This guide illustrates the new Visa Brand Mark on Visa cards and new card design features. These new card design standards will coexist with the card designs currently in the marketplace.

Traditional Visa Card Design

- Chip may appear on the card front
- Account information (traditional) may be embossed or printed
- Dove Hologram may appear on the card front or back
- Visa Brand Mark may be placed in the upper left, upper right, or lower right corner of the card
- Ultraviolet V is visible over the Visa logo when the card is placed under an ultraviolet light

Visa Quick Read Card Design

- NEW Quick Read account information is thermal or laser printed
- NEW custom magnetic stripe matches color of card background
- NEW silhouetted Visa Dove Design Hologram must be displayed on the back of the card
- Cardholder signature in digital format or signed on the signature panel
- Visa Brand Mark

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. Swipe the stripe through the terminal in one direction only to obtain authorization or insert into Chip reader.
3. Check the authorization response and take appropriate action.
4. Get the cardholder’s signature on the transaction receipt.
5. Compare the name, account number, and signature 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.

Current Visa Brand Mark and Product Identifier

New Visa Brand Mark and Product Identifier

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The Visa Quick Read card shown in these materials is the subject of pending patent applications or issued patents in various countries worldwide.