

# New Visa Point-of-Sale (POS) Graphic

## NEW VISA POINT-OF-SALE (POS) GRAPHIC

Full Colour – Visa Blue and Visa Gold



One Colour – White/Light Background



One Colour – Dark Background



Visa has developed the Visa point-of-sale (POS) graphic for use where Visa payment products are accepted. The new Visa POS graphic replaces the previous Visa POS graphic and the Visa simplified POS graphic, streamlining the Visa brand presence at the point of sale.

The Visa POS graphic is composed of the Visa Brand Mark in Visa Blue, with a Visa Blue band above it and a Visa Gold band below it, set on a standardised white background, as shown to the left.

This guide contains specifications to help Visa and its member financial institutions, merchants and partners accurately reproduce the new Visa POS graphic across all media. Correct and consistent reproduction is essential to protecting the integrity of this valuable asset. Please follow these application and reproduction guidelines precisely wherever the Visa POS graphic is used.

### APPLICATIONS

#### Physical Merchant Locations

All physical merchant locations that accept Visa products for payment must display the Visa POS graphic as follows:

- Prominently at or near the main entrance of the merchant location
- In full colour whenever possible
- In a size that is at least as large as every other payment brand mark that is displayed

#### ATM Locations

All ATM locations that accept Visa products for cash disbursement must display the Visa POS graphic:

- Prominently on or near the main entrance of the ATM if the ATM is located inside a branch or other facility
- In full colour, except in the U.S., if all other marks appear in a single colour, the one-colour Visa POS graphic may appear in that same single colour
- In a size at least as large as every other regional or national payment brand mark or ATM service mark that is displayed, with the exception of the issuer's own proprietary network mark

#### Restricted Access ATMs

ATM locations that only accept cards from a single ATM acquirer, or from a limited group of acquirers, must meet the following requirements:

- Written permission must be obtained from Visa to use the Visa POS graphic on an ATM with restricted access
- The Visa POS graphic must be displayed in full colour
- List the following information underneath the Visa POS graphic
  - The issuer's name
  - Cards that the ATM accepts
  - Related restrictions

#### Issuer Locations

The Visa POS graphic may be displayed at an issuer location that offers Visa payment products. When displayed at an issuer location, the Visa POS graphic must be displayed:

- Prominently at or near the main entrance of the issuer branch office or facility
- In full colour, except if all other marks appear in a single colour, the one-colour Visa POS graphic may appear in that same single colour
- In a size at least as large as every other regional or national payment brand mark or ATM service mark that is displayed

#### Online Merchant Locations

All online merchant locations that accept Visa products and services must display the Visa POS graphic in full colour.

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## REPRODUCTION SPECIFICATIONS

Always use the Visa POS graphic as shown in this guide. Never alter the letters, spacing, or any design element. Always scale the artwork to maintain its correct proportion.

### Colour Specifications for the New Visa POS Graphic

For print applications:

- Visually match Visa Blue and Visa Gold to the appropriate Pantone® colours when printing in spot colour. Unless media demands 4-colour process, always print in spot colour
  - Visa Blue (coated): Pantone® 280
  - Visa Gold (coated): Pantone® 130
- Visually match Visa Blue and Visa Gold to appropriate CMYK formulas when printing in a 4-colour process
  - Visa Blue: CMYK C100 M85 Y0 K25
  - Visa Gold: CMYK C0 M33 Y100 K0

For online/onscreen applications:

- The Visa-provided artwork for online/onscreen use contains the correct RGB colour formulas for Visa Blue and Visa Gold:
  - Visa Blue: R26 G31 B113
  - Visa Gold: R247 G182 B0
- Note that converting to RGB from Pantone® spot colours or CMYK will not automatically produce the Visa-specific RGB colours
- Save the artwork as a GIF with all necessary colours. This will maintain the correct RGB values in non-anti-aliased areas
- When copying artwork from one application to another, convert the new document to RGB before pasting the artwork into the file