30%

X

30%

Sizing relationship



60% X

X

30% X

Approved

Visa Sensory Branding

Customization Options:

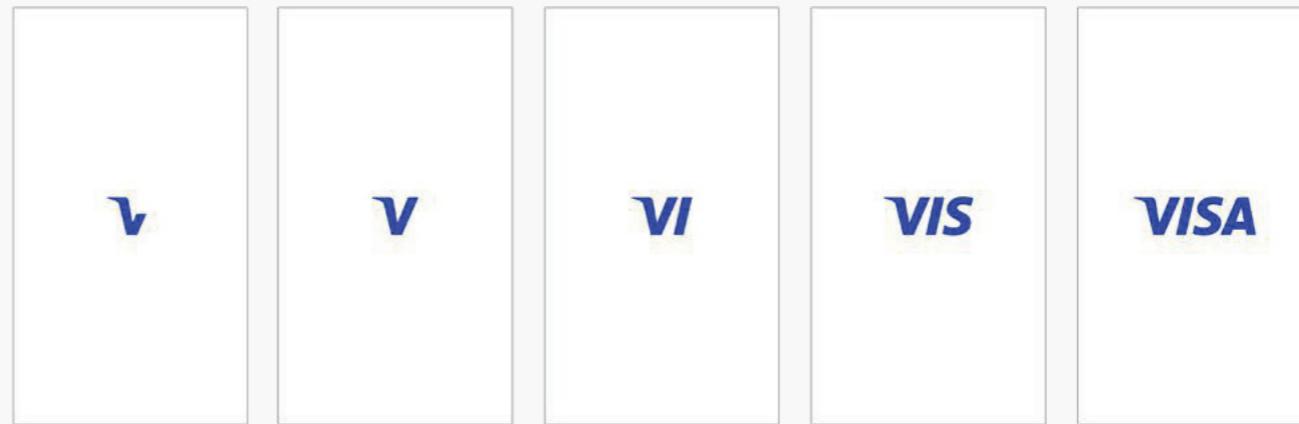
There is the option to use a client integrated confirmation screen in place of the Visa checkmark.

The confirmation icon/message screen of the Visa Brand animation may be displayed with issuer, issuer third party branding, or partner co-branding on the same screen. Examples of appropriate application customized branding include:

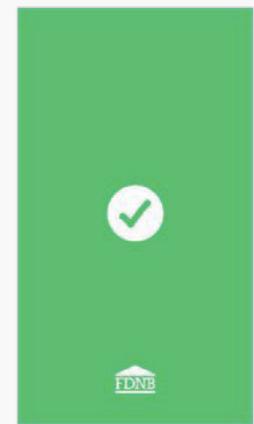
- Issuer-branded Digital Card Art
- Issuer co-branded Digital Card Art
- Issuer Logo
- Partner logo (merchant logo, wallet logo)

Visa Sensory Branding: Animation – Customization Options

Part 1: Animated Visa Brand Mark



Part 2: Client integrated confirmation screen with customized confirmation icon/ message.



Visa Sensory Branding

Viewports:

As windows to the digital world, viewports are the visible viewing area of digital devices. Whether full screen or constrained, you must use the Visa animation in all viewport displays. Your choice of viewport should take into consideration user flow and the device being used for your solution.

The animation displays in the same way for all situations.

The width of the Visa Brand Mark at the conclusion of the Visa Brand animation should not exceed 60% of the width of the screen.

Full Screen View:



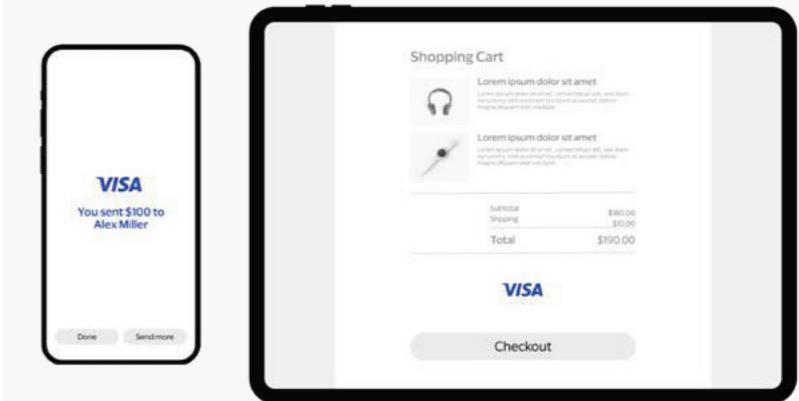
Application:

Use full screen on mobile screens and other small devices. In this mode, it's best to have no or very few other elements on the screen.

Placement:

The animation should be vertically and horizontally centered. Note that the width of the Visa logo should not exceed 60% of the width of the screen.

Constrained View:



Application:

Use constrained view in spaces where the animation is displayed in context of many other elements.

Placement:

When possible, vertically and horizontally center the animation within the area you're applying the moment. Note that the width of the Visa logo should not exceed 60% of the width of the screen.

Visa Sensory Branding

Special Devices:

Small yet powerful. Sometimes devices have small screens. Other times, a device may not have a screen at all.

In instances where the Visa animation cannot be legibly displayed, you are required to show a static Visa-branded moment instead. Alternatively, you can also consider using Visa sound and/or Visa haptic vibration.

Small Screen and Special Devices

The Visa brand should be represented correctly regardless of the digital environment in which it appears.

Animation, static imagery, sound, and haptic vibration moments should work to guide the payment process and align harmoniously with the device being used.



Visa Credentials

Visa credentials are the digital form of a Visa card that includes the Visa Brand Mark, name, or a card art, and includes the last 4 digits of the account number. It must be displayed whenever Visa is used as a form of payment for card-not-present transactions.

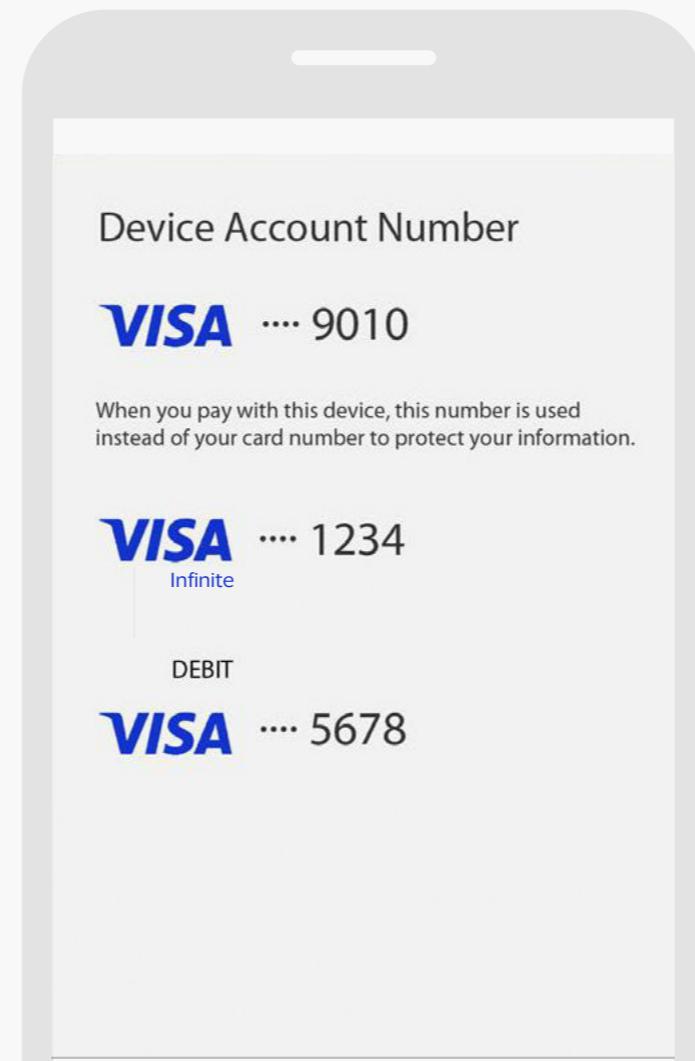
Often a card identifier will follow the card's last four digits. When Visa is used, Visa credentials must be displayed (e.g., payment confirmation, transaction history, and enrolled card listings.)

Displaying card art is mandatory unless graphic rendering is not supported, then text may be used. On all payment and account screens displaying Visa account card information, one of the following must be displayed for each Visa account:

1. Digital card art that includes the Visa Brand Mark
2. Visa Brand Mark, followed by Visa Name in text, followed by last four digits of the account number
3. Visa Brand Mark, followed by last four digits of the account number
4. Visa name in text, followed by last four digits of the account number

Visa Credentials Primary Option

Consumers use their Visa cards in a wide variety of contexts, so it's important to include their Visa credentials consistently to bolster confidence and create a frictionless payment experience.



When Applying the Visa-branded Issuer Digital Card Art

- Digital card art must include the Visa Brand Mark, an ellipsis with four dots (or other symbol), followed by a space, and the last four digits of the account number.
- All card elements must be clearly legible with the Visa Brand Mark equal in prominence to other payment network marks.
- The card design must conform to the Visa Product Brand Standards for that product, appear in full color, and be on a background that provides sufficient contrast against the Visa Brand Mark.



Visa Credentials for Devices Without Graphics Support

The Visa name in text is only used on devices where graphics are not supported.

Visa 9010

- The Visa name in text must be followed by a space, an ellipsis with four dots (or other symbol), a space, and the last four digits of the account number.
- The Visa name in text must always be initial cap "V" and not all caps "VISA".

Visa Accessibility

Accessibility: Why Visa cares

We want the products and experiences we produce to be accessible to everyone, everywhere. We seek to create an environment where individual differences, experiences and capabilities are valued. That environment enables the creation of secure, convenient, and affordable payment and other financial services that are accessible and usable by people of all abilities.

Web Content Accessibility Guidelines (WCAG) 2.2 AA is the latest global standard for accessibility and when products conform to this standard, they are better products for people around the globe, with fewer barriers to people with disabilities.

Visa created the [Visa Global Accessibility Requirements \(VGAR\)](#) to aid in implementation of WCAG 2.2 AA.



Access for Everyone

An illustration of a woman in a wheelchair using a smartphone in a cafe. She is seated at a table, holding a coffee cup in one hand and a smartphone in the other. In the background, there is a chalkboard menu with various items listed, and a person is working behind the counter. The text "Access for Everyone" is displayed in the top left corner of the illustration area.

Everyone – regardless of individual differences, experiences, and abilities, should be able to access the many benefits of Visa's financial products and services.

Thank you!

Helping us keep the Visa brand strong and showing customers that you're part of our trusted payment network is a small step that can make a big impact.

For additional brand standards and assets, visit brand.visa.com

