

Mastercard Premium Brand Marks Locations

The following are the approved locations for the Mastercard Premium Brand Mark

- Only Mastercard approved BIN types may use the Premium Brand Mark. (Ex. World Elite). Preapproval from Mastercard is required.
-Additional charges may apply for Premium Brand Mark. Please reach out to your Account Manager or CSS Specialist for details.
- Any program that uses a Premium Brand Mark cannot have the standard hologram on the back of card (BOC).
- Programs using the following brand marks utilizes all existing templates located in Arroweye's Resource Library only without a BOC hologram. (https://www.arroweye.com/resource_library/)

Design Note: Since Mastercard does not require a signature panel this opens up the entire BOC to be fully utilized.

Note: This is a holographic material that is hot stamped on the front of the card (FOC).

