mc_symbol_opt_63_3x.png

mc_symbol_opt_73_3x.png

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.

mc_symbol_opt_45_3x.png

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 element using your preferred size. See example below:

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

PNG

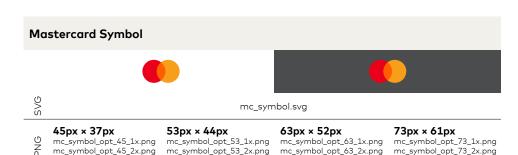
If you or your developer are unable to work with SVG files, use the PNG artwork.

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.



mc_symbol_opt_53_3x.png