



Customer experiences

Visa Click to Pay Brand Standards

September, 2025



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:

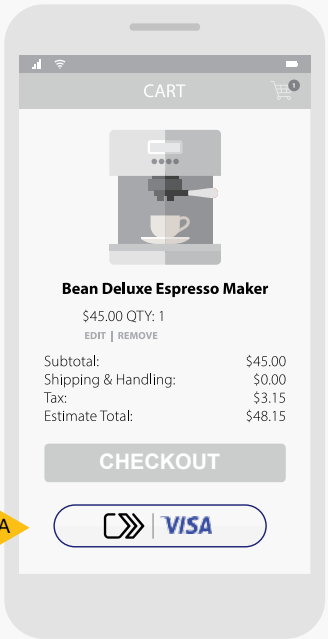
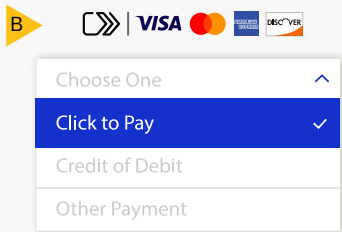
- Display the Click to Pay icon with the Visa Brand Mark and other payment network marks during checkout either within or in immediate proximity to any trigger type, including buttons, radio buttons, drop-down payment selection menus and others.
- Merchants who elect to utilize a graphics-enabled stand-alone 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.

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.



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.



Button Example



Radio Button Example



Click to Pay Brand Elements

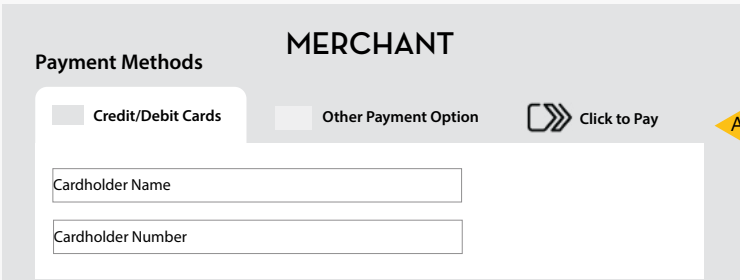
In a non-trigger format, the wording “Click to Pay” must be displayed to indicate that SRC-enabled technology is available. Non-trigger format presentation also depends on the merchant’s graphics capabilities.

Requirements:

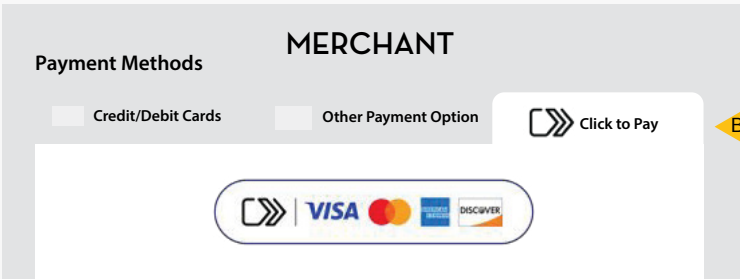
- Any combination of the icon, the wording “Click to Pay,” and icon with the Visa Brand Mark and payment network marks may be used in non-trigger user interfaces.
- In a non-graphics enabled environment, the icon and the Visa Brand Mark and payment network marks must appear in immediate proximity of 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.

Icon and “Click to Pay” in a Non-Graphics Environment

A: Select the Click to Pay tab.

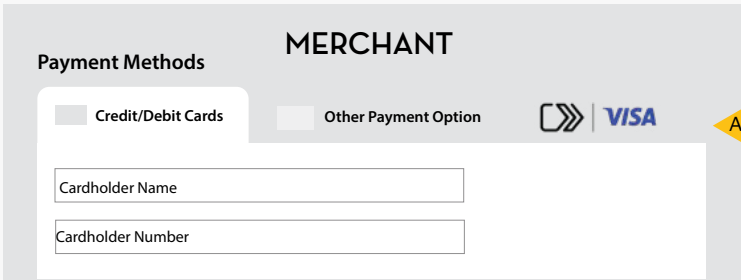


B: Within the Click to Pay tab, use the button to initiate the SRC experience.

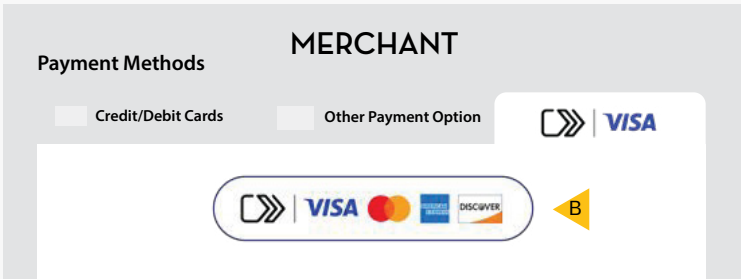


Tab Format with Icon and Visa Brand Mark

A: Select the Click to Pay tab.



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



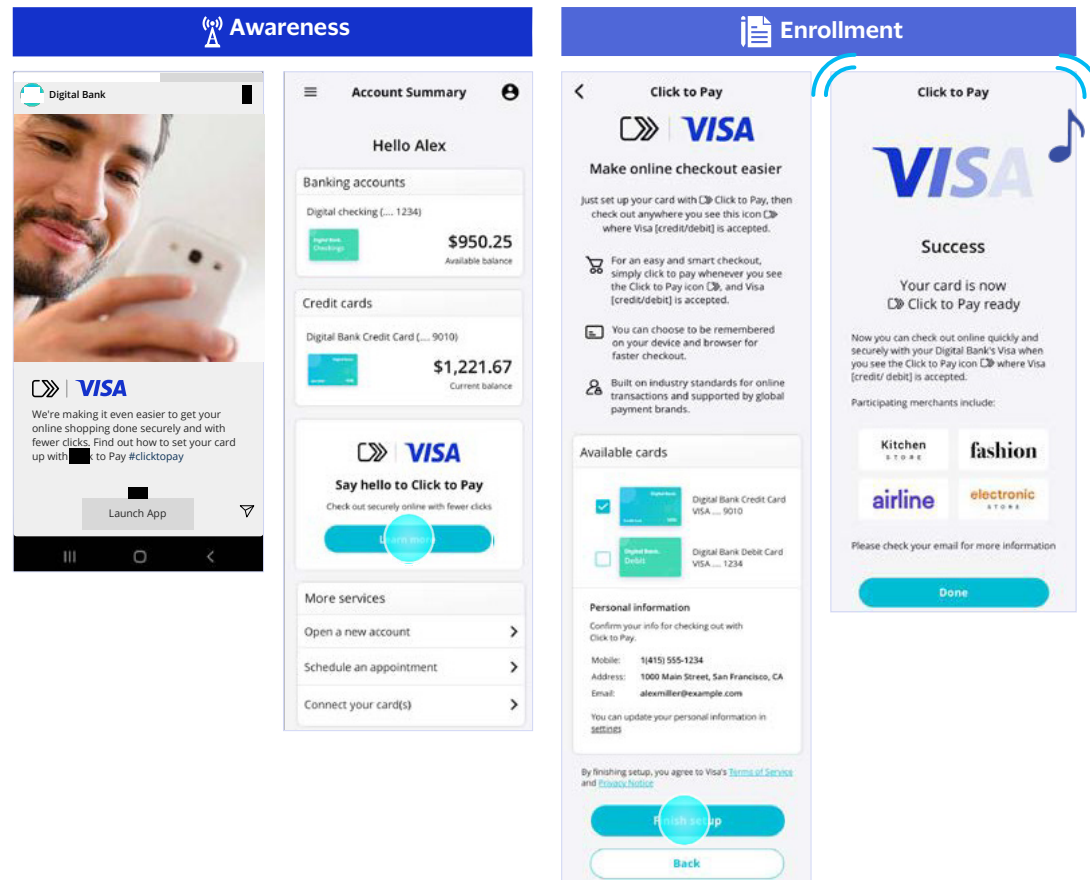
Click to Pay User Experience

Issuer and Merchant Experiences

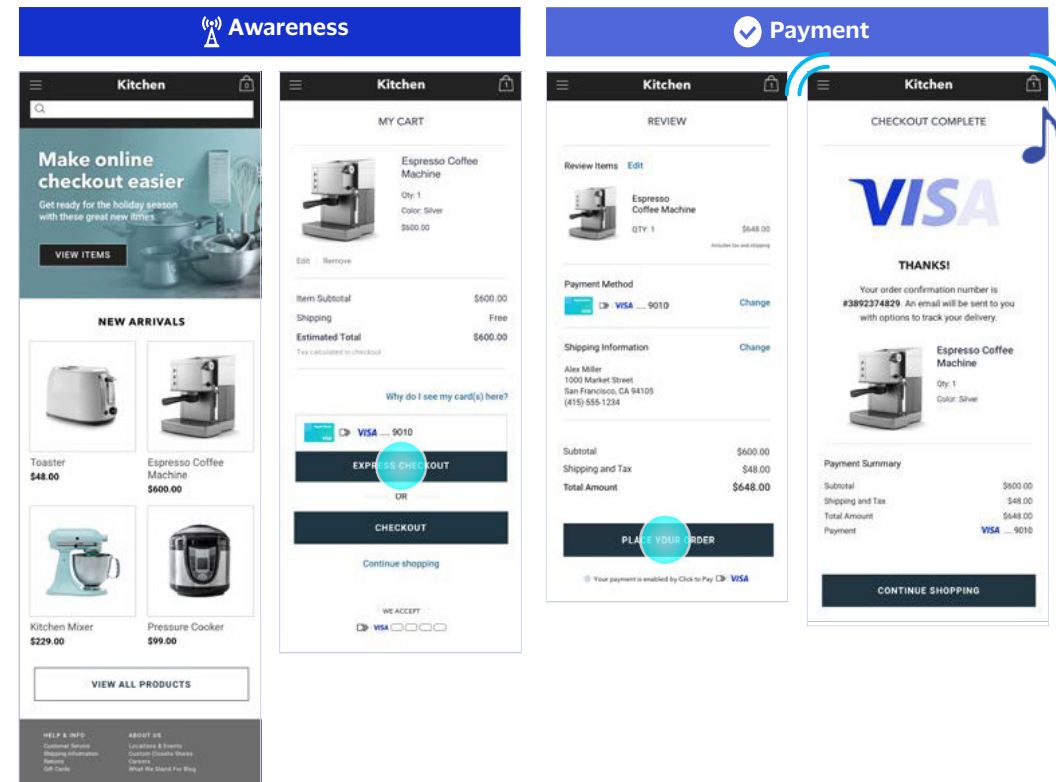
A consumer's exposure to Click to Pay is not limited to the payment moment – this is how a consumer may experience Click to Pay within different environments. Examples on this page are for illustrative purposes only. Program providers are

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

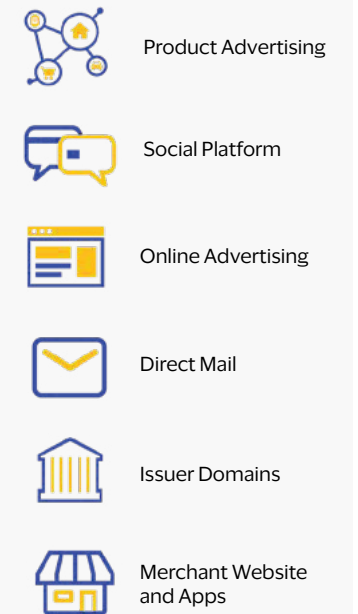
Issuer Experience



Merchant Experience



Possible Touchpoints:



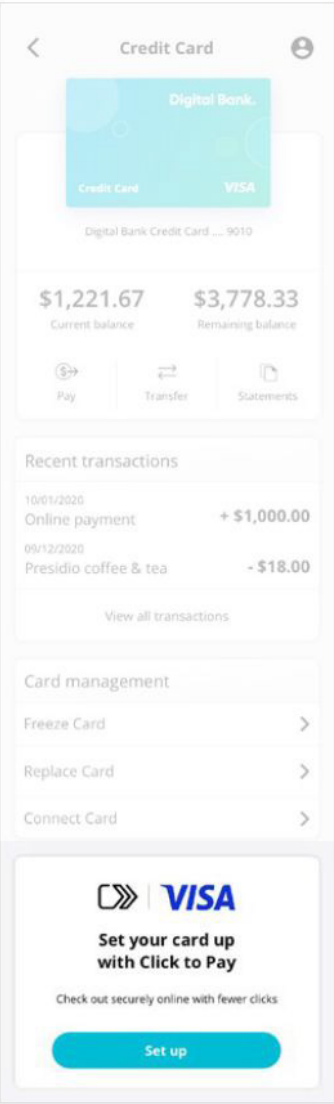
Click to Pay User Experience

Issuer Experience: Card Setup and Management

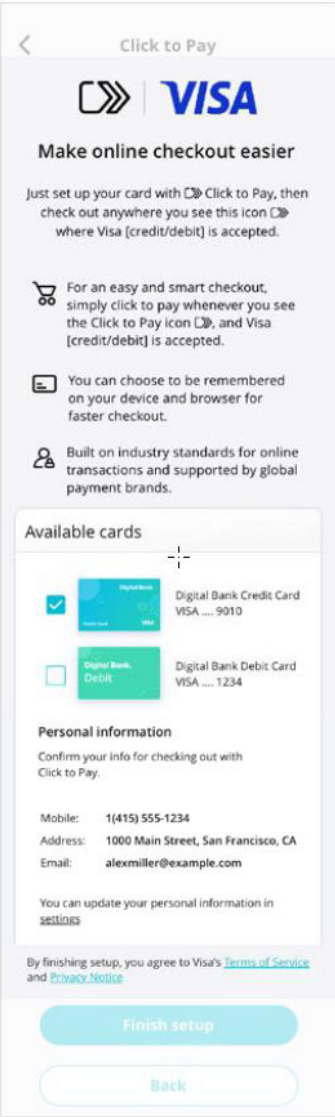
To help users manage card preferences, use messaging and branded elements to communicate what Click to Pay is, giving users the information they need to take action and to motivate them to enroll. Use messaging and branded elements to inform user where they can access and utilize Click to Pay.

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

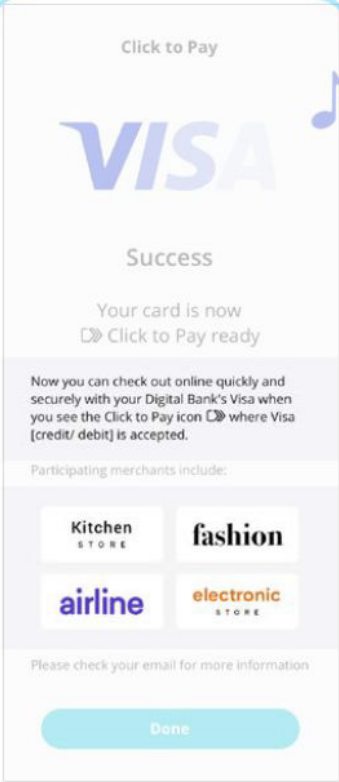
Card Management



Card Setup for Click to Pay



Success Page



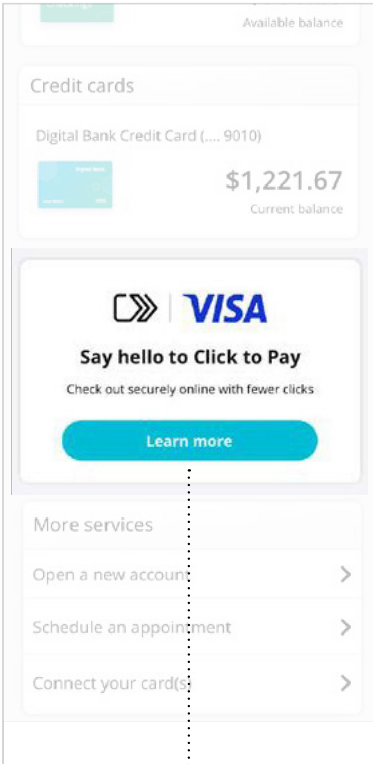
Click to Pay User Experience

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.

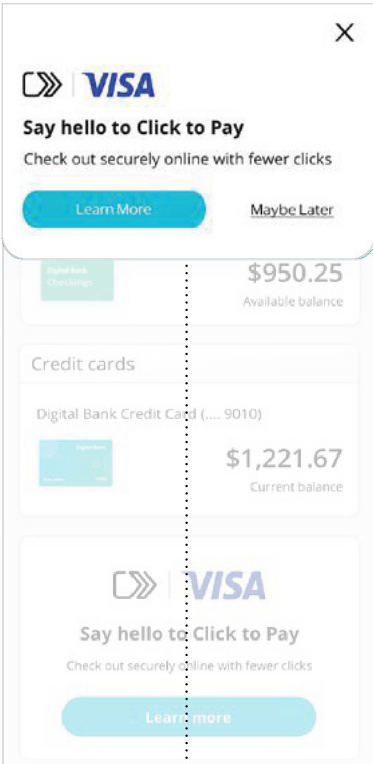
Examples on this page are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.

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



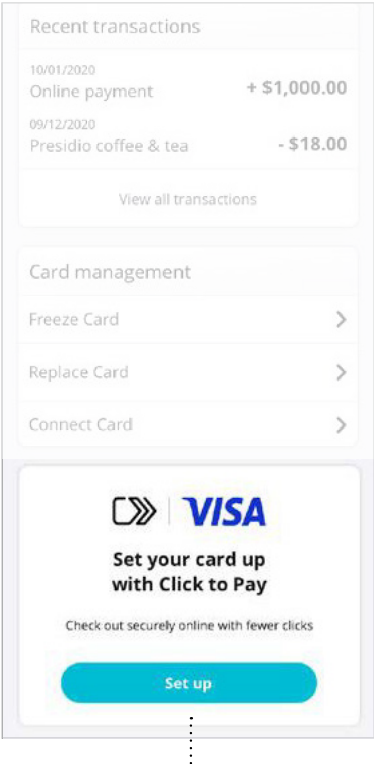
Click to Pay marketing block introduces and entices users to learn more and or enroll.

Option B: Issuer App - Notification



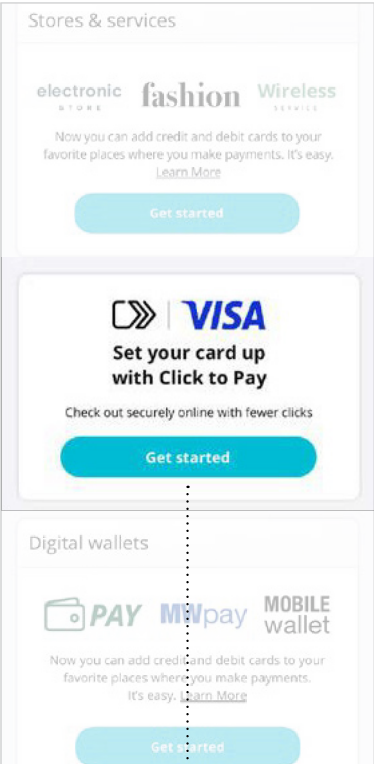
In-App notification makes users instantly aware of a new service they can enroll into.

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

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.

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

Merchant Checkout

Kitchen

CHECKOUT



Espresso Coffee Machine

Qty: 1

Color: Silver

\$600.00

Edit

Remove

Item Subtotal

\$600.00

Shipping

Free

Estimated Total

\$600.00


Tax calculated at checkout


SIGN IN


OR


CHECKOUT AS GUEST

WE ACCEPT









User Details

Kitchen

INFORMATION

Contact Information

Email

alex.miller@example.com

Phone

415-555-1234

Shipping Information

First Name

Alex

Last Name

Miller

Address

1000 Main Street

City, State

San Francisco, CA

Zip Code

94105

☒ Use shipping address for billing

CONTINUE TO PAYMENT

By clicking "Continue", we will check if you have card(s) set up for Click to Pay

Card Entry

Kitchen

PAYMENT

Contact Information

Shipping Information


Select a Payment Option

Credit/Debit Card

Other Payment Options

Card Number

4000 1234 5678 9010




Expires

12/24

CVV

CONTINUE

Your payment is enabled by Click to Pay




Review Order

Kitchen

REVIEW

Review Items

Edit





Espresso Coffee Machine

Qty: 1

\$648.00

Payment Method

  4000 1234 5678 9010

Change

Shipping Information

Change

Alex Miller

1200 Market Street

San Francisco, CA 94105

(415) 555-1234

☒ Remember me for faster checkout with Click to Pay next time on this device.

Not recommended for shared devices.

Subtotal

\$600.00

Shipping and Tax

\$48.00


Total Amount

\$648.00

By placing your order, you agree to have your card set up for Click to Pay and agree to Visa's Terms of Service and Privacy Notice.

PLACE YOUR ORDER


Your payment is enabled by Click to Pay



Order Complete


Kitchen

CHECKOUT COMPLETE



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.

  4000 1234 5678 9010

Your 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


Click to Pay

Pay with confidence with trusted brands

 For an easy and smart checkout, simply click to pay whenever you see the Click to Pay icon, and your card 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.

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

Click to Pay User Experience

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

Kitchen

INFORMATION

Contact Information

Email

alexmillier@example.com

Phone

415-555-1234

Shipping Information

First Name

Alex

Last Name

Miller

Address

1000 Main Street

City, State

San Francisco, CA

Zip Code

94105

☒ Use shipping address for billing

CONTINUE TO PAYMENT

By clicking "Continue", we will check if you have card(s) set up for

Click to Pay

Click to Pay Eligible

Kitchen

PAYMENT

Contact Information

Shipping Information

You have Click to Pay card(s) available.

al***@example.com (not you?)

Would you like to continue?

YES, CONTINUE

No thanks,

I will enter my payment information manually

Click to Pay - One Time Passcode

Kitchen

PAYMENT

Contact Information

Shipping Information

Verification Check

Please enter the one-time code Visa sent to:

PHONE (***-***-1234)

EMAIL al***@example.com

4

5

5

2

5

9

Resend Code

VERIFY

Click to Pay - Card List

Kitchen

PAYMENT

Contact Information

Shipping Information

Select a card to proceed

Signature Bank

VISA

VISA

.... 9010

+

Add new card

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Click to Pay User Experience

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?



VISA

.... 9010

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

\$548.00

Includes tax and shipping

Payment Method



VISA

.... 9010

Change

Shipping Information

Change

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



Order Complete


Kitchen

CHECKOUT COMPLETE



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

Your 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

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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. It must never appear on payment cards or other payment form factors or on reproductions of cards and other payment products that may be displayed within collateral material.

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

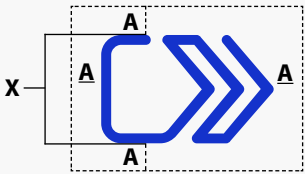
Icon Size

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

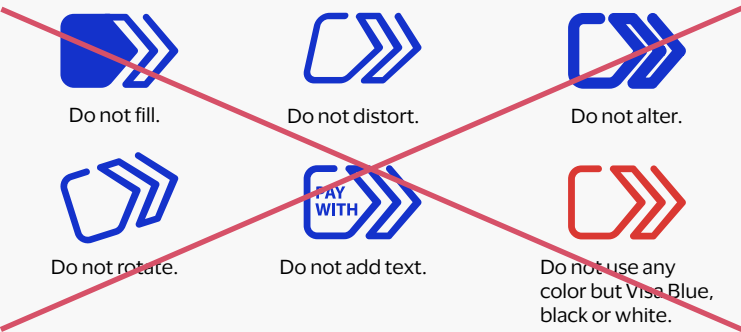
The space surrounding the icon must be no less than .25X the height of the icon. When the icon height is 32px or less, 2.0mm/8px of clear space is required on all surrounding sides.



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

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](#).



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.

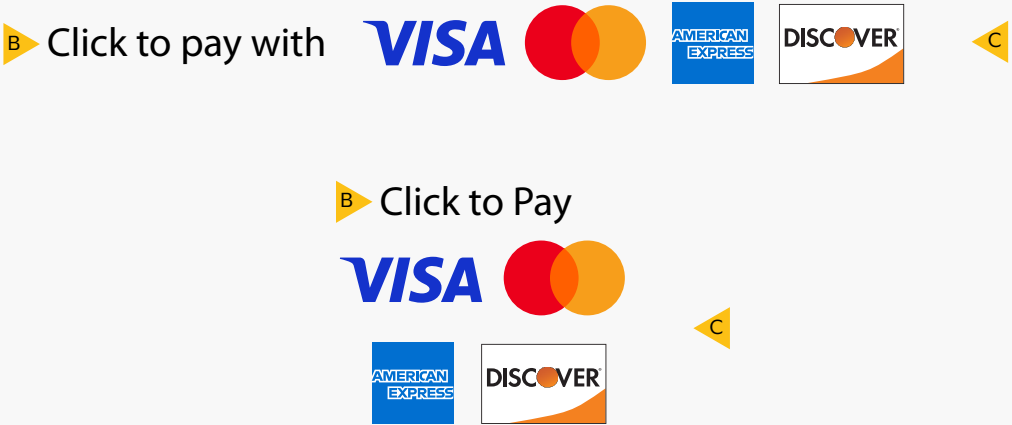
Icon with SRC Participant Marks



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

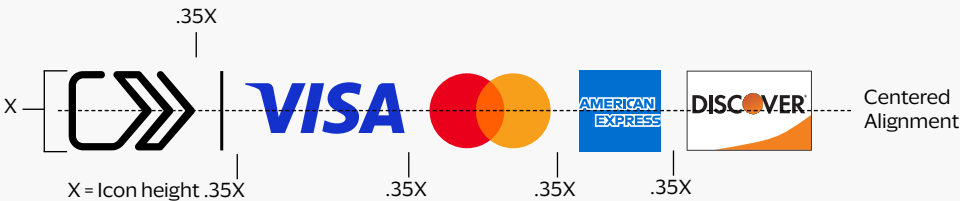
B The words “Click to Pay” or “Click to pay with” can be included to describe the payment option or payment technology available.

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.



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.



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

