Visa Brand Mark and Card Design Features

This guide illustrates the Visa Brand Mark used currently on Visa cards, as well as alternative card design features and placement.

Play It Safe: Always follow these procedures regardless of the card design:

1. Check the card’s security features to make sure the card does not appear to be altered.
2. Tap contactless card on contactless-enabled terminal, insert card into Chip reader, or swipe the stripe through the terminal in one direction only to obtain authorization.
3. Check the authorization response and take appropriate action.
4. When applicable, obtain a cardholder verification method.
5. Compare the details on the card to those on the transaction receipt—they should match.

If You Suspect Fraud, Make a Code 10 Call ... 
- Call your voice authorization center and say “I have a Code 10 Authorization request.”
- Follow the operator’s instructions if you can do so safely.

Account Information on Front of Card – Embossed and Unembossed Cards

Traditional Visa Card Design

Visa Quick Read Card Design

Current Visa Brand Mark and Product Identifier

The silver or gold Visa Brand Mark may be applied to a card by using one of several techniques, including: stamped in silver or gold foil, printed in silver or gold silk screen ink, or foil revealed through a knockout of the card background design. Some silver or gold Visa Brand Marks may include security features.
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Account Information on Back of Card – Unembossed Cards Only

Traditional Visa Card Design

Visa Quick Read Card Design

Visa Card Without Account Information

What’s New

• Visa Brand Mark can be black, as well as Visa Blue, white, silver, or gold, on all card products
• The 3-Digit CVV2 code on traditional Visa card designs may now be printed directly on the card background
• Cardholder name may appear on either the front or back of the card
• The Printed 4-Digit Number below the account number matching the first four digits of the account number is not required
• Signature panel is optional outside the U.S.
• Visa Brand Mark may appear on the card back
• A hologram may appear on the front or back of the card
• Some cards may not display a hologram, if other security elements are included on the card
• Some cards may be issued without an account number, 3-Digit CVV2 code, or expiration date; account information is supplied in the digital application on the cardholder’s device

What’s the Same

✔ If signature panel is present, a tone-on-tone color is used on Quick Read card designs
✔ Visa Brand Mark must appear in the upper left, upper right, or lower right corner of the card front
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Additional Examples

- Vertical card orientation is allowed on embossed and unembossed traditional Visa Card designs and Visa Quick Read designs.
- The printed account number, expiration date, and cardholder name on an unembossed Visa card may be positioned differently than the account information on an embossed Visa card.

### Traditional Visa Card Design – Embossed

Vertical

**Example Image**

### Visa Quick Read Card Design

Vertical

**Example Image**

### Traditional Visa Card Design – Unembossed

Horizontal

**Example Image**

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