Visa Brand Mark and Card Design Features

VISA

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.

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.

Account Information on Front of Card – Embossed and Unembossed Cards

Traditional Visa Card Design

3-Digit Card Verification Value (CVV2) code appears on the signature panel, on a white box to the right of the signature panel, or printed on the card background
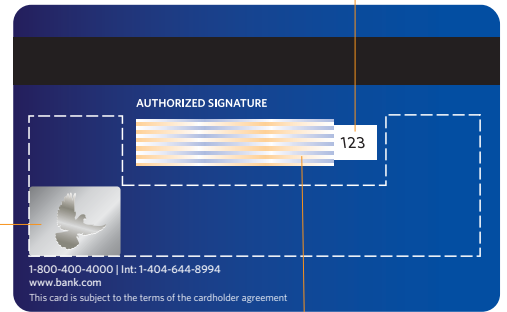
Chip may appear on the card front

Account information (traditional) may be embossed or printed; as an option, may be printed on the card back

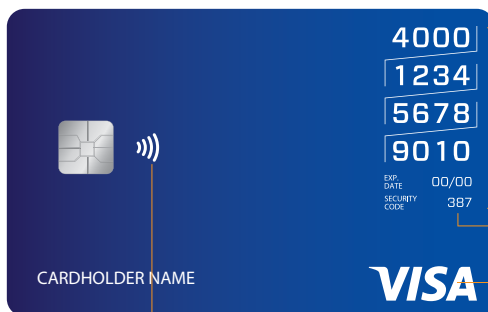Hologram may appear on the card front or back

Visa Brand Mark may be placed in the upper left, upper right, or lower right corner of the card; Visa Brand Mark may appear on the card back

Signature panel is optional outside the U.S.

Printed 4-Digit Number below the account number is not required, as of October 2016. If present, it must match the first four digits of the account number and start with 4. It must not appear on a card after 15 April 2024

AUTHORIZED SIGNATURE

123

1-800-400-4000 | Int: 1-404-644-8994
www.bank.com
This card is subject to the terms of the cardholder agreement

Visa Quick Read Card Design

Quick Read account information is thermal or laser printed on the card front or back

Magnetic stripe may be standard or a custom color

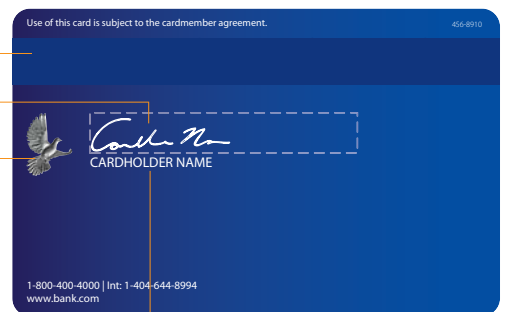Cardholder signature, signed on the signature panel, if present, or in digital format

Silhouetted Visa Dove Hologram must be placed on the front or back of a Quick Read card

3-Digit CVV2 code prints below the stacked account number and expiration date

Visa Brand Mark

Contactless Indicator

Cardholder name must be printed under digital signature or signature panel, if present

Use of this card is subject to the cardmember agreement.   456-8910

CARDHOLDER NAME

1-800-400-4000 | Int: 1-404-644-8994
www.bank.com

Visa Brand Mark and Card Design Features

Account Information on Back of Card – Unembossed Cards Only

Traditional Visa Card Design
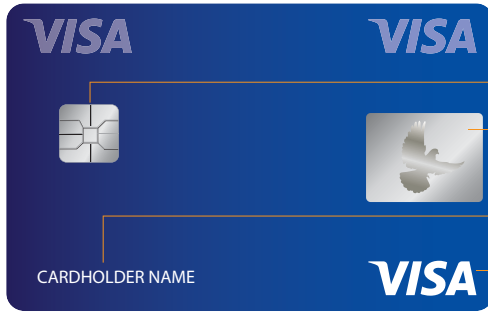
3-Digit CVV2 code may be printed directly on the card background

Signature panel is optional outside the U.S.

Chip may appear on the card front

Hologram may appear on the front or back of the card

Cardholder name may be printed on the front or back of the card
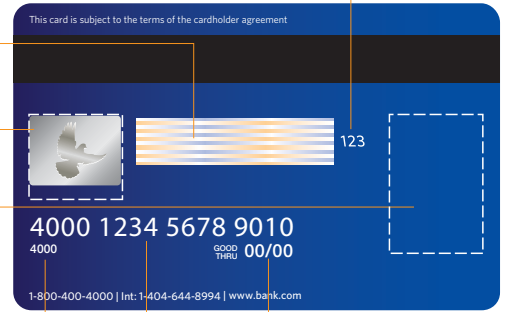
Visa Brand Mark

Printed 4-Digit Number below the account number is not required, as of October 2016. If present, must match the first four digits of account number and start with 4

Account number and expiration date are printed on the front or back of the card

Visa Quick Read Card Design


Standard or custom color magnetic stripe

Cardholder signature, signed on the signature panel, if present, or in digital format

Quick Read account information is thermal or laser printed in the lower left corner of card back

Cardholder name printed on the front or back of the card

Visa Brand Mark

Silhouetted Visa Dove Hologram is displayed on the front or back of a Quick Read card

Cardholder name must be printed under digital signature or signature panel, if present

Visa Card Without Account Information
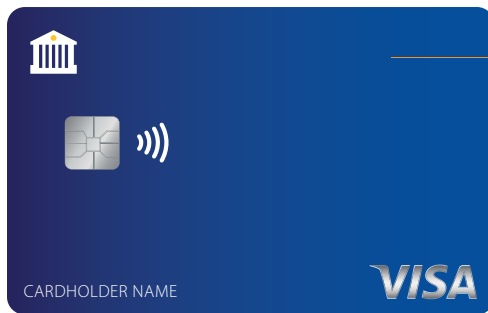
Some Visa cards may be issued without an account number, 3-Digit CVV2 code, or expiration date
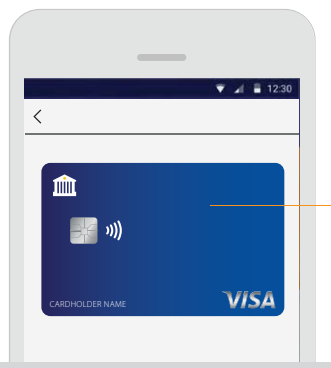
Some Visa card images may appear without an account number, 3-Digit CVV2 code, or expiration date; account information is supplied in the digital application on the cardholder's device

What's 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

Visa Brand Mark and Card Design Features

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
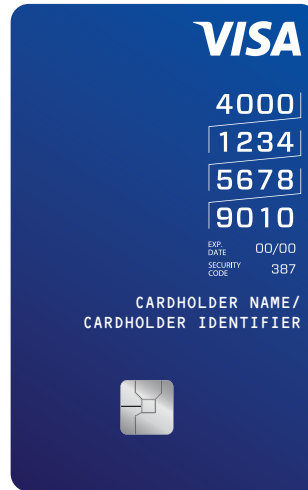
Traditional Visa Card Design – Embossed

Vertical
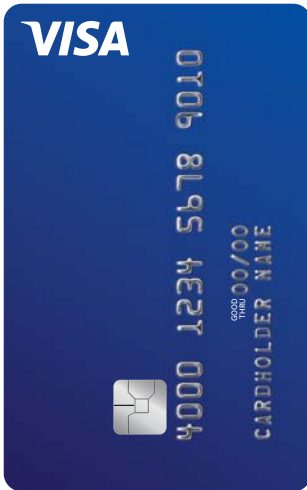
Visa Quick Read Card Design

Vertical

Traditional Visa Card Design – Unembossed

Horizontal

Vertical