MasterCard® Acceptance Mark Standards

Version 6.2
May 2015

Acceptance Mark Specifications

Acceptance Marks are used only to signify which payment brands are accepted.

Acceptance Marks and Brand Marks are not interchangeable. Each has a distinct purpose. The Acceptance Mark is a combined mark which includes the Brand Mark placed on the MasterCard Dark Blue Acceptance Rectangle in order to provide a consistent neutral background for acceptance situations.

An Acceptance Mark is used for all applications signifying acceptance. The MasterCard Dark Blue Acceptance Rectangle distinguishes an Acceptance Mark from a Brand Mark.

A Brand Mark is used for all applications not signifying acceptance.

Who Should Use Acceptance Marks
Acceptance Marks are used by MasterCard, its issuers, acquirers, accepting merchants, co-brand partners, and their communications resources for all applications signifying acceptance.

One of the best and most cost-effective ways for issuers, acquirers, and merchants to use the brands is to display proper signage.

Brand Acceptance Introduction
The MasterCard family of payment brands—MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus®—provides cardholders with instant buying power, payments flexibility, and cash access convenience around the world.

These Acceptance Marks standards provide issuers, acquirers, and merchants with the tools necessary to communicate brand acceptance in an accurate, consistent way. This consistency promotes consumer recognition and drives card use—a benefit to issuers, acquirers, and merchants.

Ensuring Consistent Presentation
Standards and artwork for the Acceptance Marks have been developed for use by MasterCard, its merchants, issuers, acquirers, co-brand partners, and their communications resources to ensure accurate, consistent reproduction and use of the Acceptance Marks wherever displayed. No other standards or artwork should be used for our Acceptance Marks.

Downloading and Ordering Authorized Materials
You may download authorized digital artwork and standards, or order limited quantities of select signage items at www.mastercardbrandcenter.com.

Elements

Each Acceptance Mark consists of five elements, whose relationship must not be altered.

1. **The MasterCard Dark Blue Acceptance Rectangle**
   The MasterCard Dark Blue Acceptance Rectangle has been designed to provide a consistent, neutral background for all Acceptance Marks on decals, signs, and ATM screens, at online points of interaction, and in merchant materials. The MasterCard Dark Blue Acceptance Rectangle denotes acceptance and promotes maximum visibility for the MasterCard Interlocking or Overlapping Circles Device.

2. **The MasterCard Interlocking Circles Device**
   The MasterCard Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a distinguishing feature common to all four brands. This device, combined with a unified color palette, reinforces the visual link between brands, enhancing the strength of all the brands.

   To complement the configuration of the brand name artwork, the MasterCard Electronic™ Acceptance Mark uses a modified version of the Interlocking Circles.

3. **The Brand Name in Custom Lettering**
   The MasterCard family of brand names are trademarks of MasterCard International Incorporated. They are comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the brand. This custom-drawn artwork must not be altered in any way.

4. **The Drop Shadow**
   On all Acceptance Marks, the drop shadow appears only in MasterCard Dark Blue. The drop shadow increases the legibility of the brand name.

5. **The ® and/or ™ Trademark Symbols**
   The ® and/or ™ trademark symbols (or their local law equivalents) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Acceptance Mark even though their legibility may be compromised when the Acceptance Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.
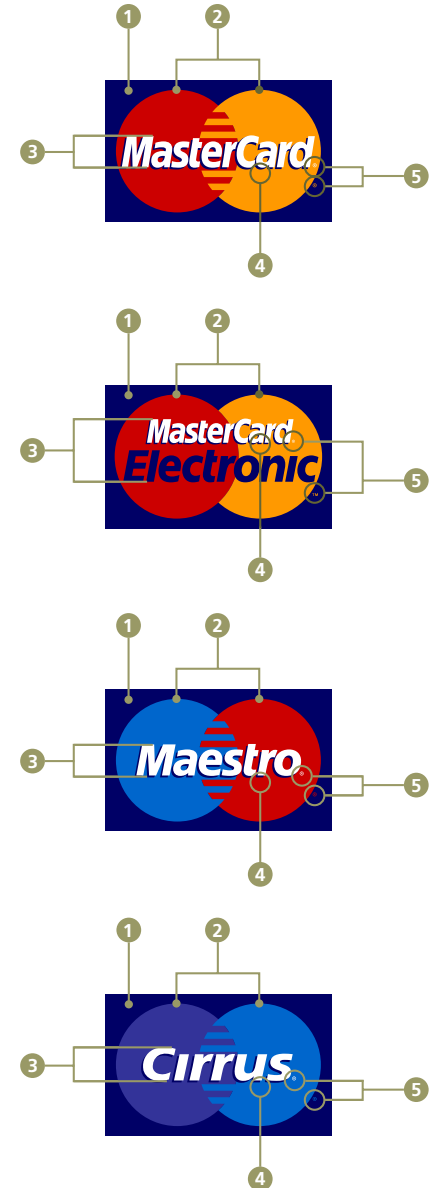
Colors

Full-color Acceptance Marks, when displayed prominently, offer the best opportunity to increase brand awareness.
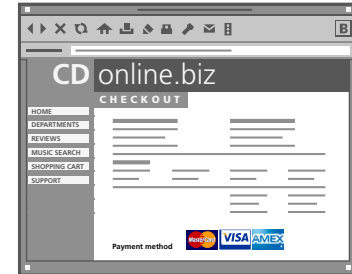
1. **Full-color Acceptance Marks**
    Acceptance Marks always must be reproduced in full-color. When printing Acceptance Marks on decals and signs, match colors must be used. For other communications, four-color process may be used. For websites and all other on-screen applications, RGB colors must be used. In all cases, the drop shadow within each Brand Mark must appear in MasterCard Dark Blue.

    When reproducing Acceptance Marks in full-color, follow the approved Full-color Specifications.
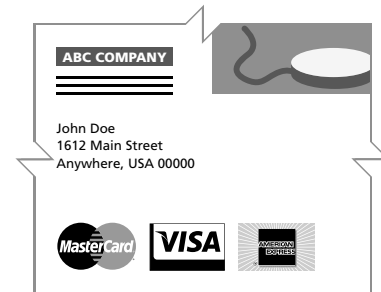
2. **One-color Exceptions**
    There are no grayscale or one-color versions of Acceptance Marks. When technical limitations prohibit the use of full-color Acceptance Marks, grayscale, solid, or outline versions of Brand Marks should be used to signify acceptance. These One-color Exceptions should be used only in limited applications.

VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.

① **Full-color (Preferred)**

② **One-color exceptions**

Full-color Specifications

The standards on this page apply to the full-color reproduction of the MasterCard family of Acceptance Marks.

When printing Acceptance Marks on decals and signs, match (PANTONE®*) colors must be used. For other communications, process (CMYK) colors may be used. For all on-screen applications, including websites, RGB or hexadecimal colors must be used. The drop shadow within each Brand Mark always appears in MasterCard Dark Blue.

MasterCard® Acceptance Mark

Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
Left circle	MasterCard Red	PANTONE 485C	C0/M100/Y100/K0	R204/G0/B0	#CC000
Right circle	MasterCard Yellow	PANTONE 137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900
MasterCard name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
MasterCard Drop Shadow	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
® inside circles	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
® outside circles	MasterCard Yellow	PANTONE 137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900

MasterCard Electronic™ Acceptance Mark

Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
Left circle	MasterCard Red	PANTONE 485C	C0/M100/Y100/K0	R204/G0/B0	#CC000
Right circle	MasterCard Yellow	PANTONE 137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900
MasterCard name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
MasterCard Drop Shadow	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
® after MasterCard	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
Electronic name	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
™ outside circles	MasterCard Yellow	PANTONE 137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900

Trapping information

When printing any of our Acceptance Marks or Brand Marks, please refer to the Trapping Standards which are applicable to all match color versions.

*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Full-color Specifications (continued)

The standards on this page apply to the full-color reproduction of the MasterCard family of Acceptance Marks.

When printing Acceptance Marks on decals and signs, match (PANTONE®) colors must be used. For other communications, process (CMYK) colors may be used. For all on-screen applications, including websites, RGB or hexadecimal colors must be used. The drop shadow within each Brand Mark always appears in MasterCard Dark Blue.

Maestro® Acceptance Mark

Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
Left circle	Maestro Blue	PANTONE 299C	C100/M9/Y0/K0	R0/G102/B204	#0066CC
Right circle	Maestro Red	PANTONE 485C	C0/M100/Y100/K0	R204/G0/B0	#CC000
Maestro name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
Maestro Drop Shadow	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
® inside circles	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
® outside circles	Maestro Red	PANTONE 485C	C0/M100/Y100/K0	R204/G0/B0	#CC000

Cirrus® Acceptance Mark

Element	Color	Match	Process	RGB	Hexadecimal
Acceptance Rectangle	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
Left circle	Cirrus Dark Blue	PANTONE 285C	C100/M40/Y0/K0	R51/G51/B153	#333399
Right circle	Cirrus Light Blue	PANTONE 299C	C100/M9/Y0/K0	R0/G102/B204	#0066CC
Cirrus name	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
Cirrus Drop Shadow	MasterCard Dark Blue	PANTONE 2758C	C100/M80/Y0/K35	R0/G0/B102	#000066
® inside circles	White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
® outside circles	Cirrus Light Blue	PANTONE 299C	C100/M9/Y0/K0	R0/G102/B204	#0066CC

Trapping information
When printing any of our Acceptance Marks or Brand Marks, please refer to the Trapping Standards which are applicable to all match color versions.

*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Trapping Standards

These standards should be used for trapping the preferred match color versions of the Brand Marks and the Acceptance Marks.

Color Trapping Standards *(follow the trapping steps below, from left to right)*

	Step 1	Step 2	Step 3 (Acceptance Marks only)
	(1) MasterCard Red and Yellow Interlocking Circles trap to each other. (2) MasterCard Yellow spreads to trap MasterCard Red. (3) MasterCard Red maintains correct size and shape of trapped area.	MasterCard brand name reverses out to White.	MasterCard Red and Yellow Interlocking Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.

	Step 1	Step 2	Step 3 (Acceptance Marks only)
	(1) MasterCard Red and Yellow Overlapping Circles trap to each other. (2) MasterCard Yellow spreads to trap MasterCard Red. (3) MasterCard Red maintains correct size and shape of trapped area.	MasterCard brand name reverses out to White. MasterCard Red and Yellow Overlapping Circles spread to trap MasterCard Dark Blue Electronic brand name.	MasterCard Red and Yellow Overlapping Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.

	Step 1	Step 2	Step 3 (Acceptance Marks only)
	(1) Maestro Blue and Red Interlocking Circles trap to each other. (2) Maestro Blue spreads to trap Maestro Red. (3) Maestro Red maintains correct size and shape of trapped area.	Maestro brand name reverses out to White.	Maestro Blue and Red Interlocking Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.

Trapping Standards (continued)

These standards should be used for trapping the preferred match color versions of the Brand Marks and the Acceptance Marks.

Color Trapping Standards *(follow the trapping steps below, from left to right)*

	Step 1	Step 2	Step 3 (Acceptance Marks only)
	(1) Cirrus Dark Blue and Light Blue Interlocking Circles trap to each other. (2) Cirrus Light Blue spreads to trap Cirrus Dark Blue. (3) Cirrus Dark Blue maintains correct size and shape of trapped area.	Cirrus brand name reverses out to White.	Cirrus Dark Blue and Light Blue Interlocking Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.

Drop Shadow	**Decals and signs** *greater than 63.5 mm (2.5")*	**Decals and signs** *63.5 mm (2.5") and smaller*
	Drop shadow reverses out to White, then prints 100% MasterCard Dark Blue.	Drop shadow overprints Interlocking Circles in 100% MasterCard Dark Blue.

|	**Communication materials** *not signifying acceptance (Brand Marks only)*
	If Blue, the drop shadow reverses out to White, then prints in 100% MasterCard Dark Blue. If Black, drop shadow overprints Interlocking Circles in 100% Black.

One-color Exceptions

When technical limitations prohibit the use of full-color Acceptance Marks, one-color exceptions should be used to signify acceptance.

There are no grayscale or one-color versions of Acceptance Marks. When technical limitations prohibit the use of full-color Acceptance Marks, such as on merchant receipts or one-color ads, the grayscale, solid, or outline versions of the MasterCard®, MasterCard Electronic™, Maestro®, or Cirrus® Brand Marks should be used to signify acceptance.

NOTE: Never convert a full-color Acceptance Mark to grayscale or one-color.

VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.
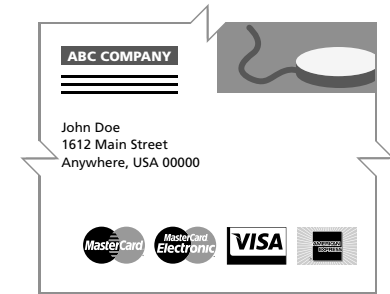
Minimum Size

To ensure the greatest legibility and impact at small sizes, a minimum size has been determined for both printing and on-screen reproduction of Acceptance Marks.

1. **Minimum Size for Printing**
   Acceptance Marks may not be printed in sizes smaller than 17.5 mm (0.688") wide.

2. **Minimum Size for On-Screen**
   Acceptance Marks on-screen should be reproduced as follows:

   • Pixel dimension: Acceptance Marks may not be used in a pixel dimension smaller than 37px wide, and

   • Optical dimension: Acceptance Marks must not appear smaller than 7.75 mm (0.30") in width on any screen display, regardless of screen quality or resolution.

1 Minimum size for printing
17.5 mm (0.688") wide

2 Minimum pixel dimensions
37px wide

7.75 mm (.30")

51.6 mm (2.0")
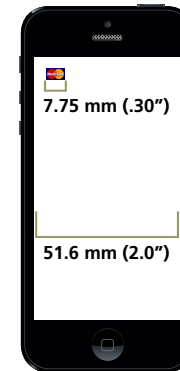
2 Minimum optical dimensions
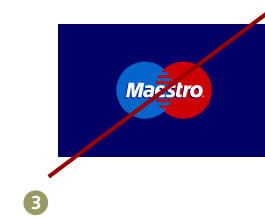7.75 mm (0.30") wide

Common Mistakes

Our Acceptance Marks are key business assets—each mark represents a brand that is known, trusted, and respected worldwide. They must be applied thoughtfully, carefully, and appropriately.

The Acceptance Marks:

1. Must not include a name, identity, symbol, or mark other than a MasterCard payments or cash access brand.

2. Always must use the MasterCard Dark Blue Acceptance Rectangle in full-color reproduction.

3. Must not be altered in any way. The elements—and the relationship between elements—must remain fixed.

4. Must not contain the Brand Mark within a binocular lens-shaped outline.

5. Always must use the appropriate drop shadow in MasterCard Dark Blue when signifying acceptance in full-color reproduction.

6. Should not be used as a decorative device or in a repeat pattern.

7. Must not use a grayscale, solid, or outline Brand Mark within an Acceptance Rectangle.

Downloading and Ordering Authorized Materials
You may download authorized digital artwork and standards, or order limited quantities of select signage items at www.mastercardbrandcenter.com.

Acceptance Mark Uses

Accurate, consistent use of the Acceptance Marks heightens brand visibility, stimulates card use, and enhances the brand's business-building power.

All locations that accept MasterCard®, MasterCard Electronic™, Maestro®, or Cirrus® always must display the appropriate Acceptance Marks prominently, in the approved sequence. A point-of-interaction (POI) location is the location at which the transaction occurs, whether a physical location, a website, a mail order form, or another place where a customer provides payment information. All POI locations that accept cards with these brands must:

• Prominently display the Acceptance Mark, so that it is clearly visible to the public; and

• Display the Acceptance Mark at parity with all other acceptance marks/symbols/logos also displayed (with the exception of MasterCard POI locations in the U.S., where a specific regional Standard that permits otherwise exists. Refer to MasterCard Rules, Rule 5.9.1 "Discrimination" of Chapter 15, "U.S. Region Rules").

This requirement means that in any media, including print, electronic advertising, promotional literature, signs, decals, and any other graphic image used to indicate acceptance, no other acceptance mark, symbol, or logo may be larger, of a greater size or dimension, appear more frequently, or in any way appear more important or welcomed than a MasterCard, MasterCard Electronic, and/or Maestro Acceptance Mark.

1. **Use at Physical Merchant Locations**
    At physical merchant locations, prominent signage at the entrance (such as on an exterior door or window) is preferred. This type of display serves as an invitation to cardholders and a proven advertsing tool for merchants. An interior display (such as at the check-out station, cash register(s), or till(s) is also acceptable.

2. **Use on Internet Merchant Locations**
    At Internet merchant locations, cardholders must be able to determine immediately that the particular brand is accepted. The most effective way to ensure this is to display the appropriate Acceptance Marks on the merchant's home page. At the very least, the appropriate Acceptance Marks always must be displayed where payment options are presented.

3. **Use at ATMs and Other Devices**
    At ATMs, Acceptance Marks must appear on or near the main entrance, on or near the cash machine, and must not appear only on the ATM screen.

    Acceptance Marks also must be displayed on or near other unattended terminals installed or serviced by members. These include displays on or near compatible ATMs, telephones, or other card-accepting devices that function without an attendant.

    For attended terminals, acceptance branding is recommended, and required if other payment brands are displayed. For more information, see Using with Other Marks.
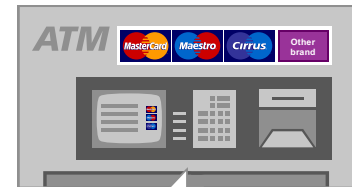
4. **Use in Merchant Advertising**
    Acceptance Marks can be used on merchant advertising to signify acceptance of MasterCard payment brands.

1 Use at physical merchant locations

2 Use on Internet merchant locations

3 Use at ATMs and other devices

4 Use in merchant advertising

Acceptance Mark Uses (continued)

Accurate, consistent use of the Acceptance Marks heightens brand visibility, stimulates card use, and enhances the brand's business-building power.

5. **Using Our Marks Together**
   When using our marks together, display the marks vertically or horizontally, in the approved sequence only: MasterCard, MasterCard Electronic, Maestro, Cirrus. Always display only those brands that are accepted at the particular location. Acceptance Marks always must be presented at size and color parity with all other brand marks displayed.

6. **Using Our Brand Names**
   When using our brand names in communications that promote our brands, the brand name(s) always must be used at least once. The brand names must not appear in all uppercase or all lowercase letters and always must appear in English. In general, the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names should be used as adjectives, as in "Your MasterCard card." At a minimum, the brand names must be used as adjectives in their first or most prominent mention subsequent to any use in the title, headline, signature, or cover page of a communication, and include the ® and/or ™ trademark symbols as designated for each.

7. **Using with Other Marks**
   To achieve parity with all other brand marks displayed, the Acceptance Mark must be at least as prominent and appear in at least the same frequency, size, and color treatment as the largest other acceptance mark displayed. For more information, see Using with Other Marks.
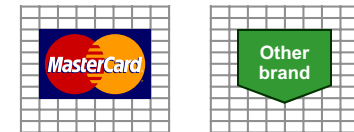
Avoiding Common Mistakes

Consistent reproduction of the Acceptance Marks is vital for recognition and card use. Common mistakes can compromise the integrity of our Acceptance Marks and reduce their impact among consumers.

5 Using our marks together (approved sequence)

6 Using our brand names

7 Using with other marks

Use at Physical Merchant Locations

Displaying Acceptance Marks can mean business. You can benefit from the power of the MasterCard family of brands to attract new customers, increase sales, and strengthen customer loyalty.

1. **Communicating Acceptance with Exterior Signage**

   At physical merchant locations, the preferred way to communicate acceptance is to display Acceptance Marks on exterior signage, on a main entry door, or on a nearby window. When display of exterior building signage is not possible, Acceptance Marks must be displayed so they are seen easily from outside. This type of display serves as an invitation to cardholders and a proven advertising tool for merchants.

   When more than one Acceptance Mark is used, the marks must be displayed horizontally or vertically following the approved sequence: MasterCard®, MasterCard Electronic™, Maestro®, Cirrus®. For more information, see Using Our Marks Together.

2. **Communicating Acceptance with Interior Signage**

   While the cardholder's first visual indication of acceptance may be as exterior signage, it is also important to display Acceptance marks a the point of interaction, prior to transaction, to encourage card use. Examples of POI branding include: cash register decal strips, tent cards, restaurant money trays, and restaurant check holders.

Obtaining Decals and Signs

If you are a merchant in need of decals and signs, your primary source is your bank or financial institution that processes your transactions. They can help you obtain a wide range of signage. For your convenience, you can also either download artwork to create custom signage, order limited quantities of select items online, or Contact Us for vendor referrals.
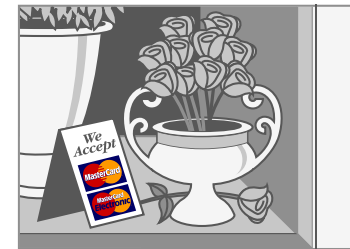
1 Exterior signage
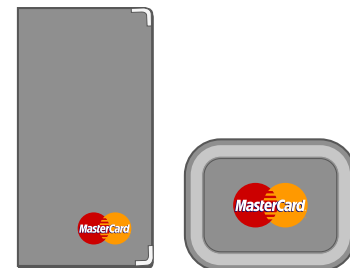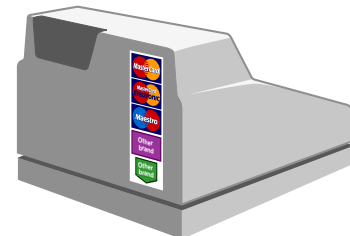
2 Interior signage

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Use on Internet Merchant Locations

The sooner a cardholder knows our payment options are accepted on a website, the sooner the cardholder will use the card—and build business.

Mandatory Branding on Merchant websites
Merchant websites must display Acceptance Marks wherever payment options are presented, including the "check-out" page or area where the customer selects a payment method. No promotional offers or other instructional or advertising messages may appear in conjunction with an Acceptance Mark, symbol, or logo in this payment method selection area.

The page must display the Acceptance Mark at parity with all other acceptance marks/symbols/logos also displayed (with the exception of MasterCard in the U.S., where a specific regional Standard that permits otherwise exists. Refer to MasterCard Rules, Rule 5.9.1 "Discrimination" of Chapter 15, "U.S. Region Rules").

1. **Display Acceptance Marks wherever Payment Options Are Presented**
    In the correct example at right, the MasterCard Acceptance Mark is displayed next to a dropdown menu indicating "MasterCard" as a payment option, and both are at visual parity with other acceptance marks shown.

    In the incorrect example, the MasterCard Acceptance Mark is not displayed, and the "Other Brand" acceptance mark appears in connection with promotional and instructional messages. In addition, the use of "Credit Card" as a descriptor implies that debit cards are not accepted.

VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.
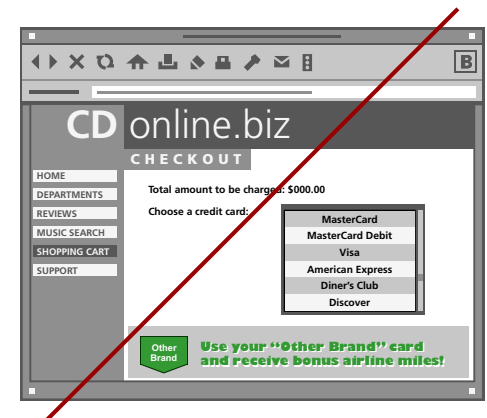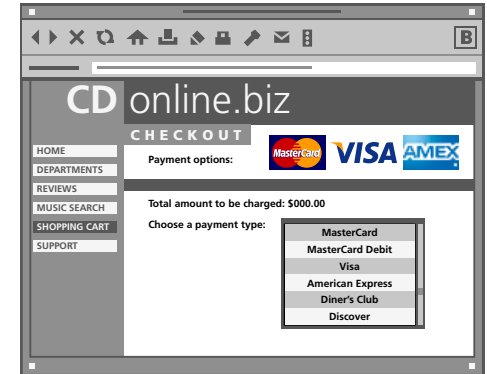
1 Acceptance Marks must be displayed with payment options on a merchant website

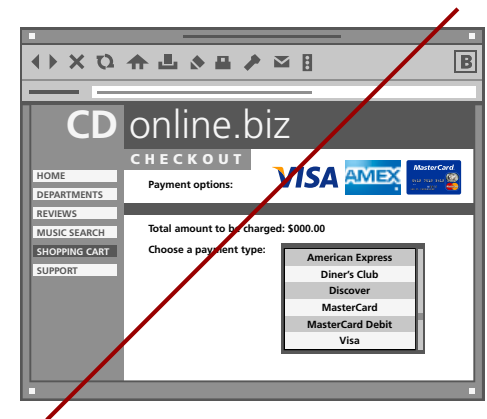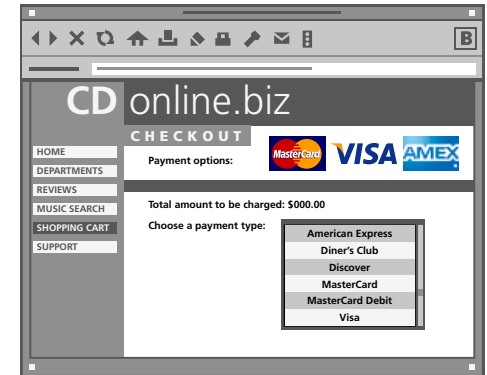# Use on Internet Merchant Locations (continued)

The sooner a cardholder knows our payment options are accepted on a website, the sooner the cardholder will use the card—and build business.

2. **Choose the Correct Artwork**

    As shown in the correct example at right, only the MasterCard Acceptance Mark may be used to indicate MasterCard acceptance.

    In the incorrect example, the MasterCard card face design rather than the MasterCard Acceptance Mark is shown. Additionally, the MasterCard brand presence is not at visual parity with other acceptance marks, both of which are also displayed in conjunction with instructional messages.

VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.

2 Only the MasterCard Acceptance Mark may be used to indicate MasterCard acceptance

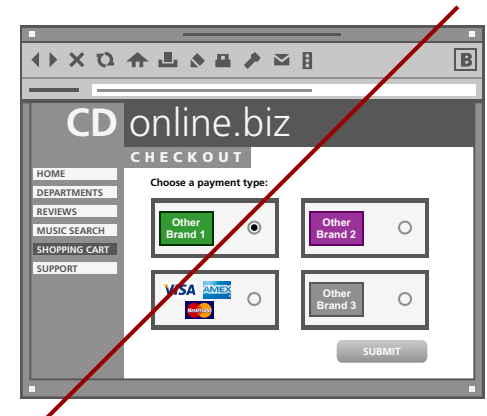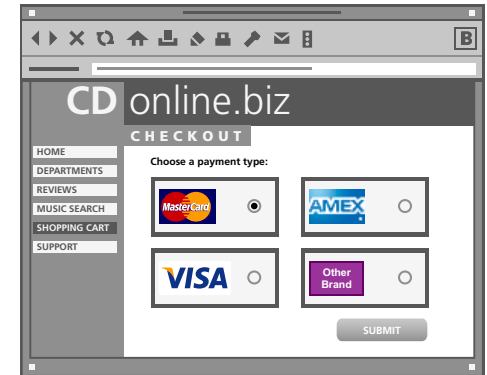# Use on Internet Merchant Locations (continued)

The sooner a cardholder knows our payment options are accepted on a website, the sooner the cardholder will use the card—and build business.

3. **Display at the Same Size as Other Acceptance Marks**

    An Acceptance Mark must not appear smaller than any other acceptance marks shown.

    In the incorrect example, the MasterCard Acceptance Mark is at visual parity with some but not all other acceptance marks shown; the "Other Brand" acceptance marks appear larger.

    VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.

3 An Acceptance Mark must not appear smaller than any other acceptance marks shown

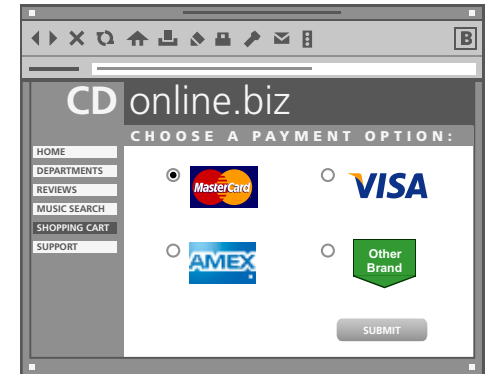# Use on Internet Merchant Locations (continued)

The sooner a cardholder knows our payment options are accepted on a website, the sooner the cardholder will use the card—and build business.

4. **Display with the Same Frequency as Other Acceptance Marks**

    An Acceptance Mark must not appear less frequently than any other acceptance marks shown.

    In the incorrect example, the MasterCard brand presence (improperly represented with the MasterCard Brand Mark instead of the MasterCard Acceptance Mark) is less prevalent and smaller than some other acceptance marks displayed. The "Other Brand" acceptance marks are shown with promotional and instructional messages.

    VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.

4 **Acceptance Marks must be displayed with the same frequency as other payment brands on a merchant website**

Use on Internet Merchant Locations (continued)

The sooner a cardholder knows our payment options are accepted on a website, the sooner the cardholder will use the card—and build business.

5. **Preferred Additional Branding on Merchant websites**
    The additional display of an Acceptance Mark on the website home page makes customers immediately aware that MasterCard cards are accepted and is therefore preferred as the most effective means of communicating MasterCard acceptance.

MasterCard® Hyperlinks
Please include a hyperlink from the Acceptance Mark back to our home page (www.mastercard.com). We ask that you not link to other pages of our site, as these are subject to change and may result in broken links.
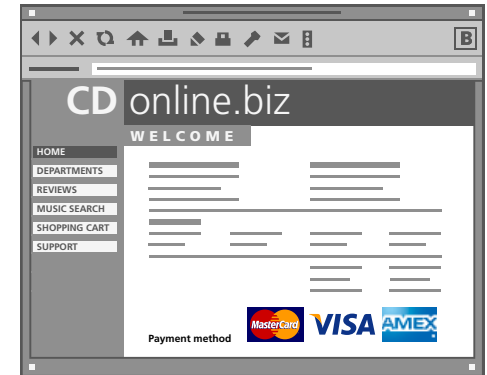
Maestro® Hyperlinks
When signifying that you accept Maestro cards for Internet purchases, please link to http://www.maestrocard.com/internetpurch so that users can obtain important information specific to Maestro transactions. For more information, contact the Brand Manager.

Downloading and Ordering Authorized Materials
You may download authorized digital artwork and standards, or order limited quantities of select signage items at www.mastercardbrandcenter.com.

VISA is a registered trademark of VISA International Service Association. American Express is a registered trademark of the American Express Company.

5 **Preferred additional branding on merchant website**

Use at ATMs and Other Devices

The use of signage at a financial institution promotes immediate recognition that the MasterCard family of brands is accepted.
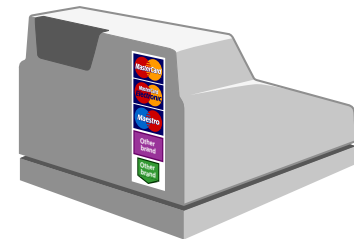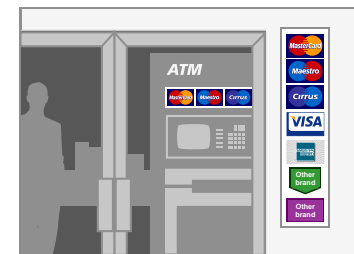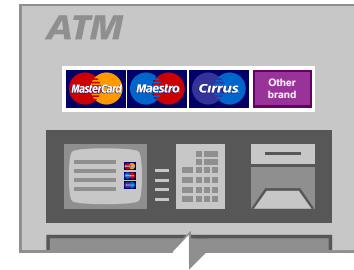
Communicating Acceptance at ATMs
All ATM locations must display the appropriate Acceptance Mark(s) for the brands which are accepted. The Acceptance Marks must appear on or near the main entrance of all financial institutions participating in the MasterCard® ATM Network.

Acceptance Marks always must be clearly visible on or near the cash machine and must not appear only on the ATM screen.

Acceptance Marks must be displayed horizontally or vertically following the approved sequence. For more information, see Using Our Marks Together.

On all ATM acceptance decals and signs, Acceptance Marks must be displayed at parity with all other brands or acceptance marks. To maintain parity, Acceptance Marks must appear in a size at least equal to the largest brand or acceptance mark displayed. For more information, see Using with Other Marks.

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Use in Merchant Advertising

Ads and catalogs are great ways to build your business—especially when you increase their impact with the power of the MasterCard widely recognized family of payment brands.

Proper use of Acceptance Marks in merchant advertising can help attract customers, lead to increased sales, and enhance customer loyalty.

1. **Full-color Merchant Advertising**
    In full-color merchant advertising, the Match Color version of Acceptance Marks is preferred, but the Process Color version may be used when budget restrictions or technical limitations do not permit match color reproduction.
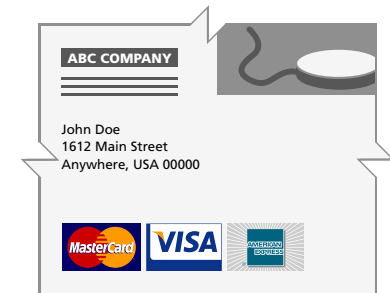
2. **One-color Exceptions**
    There are no grayscale or one-color versions of Acceptance Marks. When technical limitations prohibit the use of full-color Acceptance Marks, such as on merchant receipts or one-color ads, the grayscale, solid, and outline versions of the MasterCard®, MasterCard Electronic™, Maestro®, or Cirrus® Brand Marks should be used to signify acceptance.
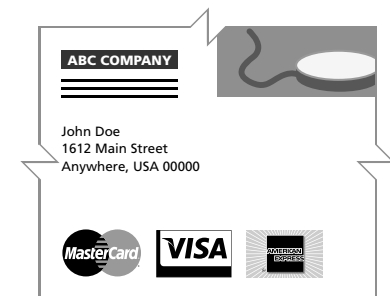
    NOTE: Never convert a full-color Acceptance Mark to grayscale or one-color.

Mail Order and Telephone Order Sales
Merchants who process mail order and telephone sales should display the Acceptance Mark in direct mail communications wherever payment options are presented.

1 **Full-color merchant advertising**

2 **One-color exceptions**

Using Our Acceptance Marks Together

A system has been developed to maximize the power of Acceptance Marks whenever they are used together.

The system enhances the visibility of Acceptance Marks, whether used alone or in various combinations, in all acceptance environments.

1. **Approved Sequence**
    When more than one brand is accepted, display the marks horizontally or vertically following the approved sequence:

    1. MasterCard®

    2. MasterCard Electronic™

    3. Maestro®

    4. Cirrus®

    Always display only those brands accepted at the particular location. For example, a point-of-sale location should not display MasterCard Electronic if it accepts only MasterCard and Maestro.

2. **Spacing Between Acceptance Marks**
    To maintain adequate spacing between Acceptance Marks, the artwork provided for decals and signs includes a white separator space between each of the Acceptance Marks. This is the preferred treatment for reproducing the marks in the approved sequence.

    If a different color or spacing between the Acceptance Marks is required, modifications to the preferred treatment may be made—but the consecutive display of the marks must be maintained.
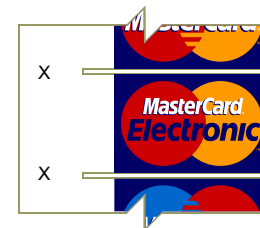
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1 Approved horizontal and vertical sequence

Never display Acceptance Marks in any order other than the approved sequence

2 Always maintain equal spacing between Acceptance Marks

Using Our Brand Names

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.

The brand name(s) must be used at least once in all communications that promote the MasterCard, MasterCard Electronic, Maestro, and Cirrus brands, respectively.

1. **Using Uppercase and Lowercase Letters**
    The MasterCard brand name always must appear as one word with uppercase letters "M" and "C," with lowercase used for the remaining letters.

    The MasterCard Electronic brand name always must appear as two words with uppercase letters "M," "C," and "E," with lowercase used for the remaining letters.

    The Maestro brand name always must appear with an uppercase letter "M," with lowercase used for the remaining letters.

    The Cirrus brand name always must appear with an uppercase letter "C," with lowercase used for the remaining letters.
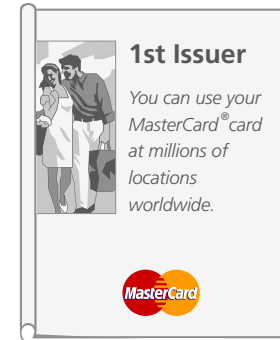
    NOTE: The brand names must not appear in all uppercase letters.

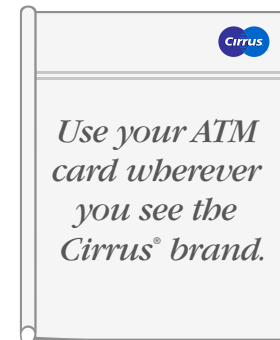2. **Using the Brand Names as Adjectives**
    In general, the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names should be used as adjectives, as in "Your MasterCard card." At a minimum, the brand names must be used as adjectives in their first or most prominent mention subsequent to any use in the title, headline, signature, or cover page of a communication.

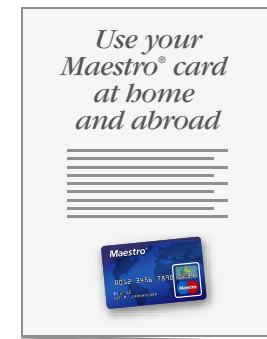3. **Using the Trademark Symbols**
    The ® and/or ™ trademark symbols (or their local law equivalents) as designated within the respective sections of the Brand Center, always should appear after the first or most prominent use of the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names on each page.

1 Using uppercase and lowercase letters

2 Using our brand names as adjectives

3 Using the registered trademark symbols

Using Our Brand Names (continued)

The MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.
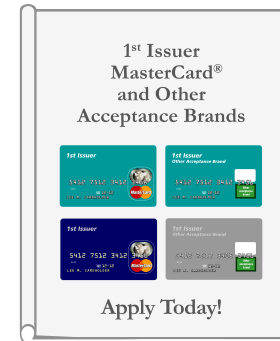
4. **Use with Other Brand Names**
    In all communications that promote more than one brand, the MasterCard, MasterCard Electronic, Maestro, and Cirrus brand names always must be presented with prominence and frequency equal to that of all other brand names.

Using the Brand Names to Signify Acceptance
The brand name also must be used whenever a reference is made to acceptance at the point of interaction—"Your MasterCard® card is now welcomed at millions of locations worldwide."

Brand Name Translation
The names "MasterCard," "MasterCard Electronic," "Maestro," and "Cirrus" may appear only in English. Our brand names must not be translated into other languages nor appear in another alphabet.

1st Issuer
MasterCard®
and Other
Acceptance Brands

Apply Today!

4 **Use with other brand names**

Using with Other Marks

Parity with other acceptance marks in size, color, and frequency ensures that our Acceptance Marks are always seen as equal to, not lesser than, other acceptance marks.

All POI locations that accept MasterCard®, MasterCard Electronic™, Maestro®, or Cirrus® must display the Acceptance Mark(s) at parity with all other acceptance marks/symbols/logos also displayed (with the exception of MasterCard POI locations in the U.S., where a specific regional Standard that permits otherwise exists. Refer to MasterCard Rules, Rule 5.9.1 "Discrimination" of Chapter 15, "U.S. Region Rules").

1. **Size Parity with Marks of Similar Proportions**
   When the MasterCard, MasterCard Electronic, Maestro, and Cirrus Acceptance Marks are displayed with the acceptance marks of other brands, our Acceptance Marks must appear in a size at least equal to the largest other acceptance mark displayed.

   In horizontal formats, the height of the Acceptance Mark—based on the Acceptance Rectangle—must be at least equal to the height of the other acceptance marks.

   In vertical formats, the width of the Acceptance Mark—based on the Acceptance Rectangle—must be at least equal to the width of the other acceptance marks.

2. **Size Parity with Marks of Different Proportions**
   When sizing Acceptance Marks, size parity with marks of different proportions is determined by area. The area (height by width) of the Acceptance Mark—based on the Acceptance Rectangle—should at least equal the approximate area (maximum height by maximum width) of the largest other acceptance mark displayed.

   Never enlarge or reduce individual elements of the artwork independently of the others. Always enlarge or reduce the artwork as a unit.
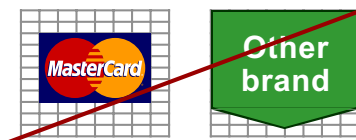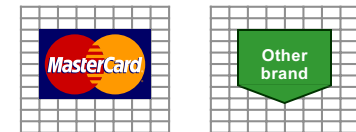
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1 Size parity with marks of similar proportions

2 Size parity with marks of different proportions

Using with Other Marks (continued)

Parity with other acceptance marks in size, color, and frequency ensures that our Acceptance Marks are always seen as equal to, not lesser than, other acceptance marks.
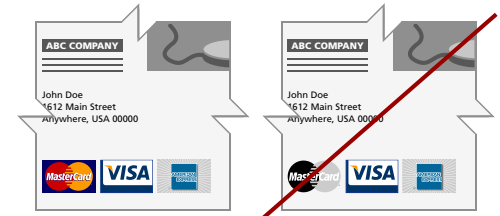
3. **Color Parity**

   Except for limited-color merchant advertising or collateral, the Acceptance Mark always must be reproduced in full-color. When the MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus® Acceptance Marks are displayed with the marks of other brands, they must appear using the same level of color reproduction as the other brands.

   When acceptance marks of other brands are reproduced in full-color, our Acceptance Marks also must be reproduced in full-color. Use of grayscale, solid, and outline versions does not represent color parity.
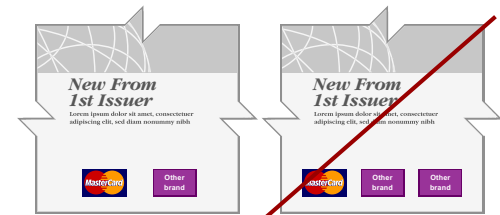
4. **Frequency Parity**

   When the MasterCard, MasterCard Electronic, Maestro, and Cirrus Acceptance Marks are displayed with the marks of other brands, they must appear in the same frequency as the other brands.

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3 Color parity

4 Frequency parity

Common Mistakes

Consistent presentation of Acceptance Marks benefits issuers, acquirers, and merchants, promoting consumer recognition and card use that builds business. Avoid the common mistakes shown here.

The Acceptance Marks:

1. Always must be shown in parity—equivalent in size, level of color reproduction, and frequency—when our Acceptance Marks appear with other acceptance marks (with the exception of MasterCard POI locations in the U.S., where a specific regional Standard that permits otherwise exists. Refer to MasterCard Rules, Rule 5.9.1 "Discrimination" of Chapter 15, "U.S. Region Rules").

2. Always must be used in the approved sequential order—MasterCard®, MasterCard Electronic™, Maestro®, and Cirrus®—when used together.

3. Always must be displayed where payment options are presented.

4. Must not be altered in any way. The elements, and the relationship between elements, must remain fixed.

5. Must not include an issuer's name or other words or elements in the Acceptance Rectangle.

6. Must not be replaced by the color Brand Mark when signifying acceptance.

7. Always must be applied properly, in the approved sequence, at all ATMs participating in the MasterCard® ATM Network.

8. Always must appear in the approved sequence, and must not be interrupted by other acceptance marks.

9. Must not be used as a decorative device or in a repeat pattern.

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Contact Us

If after reading the standards and searching the FAQs at www.mastercardbrandcenter.com, you still haven't found the answer to your query, please contact us in one of two ways.

E-mail the Brand Manager
ask_brand_manager@mastercard.com

MasterCard Brand Hotline
1-914-249-1326