Optimized web artwork and use

As of 1 November 2018, Mastercard announced the next step in its brand evolution. Given the global recognition of the red and yellow interlocking circles, the full-color Mastercard Brand Mark, without the word "mastercard" (referred to as the Mastercard Symbol), is featured on websites.

This document is for quick reference. Artwork and complete guidelines are available at brand.mastercard.com

Which Mastercard branding do I use?
For a limited time period, in specified select markets, Mastercard permits the full-color Mastercard Brand Mark to be used at merchant locations (physical, websites, and apps) to signal acceptance and in marketing materials to market and promote Mastercard products and services. If you need further guidance on which Mastercard branding to use, please consult your Mastercard Representative or contact us.

Instructions
Correct display of Mastercard branding can be achieved by using our optimized artwork. Simply use our provided files and then follow the instructions below. Two different file formats and multiple sizes are available.

SVG
All browsers* support the use of SVG files. You or your developer may place SVG files using the <img> element using your preferred size. See example below:

```
<img src="mc_symbol.svg"
alt="" width="50">
```

PNG
If you or your developer are unable to work with SVG files, use the PNG artwork.

A PNG should not be used at a size larger than its actual pixel dimensions. Instead use the next larger image size or an SVG file. PNG files are not scalable. If scaled, a PNG may appear blurry on high resolution devices such as Retina® displays.

To ensure that the mark is displayed properly on every device we recommend using the <srcset> attribute:

```
<img src="mc_hrz_opt_rev_76_3x.png"
alt="" width="76"
srcset="mc_hrz_opt_rev_76_1x.png,
mc_hrz_opt_rev_76_2x.png.png,
mc_hrz_opt_rev_76_3x.png.png">
```

*Except Internet Explorer 8 or lower.

Mastercard Symbol

SVG

mc_symbol.svg

PNG

45px × 37px	53px × 44px	63px × 52px	73px × 61px
mc_symbol_opt_45_1x.png	mc_symbol_opt_53_1x.png	mc_symbol_opt_63_1x.png	mc_symbol_opt_73_1x.png
mc_symbol_opt_45_2x.png	mc_symbol_opt_53_2x.png	mc_symbol_opt_63_2x.png	mc_symbol_opt_73_2x.png
mc_symbol_opt_45_3x.png	mc_symbol_opt_53_3x.png	mc_symbol_opt_63_3x.png	mc_symbol_opt_73_3x.png