

Plastic Card Artwork: Design Guide for Visa Cards

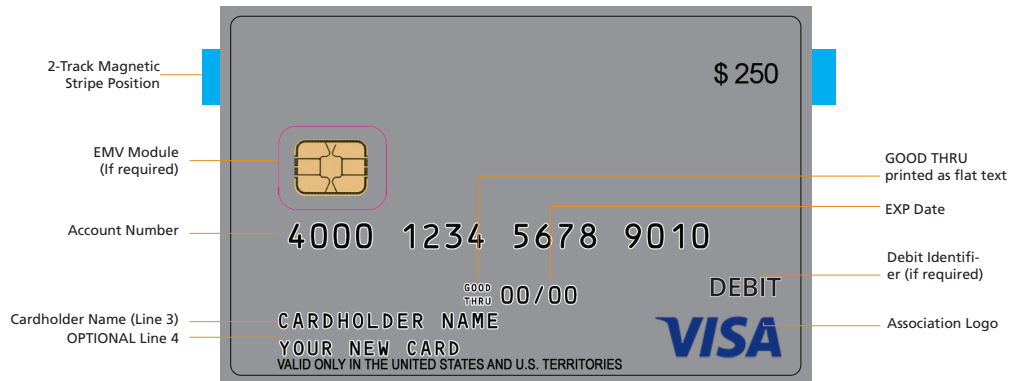
The following are the default layouts for horizontal Visa designs

Front of Card – Embossed Layout (Personalization is Embossed in Silver or Gold)



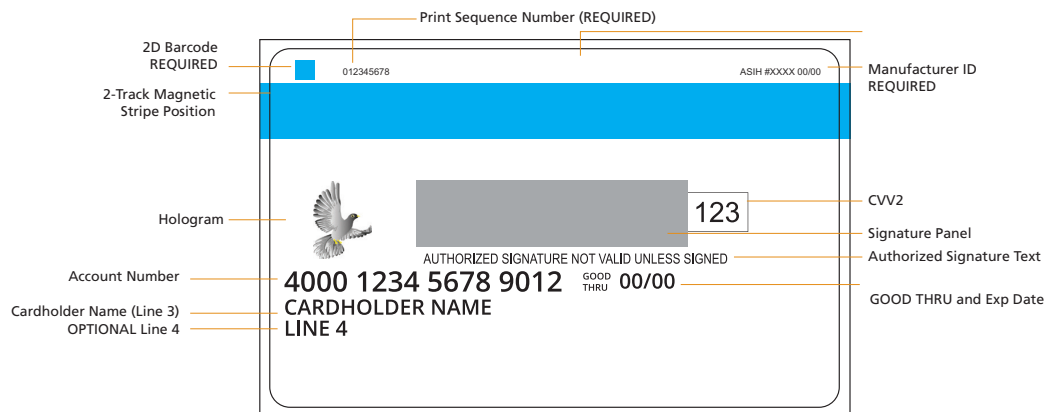
Front of Card – Flat Layout

(Personalization is flat printed in any color that provides sufficient contrast against the artwork)



Personalization on Back of Card (Flat Only)

(Personalization is flat printed in any color that provides sufficient contrast against the artwork)



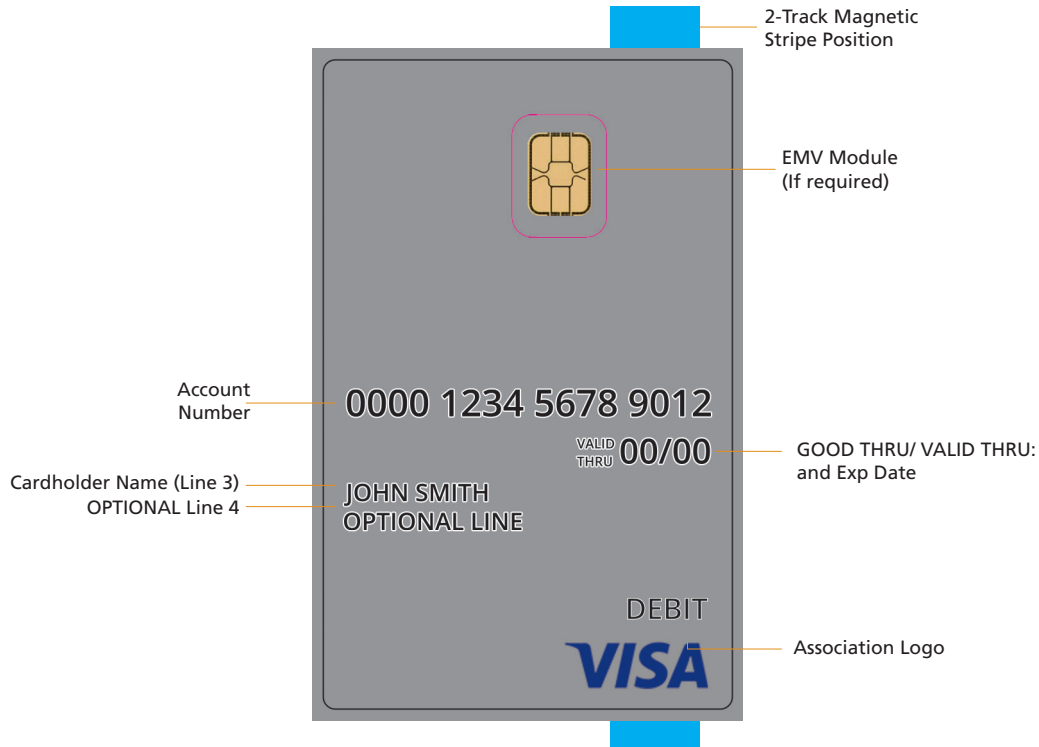
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The following are the default personalization layouts for vertical Visa designs

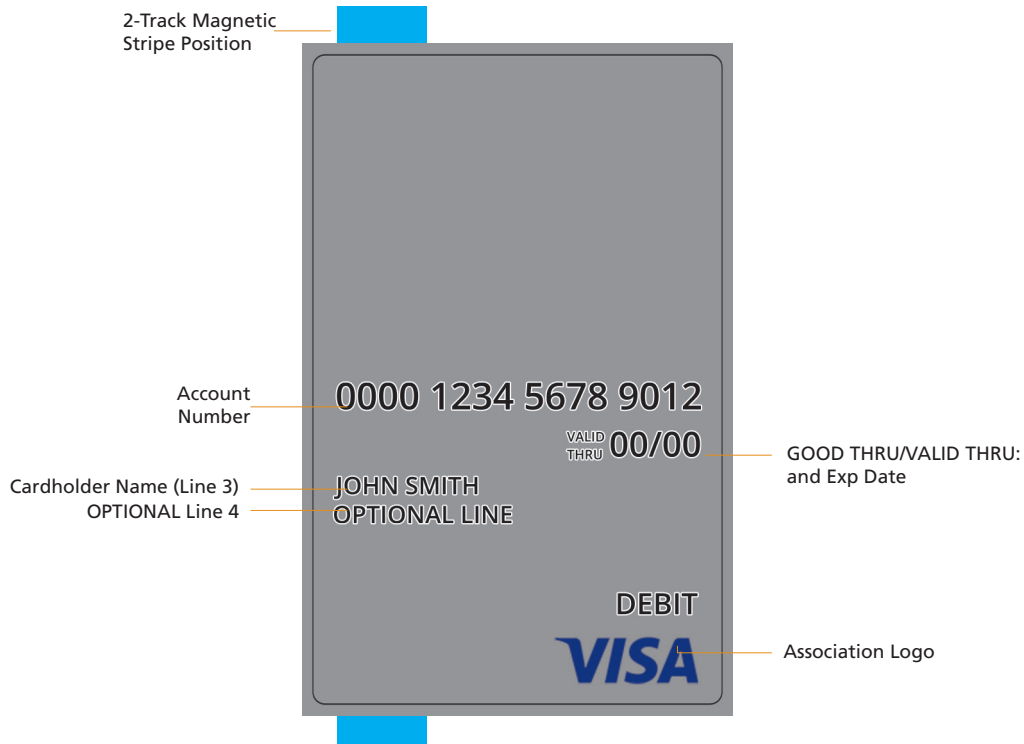
Front of Card – Flat Layout

(Personalization is flat printed in any color that provides sufficient contrast against the artwork)

EMV Layout



Mag Only Layout



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The following are the options for the Visa brand mark when a Debit Identifier is required
(Non-Staged Visa brand mark may be blue or white)

Visa Brand Mark with Debit Identifier



- A1 18.872 mm Width of Visa Brand Mark
- B1 6.095 mm Height of Visa Brand Mark
- C 3.0 mm Distance from edge of card to Visa Brand Mark
- D1 3.0 mm Distance from baseline of debit identifier to top of Visa Brand Mark (lower right); distance from bottom of Visa Brand Mark to top of debit identifier (upper left and right)
- E Place the debit identifier at a minimum size of 11-pt, in all caps, in any typeface that provides sufficient legibility, as shown above. Right align the debit identifier with the right edge of the Visa Brand Mark for upper and lower right placement; left align with the bottom left corner of the non-staged Visa Brand Mark or left edge of the staged Visa Brand Mark for upper left placement

Note: The debit identifier must appear on all consumer Visa Debit and Prepaid cards in the US.

Visa Brand Mark or Premium Visa Brand Mark (PVBM)

Vertical



Inverted Vertical

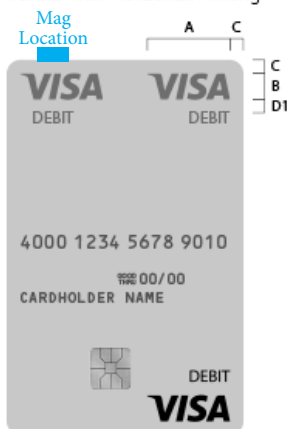


- 18.872 mm Width of Visa Brand Mark or PVBM
- 6.095 mm Height of Visa Brand Mark or PVBM
- 3.0 mm Distance from edge of card to Visa Brand Mark
- 3.0 mm Distance from Visa Brand Mark to top of debit identifier
- 3.0 mm Distance from baseline of debit identifier to Visa Brand Mark or PVBM

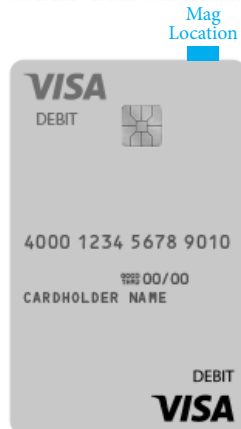
Place the debit identifier at a minimum size of 11-pt, in all caps, in any typeface that provides sufficient legibility, as shown above. Right align the debit identifier with the right edge of the Visa Brand Mark for upper and lower right placement; left align with the bottom left corner of the non-staged Visa Brand Mark or left edge of the staged Visa Brand Mark for upper left placement

Upper left placement is allowed on a chip-based card only if there is adequate clear space between the product identifier and the chip. Upper right placement is allowed only on chip-less card, due to inadequate clear space

Vertical with Horizontal Printing



Inverted Vertical with Horizontal Printing*



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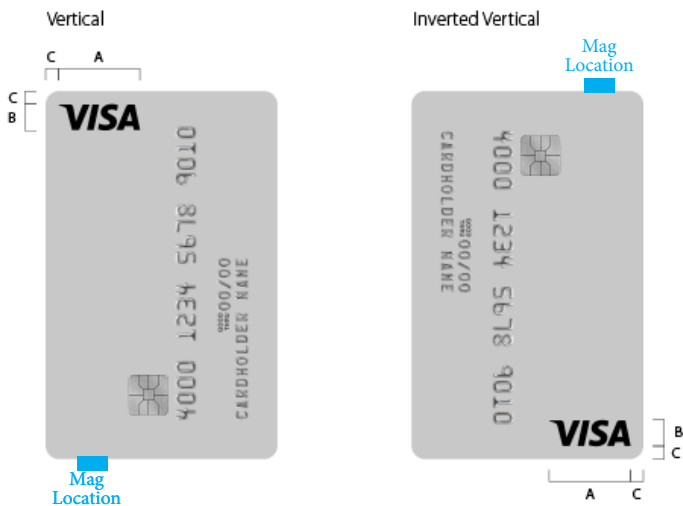
The following are the options for the Visa brand mark with no Product Identifier
(Non-Staged Visa brand mark may be blue or white)

Visa Brand Mark or Premium Visa Brand Mark (PVBM)



A1	18.872 mm	Width of Visa Brand Mark
B1	6.095 mm	Height of Visa Brand Mark
C	3.0 mm	Distance from card edge to Visa Brand Mark

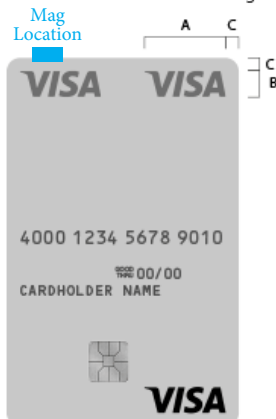
Visa Brand Mark or Premium Visa Brand Mark (PVBM)



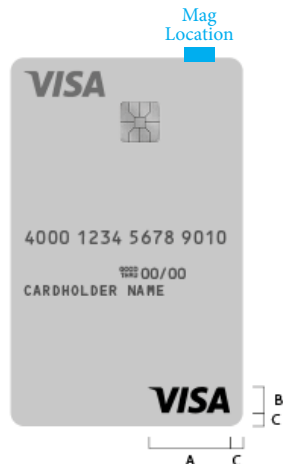
A	18.872 mm	Width of Visa Brand Mark or PVBM
B	6.095 mm	Height of Visa Brand Mark or PVBM
C	3.0 mm	Distance from card edge to Visa mark

* Upper right placement of Visa Brand Mark is allowed only on chip-less card, due to inadequate clear space

Vertical with Horizontal Printing



Inverted Vertical with Horizontal Printing*



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The following are the options for the Visa brand mark with a Product Identifier (Business, Signature etc..)
(Non Staged Brand Mark may be Blue or White)

Visa Brand Mark or Premium Visa Brand Mark (PVBM) with Product Identifier

Horizontal



- A 18.872 mm Width of Visa Brand Mark
- B 9.5 mm Distance from top of Visa Brand Mark to baseline of product identifier
- C 3.0 mm Distance from card edge to Visa Brand Mark

Note: The "Product Identifier" under the Visa Brand Mark in the illustrations above are placeholders only. Use the product identifier artwork specific to the product, located in the Artwork area of this site.

Visa Brand Mark or Premium Visa Brand Mark (PVBM)

Vertical



Inverted Vertical

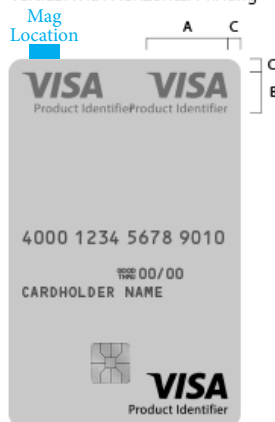


- A 18.872 mm Width of Visa Brand Mark or PVBM
- B 9.5 mm Distance from top of Visa Brand Mark to baseline of product identifier
- C 3.0 mm Distance from edge of card to Visa Brand Mark
- D 3.0 mm Distance from baseline of product identifier to bottom edge of card

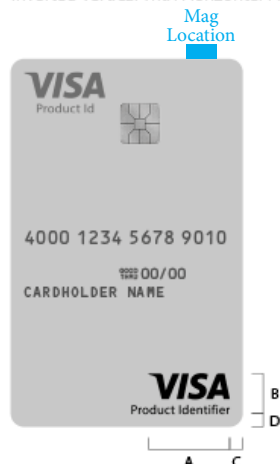
* Upper left placement is allowed on a chip-based card only if there is adequate clear space between the product identifier and the chip. Upper right placement is allowed only on chip-less card, due to inadequate clear space

Note: The "Product Identifier" under the Visa Brand Mark in the illustrations above are placeholders only. Use the product identifier artwork specific to the product, located in the Artwork area of this site.

Vertical with Horizontal Printing



Inverted Vertical with Horizontal Printing*



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Visa Specific Design for Success

When designing your artwork, there are a few things to keep in mind to achieve the highest level of quality possible with on-demand digital print technology:

GENERAL

- Personalization may be on the front of card or back of card in any combination including duplicate information. (All on front, all on back, Line 3 on front and back, just PAN on front, just line 3 on front, etc..)
- If the issuer name does not appear on the front of an affinity or co-brand card, it must be clearly disclosed on the back of the card, using the following language: "This card is issued by (issuer name) pursuant to a license from Visa U.S.A. Inc."

CARD FRONT

- The Visa brand mark **MUST** be on the front of card in one of the locations shown above.
- There must be 3mm of clear space from the Visa brand mark.
- Each BIN is assigned a product type from Visa. Each product type has an associated card design requirement supplied by Visa. A card design must be printed matching the BIN's product type requirements. For example, a card printed with a BIN assigned a Business Debit program type must comply with the Business Debit design requirement ie: card front says "Business Debit" or uses the "Business" Product Identifier under the Visa brand mark and then somewhere on the card front it says "Visa Debit"
- A tagline is not permitted on a Visa card, unless trademarked and an integral part of a corporate logo.
- Websites are not allowed to be displayed.
- The "VALID ONLY IN (COUNTRY)" legend must not be placed on cards, except the following:
 - Prepaid cards issued for use in a single country (product must first be approved by Visa)
 - Commercial cards issued for use in a single country
 - Credit or debit cards issued for use in a single country under a Visa program in existence before October 13 2017 by an issuer in the Dominican Republic, Haiti, Paraguay, or Uruguay
 - Credit or debit cards issued for use in a single country by an issuer in Argentina, Barbados, Chile, Colombia, Jamaica, or Trinidad
 - The legend "VALID ONLY IN (COUNTRY)" must be printed on the front of card
 - The legend must be printed in the English language
 - In addition to the English language version, the local language equivalent of the "VALID ONLY IN (COUNTRY)" legend may appear on the card
 - A sans serif type style with a type size of 6-10 points must be used

CARD BACK

- When there is personalization printed on the card back there must **not** be any competing network brand marks displayed.
- When the issuer name and/or logo is not present on the card front, the Licensee Acknowledgement Statement must be present on the card back. When the issuer name and/or logo is present on the card front, the Licensee Acknowledgement Statement may be present on the card back. The Licensee Acknowledgement Statement is: This card is issued by (FULL ISSUER NAME) pursuant to license by Mastercard International.
- Signature Panel is optional from Visa without the need to any special approvals.