



Customer experiences

Visa Click to Pay Brand Standards

January, 2026



Click to Pay Brand Elements

Visa Click to Pay (Visa SRC) is designed with the future in mind, removing friction points and barriers from online payment experiences.

Requirements:

- Display the Click to Pay icon with the Visa Brand Mark and other payment network marks during checkout either within or in immediate proximity to any trigger type, including buttons, radio buttons, drop-down payment selection menus and others.
- Merchants who elect to utilize a graphics-enabled stand-alone trigger must display the icon with the Visa Brand Mark and other payment network marks within the payment interaction during checkout.
- When supported by the technology, Visa brand animation, sound, and haptic vibration must be used to confirm Visa Click to Pay transactions.

Considerations:

For marketing purposes, the Click to Pay icon may be combined with an SRC Participant mark to reinforce participation in SRC. In all circumstances, the Click to Pay icon cannot be given a proprietary name.

Brand Elements

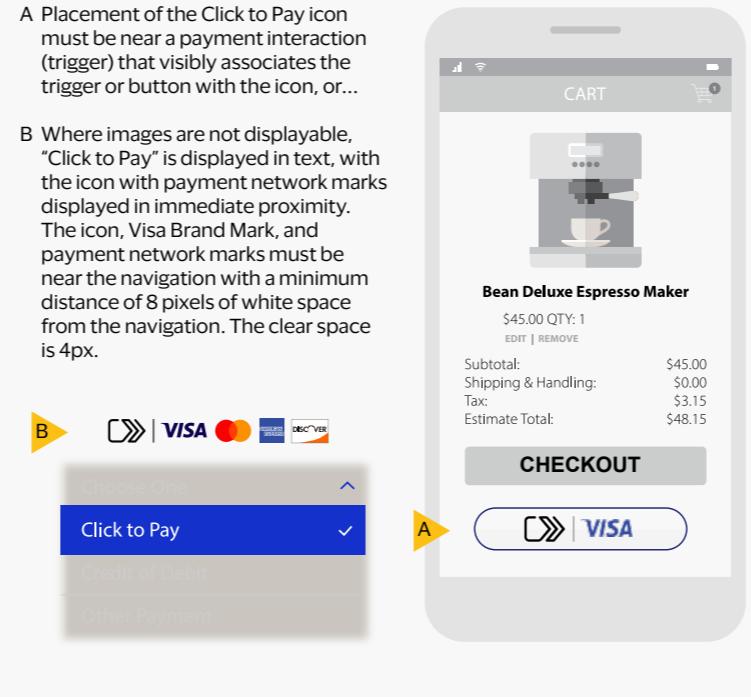
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Immediate Proximity Requirements

A Placement of the Click to Pay icon must be near a payment interaction (trigger) that visibly associates the trigger or button with the icon, or...

B Where images are not displayable, "Click to Pay" is displayed in text, with the icon with payment network marks displayed in immediate proximity. The icon, Visa Brand Mark, and payment network marks must be near the navigation with a minimum distance of 8 pixels of white space from the navigation. The clear space is 4px.



Button Example



Radio Button Example



Trigger Background Colors

A merchant may choose a neutral background color that provides sufficient contrast for the Visa Brand Mark and payment network marks, for example, black or white.



Click to Pay icon with Visa Brand Mark and payment network marks placed in immediate proximity to merchant trigger.



Click to Pay Brand Elements

In a non-trigger format, the wording "Click to Pay" must be displayed to indicate that SRC-enabled technology is available. Non-trigger format presentation also depends on the merchant's graphics capabilities.

Requirements:

- Any combination of the icon, the wording "Click to Pay," and icon with the Visa Brand Mark and payment network marks may be used in non-trigger user interfaces.
- In a non-graphics enabled environment, the icon and the Visa Brand Mark and payment network marks must appear in immediate proximity of the trigger. The wording "Click to Pay" will act as the label in this context, with or without the icon.
- When the payment selection format is a tab structure, the user selects the "Click to Pay" tab. Within the "Click to Pay" tab, the user selects the button to initiate the SRC transaction.

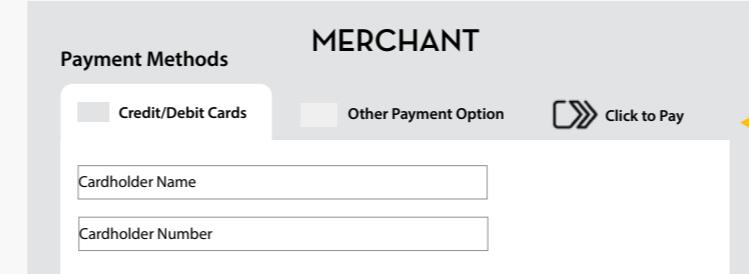
Brand Elements

User Experience

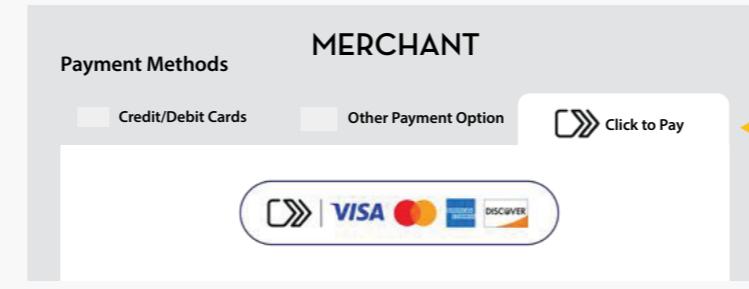
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Icon and "Click to Pay" in a Non-Graphics Environment

A: Select the Click to Pay tab.

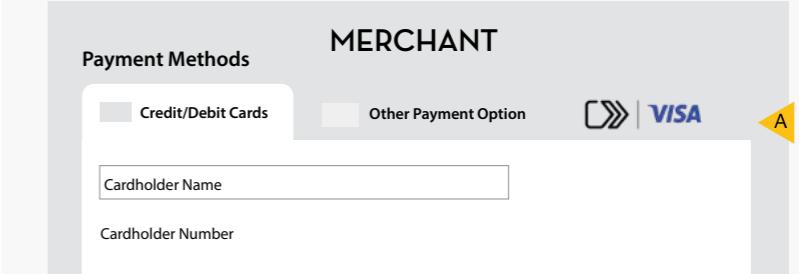


B: Within the Click to Pay tab, use the button to initiate the SRC experience.

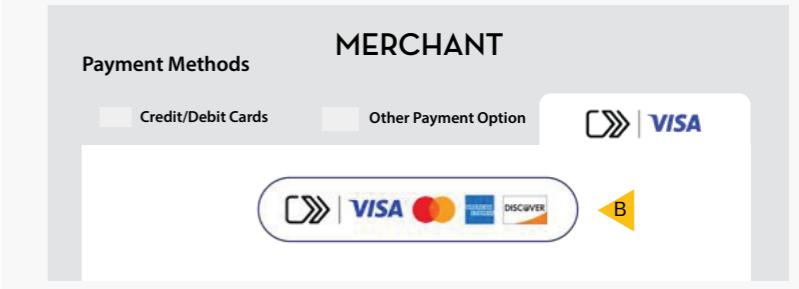


Tab Format with Icon and Visa Brand Mark

A: Select the Click to Pay tab.



B: Within the Click to Pay tab, use the button to initiate the SRC experience.



Click to Pay Brand Elements

Click to Pay Icon

The Click to Pay icon is a mark that is used to indicate that a payment is enabled by the EMV® Secure Remote Commerce Specification (SRC).

It may be used for a visual representation of SRC functionality on websites, mobile phones for in-app, within, or in immediate proximity of a payment trigger, or non-payment form factors, such as marketing collateral.

As an industry-accepted icon, it must always appear exactly as shown here and must never be broken apart, flipped, rotated, or visually altered in any way.

For icon usage details, [go to page 4](#).



The Click to Pay Icon

Icon Color

The icon must appear in a solid color that provides the best color contrast and legibility against the selected background. Always place the icon on a solid color.



Use a Visa Blue or black icon on a light background



Use a white icon on a dark background

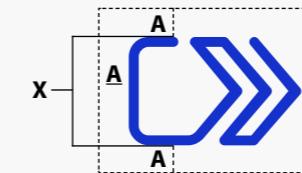
Icon Size

The icon should never be displayed smaller than a minimum height of 5.0mm/20px. If space is extremely limited, the icon may be displayed at a height no smaller than 3.0mm/12px.

» 20px in height

Icon Spacing

The space surrounding the icon must be no less than .25X the height of the icon. When the icon height is 32px or less, 2.0mm/8px of clear space is required on all surrounding sides.



X = Icon height A =
Clear space of .25X

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DO NOT...

The Click to Pay icon must always be displayed as detailed in this section. Never alter the drawing, arrangement or proportion of the individual elements. Exceptions to these standards require pre-approval from EMVCo. To receive pre-approval, please submit a request through the EMVCo Query System on [EMVCo.com](#).



Do not fill.



Do not distort.



Do not alter.



Do not rotate.



Do not add text.



Do not use any color but Visa Blue, black or white.

Click to Pay Brand Elements

Click to Pay Icon

In a Visa SRC-enabled payment experience, the icon can be combined with the Visa Brand Mark and other participating payment network marks.

The configuration consists of the icon, positioned first, followed by the vertical separator line, and finally the Visa Brand Mark and other payment network marks

- The sequence of elements must not be changed and the vertical separator line must always be included.

The configuration must be used within, or in immediate proximity of, the payment trigger. More on this on page 4.

Note: All brand names and logos are the property of their respective owners, are used for identification purposes only, and do not imply product endorsement or affiliation with Visa.

Brand Elements

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Icon with SRC Participant Marks



C

A SRC participant marks include merchants, issuers, entities playing the role of SRC initiators, digital card facilitators, digital payment applications and payment service providers.

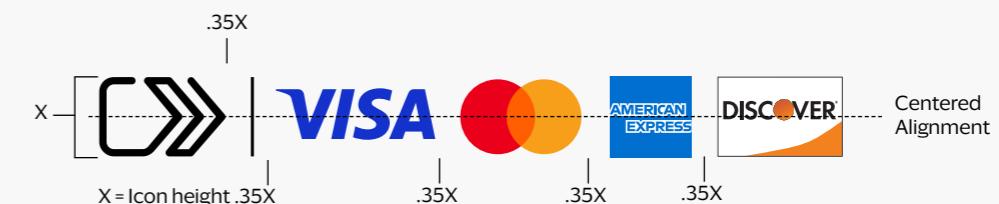
B The words "Click to Pay" or "Click to pay with" can be included to describe the payment option or payment technology available.

A The Visa Brand Mark must appear in solid Visa Blue on a light background or in white on a dark background, the other payment network marks shall appear in full color, following respective brand requirements.

Click to Pay



C



Spacing for Icon, Visa Brand Mark, and Other SRC Participant Marks

The icon and SRC Participant marks or payment network marks must be evenly spaced as shown here. The Visa Brand Mark, participating payment network marks, and SRC Participant marks may meet or exceed the dimension of the icon by up to 20% incremental percentage.

Click to Pay User Experience

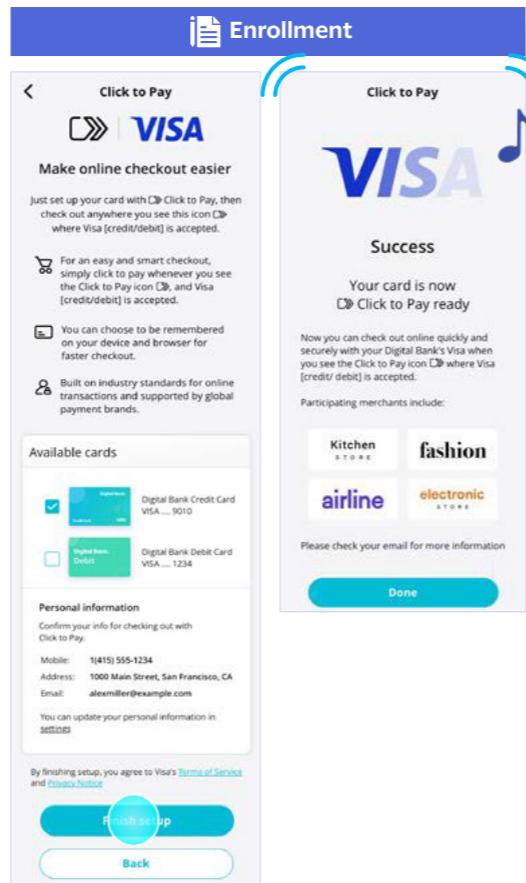
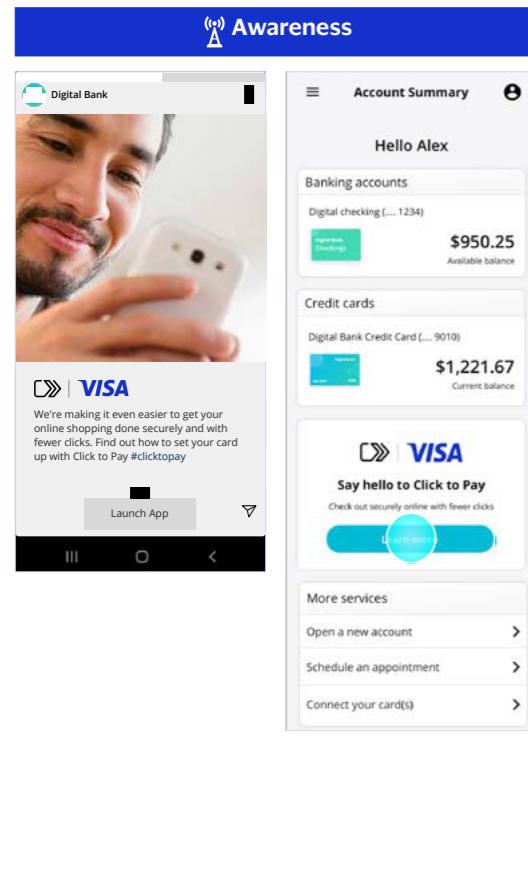
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Issuer and Merchant Experiences

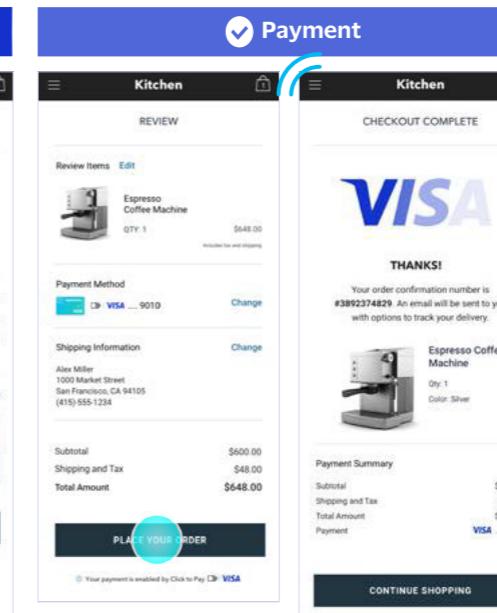
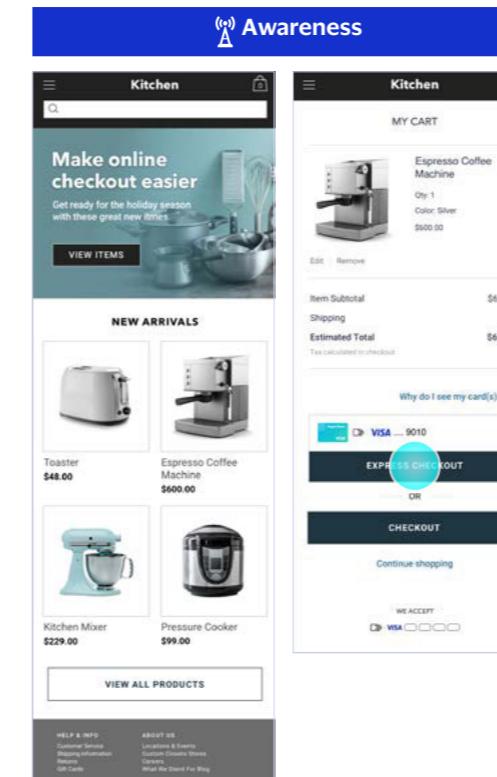
A consumer's exposure to Click to Pay is not limited to the payment moment – this is how a consumer may experience Click to Pay within different environments. Examples on this page are for illustrative purposes only. Program providers are

responsible for their programs and compliance with any applicable laws and regulations.

Issuer Experience



Merchant Experience



Possible Touchpoints:

-  Product Advertising
-  Social Platform
-  Online Advertising
-  Direct Mail
-  Issuer Domains
-  Merchant Website and Apps

Click to Pay User Experience

Issuer Experience: Card Setup and Management

To help users manage card preferences, use messaging and branded elements to communicate what Click to Pay is, giving users the information they need to take action and to motivate them to enroll. Use messaging and branded elements to inform user where they can access and utilize Click to Pay.

Examples on this page are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.

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Card Management

Credit Card
Digital Bank Credit Card ... 9910
Digital Bank Credit Card ... 9910
\$1,221.67 \$3,778.33
Current balance Remaining balance
Pay Transfer Statements
Recent transactions
10/01/2020 Online payment + \$1,000.00
09/12/2020 Presidio coffee & tea - \$18.00
View all transactions
Card management
Freeze Card
Replace Card
Connect Card
Set your card up with Click to Pay
Check out securely online with fewer clicks
Set up

Card Setup for Click to Pay

Click to Pay
VISA
Make online checkout easier
Just set up your card with Click to Pay, then check out anywhere you see this icon where Visa [credit/debit] is accepted.
For an easy and smart checkout, simply click to pay whenever you see the Click to Pay icon and Visa [credit/debit] is accepted.
You can choose to be remembered on your device and browser for faster checkout.
Built on industry standards for online transactions and supported by global payment brands.
Available cards
Digital Bank Credit Card VISA ... 9910
Digital Bank Debit Card VISA ... 1234
Personal information
Confirm your info for checking out with Click to Pay.
Mobile: 1(415) 555-1234
Address: 1000 Main Street, San Francisco, CA
Email: alexmiller@example.com
By finishing setup, you agree to Visa's [Terms of Service](#) and [Privacy Notice](#)
Finish setup
Back

Success Page

Click to Pay
VISA
Success
Your card is now Click to Pay ready
Now you can check out online quickly and securely with your Digital Bank's Visa when you see the Click to Pay icon where Visa [credit/ debit] is accepted.
Participating merchants include:
Kitchen STORE fashion
airline electronic STORE
Please check your email for more information
Done

Click to Pay User Experience

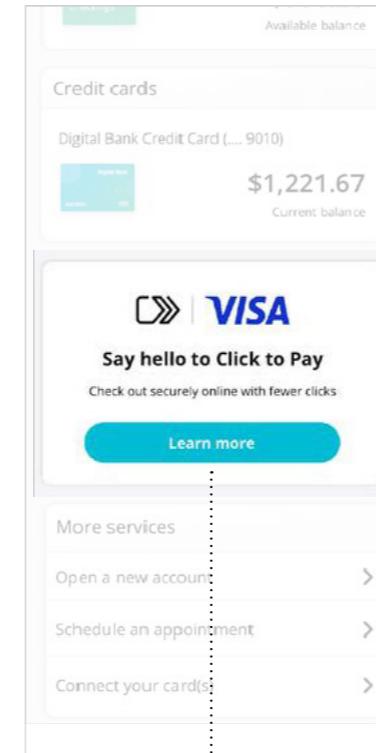
Issuer Experience: Card Setup and Entry Points

Use messaging and branded elements to communicate what Click to Pay is, giving users the information they need to take action and to motivate them to enroll and start using it. Use messaging and branded elements to help users recognize Click to Pay as a card feature/capability.

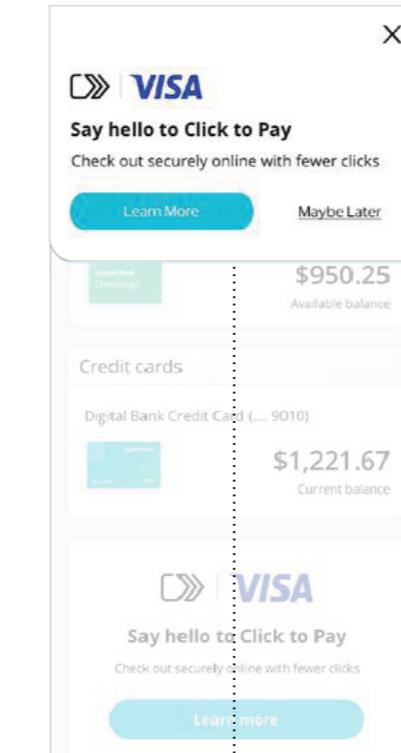
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Option A: Home Page - Marketing Block Option B: Issuer App - Notification

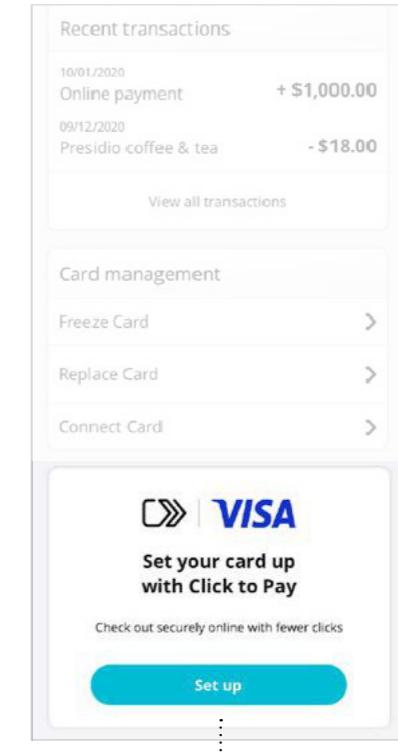


Click to Pay marketing block introduces and entices users to learn more and/or enroll.



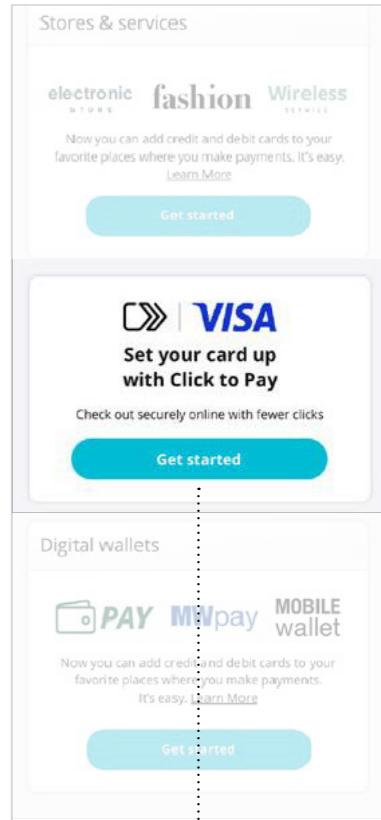
In-App notification makes users instantly aware of a new service they can enroll into.

Option C: Card Management - Setup Card



Set up card for Click to Pay within card management gives users a clear path to action.

Option D: Card Enrollment Hub - Setup Block



Click to Pay block entices enrollment via Card management.

Click to Pay User Experience

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Merchant Experience: New Click to Pay User > Add/Setup Card

To connect a user's card to Click to Pay, use messaging and branded elements to communicate what Click to Pay is, giving users the information they need to take action and to motivate them to enroll and start using it.

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The image displays five screenshots of a mobile application interface for Click to Pay, illustrating the user flow from checkout to order completion.

- Merchant Checkout:** Shows a product listing for an "Espresso Coffee Machine" (Qty: 1, Color: Silver, \$600.00). Below the product are buttons for "SIGN IN" and "CHECKOUT AS GUEST". At the bottom, it says "WE ACCEPT" with icons for Visa and other payment methods.
- User Details:** Shows "INFORMATION" fields for "Contact Information" (Email: alexmiller@example.com, Phone: 415-555-1234) and "Shipping Information" (First Name: Alex, Last Name: Miller, Address: 1000 Main Street, City: San Francisco, CA, Zip Code: 94105). A checkbox "Use shipping address for billing" is checked. Below these fields is a "CONTINUE TO PAYMENT" button.
- Card Entry:** Shows a "PAYMENT" screen with "Contact Information" and "Shipping Information" dropdowns. A "Select a Payment Option" section includes a radio button for "Credit/Debit Card" (selected) and "Other Payment Options". A card input field shows "4000 1234 5678 9010" with a VISA logo. Below the card input are fields for "Expires" (12/24) and "CVV" (***). A "CONTINUE" button is at the bottom, with a note: "Your payment is enabled by Click to Pay" and a "VISA" logo.
- Review Order:** Shows a "REVIEW" screen with a summary of the order: "Espresso Coffee Machine" (Qty: 1, \$600.00). It includes a "Payment Method" section showing a Visa card icon, a "Shipping Information" section with the address, and a note: "Remember me for faster checkout with Click to Pay". Below these are buttons for "PLACE YOUR ORDER" and "CONTINUE SHOPPING".
- Order Complete:** Shows a "CHECKOUT COMPLETE" screen with a large "VISA" logo and the text "THANKS!". It displays the order summary and a note: "Your card has been remembered on this device for future use with Click to Pay". Below this is a "Payment Summary" table and a "CONTINUE SHOPPING" button.

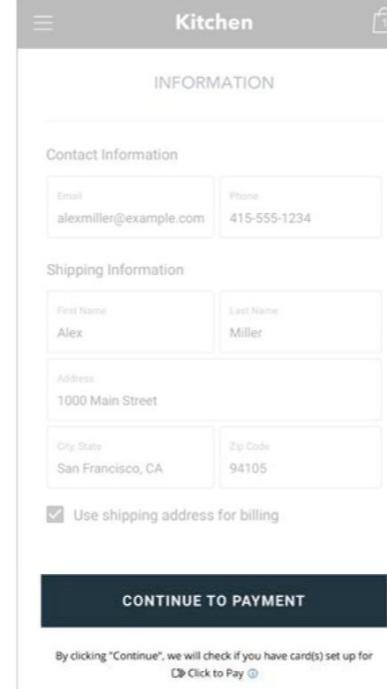
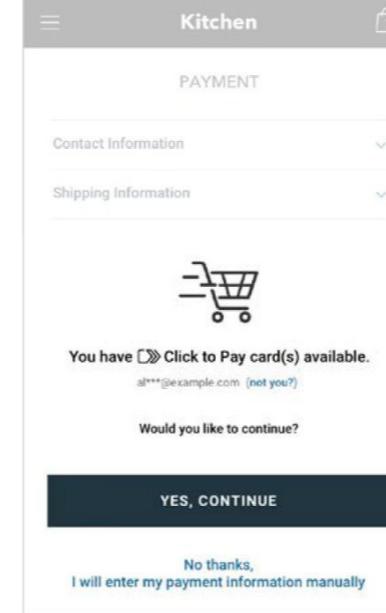
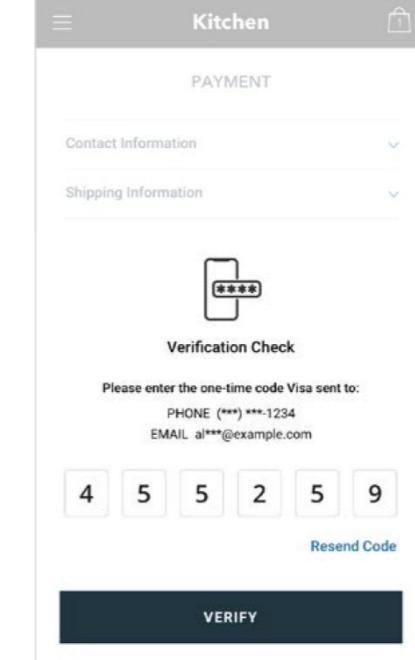
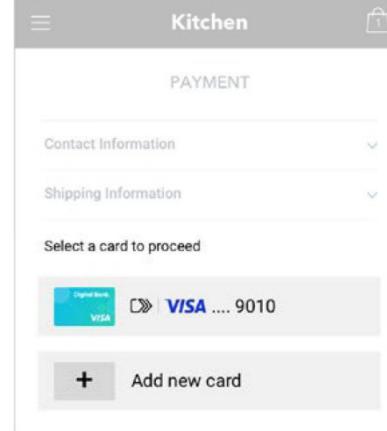
Click to Pay User Experience

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Merchant Experience: Unrecognized Existing User

To verify an unrecognized existing user's credentials to complete a purchase, messaging and branded elements must confirm enrollment, reinforce Click to Pay's value, and direct users to usage. Strategic placement of Visa brand helps communicate and establish security and trust.

Examples on this page are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.

Detail Form	Click to Pay Eligible	Click to Pay - One Time Passcode	Click to Pay - Card List
			

Click to Pay User Experience

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Merchant Experience: Recognized Existing User

When a recognized existing user selects a card to complete a purchase, messaging and branded elements must confirm enrollment, reinforce Click to Pay's value, and direct users to usage. Security and trust is established and reinforced with the Visa brand.

Examples on this page are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.

Express Checkout

Kitchen

MY CART

Espresso Coffee Machine
Qty: 1
Color: Silver
\$600.00

Edit Remove

Item Subtotal \$600.00
Shipping Free
Estimated Total \$600.00
Tax calculated in checkout

Why do I see my card(s) here?

Express Checkout

OR

Checkout

You chose "Remember Me" when you set up your card for Click to Pay. This allows you to skip verification on this device or browser when you pay with Visa.

For your security, we'll still ask you to verify in certain situations, such as updating your personal information.

Update your "Remember Me" settings anytime [here](#).

Review Order

Kitchen

REVIEW

Review Items Edit

Espresso Coffee Machine
Qty: 1 \$648.00
Includes tax and shipping

Payment Method

Visa ... 9010 Change

Shipping Information

Alex Miller
1000 Market Street
San Francisco, CA 94105
(415)-555-1234

Subtotal \$600.00
Shipping and Tax \$48.00
Total Amount \$648.00

PLACE YOUR ORDER

Your payment is enabled by Click to Pay Visa

Order Complete

Kitchen

CHECKOUT COMPLETE

VISA

THANKS!

Your order confirmation number is #3892374829. An email will be sent to you with options to track your delivery.

Espresso Coffee Machine
Qty: 1
Color: Silver

Your card has been remembered on this device for future use with Click to Pay.

Visa ... 9010

You card has been remembered on this device for future use with Click to Pay.

Payment Summary

Subtotal	\$600.00
Shipping and Tax	\$48.00
Total Amount	\$648.00

CONTINUE SHOPPING

Thank you!

Helping us keep the Visa brand strong and showing customers that you're part of our trusted payment network is a small step that can make a big impact.

For additional brand standards and assets, visit brand.visa.com

