Point of Sale
New Visa Point-of-Sale (POS) Graphic

VISA

The new Visa POS graphic replaces the previous Visa POS graphic and the Visa simplified POS graphic, streamlining the Visa brand presence at the point of sale.

Filename Structure

visa_pos_fc.eps

format: Encapsulated Postscript
color: Full color
asset: Visa Point-of-Sale (POS) graphic

Full Color

Full Color — Visa Blue, Visa Gold and White

visa_pos_fc.eps	For professional print applications (decals)	Spot/CMYK vector
visa_pos_fc.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
visa_pos_fc_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

One Color
For use only when all other marks appear in one color. See Visa Product Brand Standards for specific requirements.

One Color (Black)

visa_pos_1c.eps	For professional print applications	Spot/CMYK vector
visa_pos_1c.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
visa_pos_1c_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

White

visa_pos_wht.eps	For professional print applications	CMYK vector
visa_pos_wht.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
visa_pos_wht_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector