



Customer experiences

# Visa Digital Card Brand Standards

September, 2025



# Visa Digital Card

## Visa Branding for Visa Digital Card:

Refer to the Product Brand Standards published on [Visa Access](#) for Visa approved artwork and specific requirements for creating Visa digital cards.

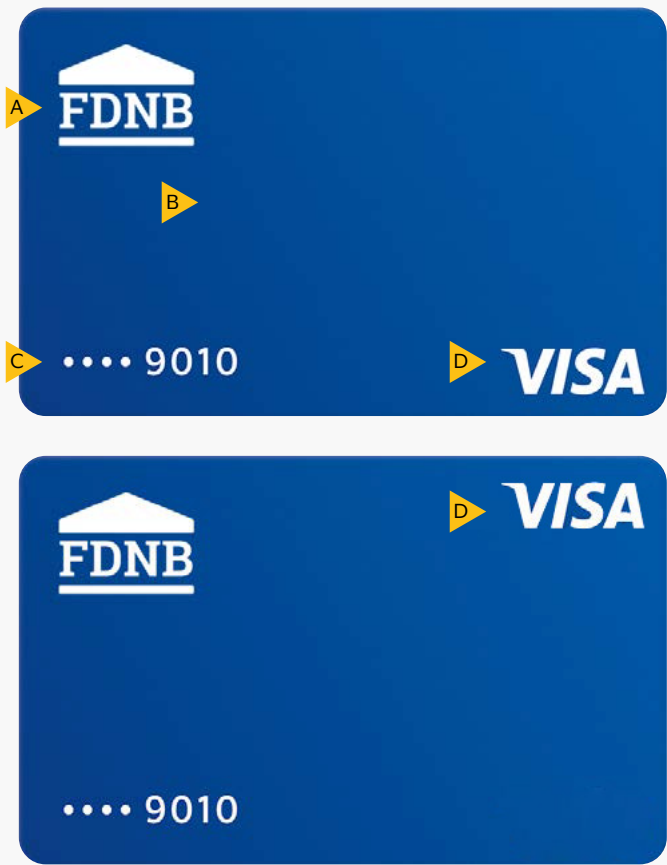
## Digital Card Art for Visa Token Service Providers:

To bridge our physical and digital commerce channels, Visa digital card art rules outlined by the issuer must be followed. Most digital rules regarding placement, size, proportions, color, and other product identifiers must follow rules of physical card art.

- Card art must be proportional to an ISO ID-1 size card (i.e. 1536 x 969 pixels) and appear in full color on screens that can display color
- Card art must include the Visa Brand Mark and applicable product identifiers and/or legends as per Visa brand standards for that product displayed at a size that ensures legibility without distortion
- When displayed for digital services, card art is not required to match the physical card. It shouldn't include shading or three-dimensional elements attempting to look like a physical card
- For security perceptions, card art must not include cardholder name, PAN, or expiry, either generically or the actual values
- Card art must not include items that facilitate the card's use in only physical point-of-sale, such as labels describing embossed attributes, EMV chip contacts, or static pictures of dynamic elements like holograms
- Where space and/or format is limited, a partial card image with a complete Visa Brand Mark may be displayed, but only after the user has seen the full digital card art in a previous step
- Card art may include the Contactless Indicator, even if the physical card is not contactless enabled

### Basic Graphic Elements on Digital Card Art

- A: Issuer logo
- B: Issuer card art
- C: Last 4 digits of the account number
- D: Visa Brand Mark



### DO NOT...

Do not alter the position of the card elements.



Do not use physical card representations (photographs or detailed illustration) for digital use.





# Visa Digital Card

## Digital Card Art Orientation:

Visa digital card art can be displayed either horizontally or vertically.

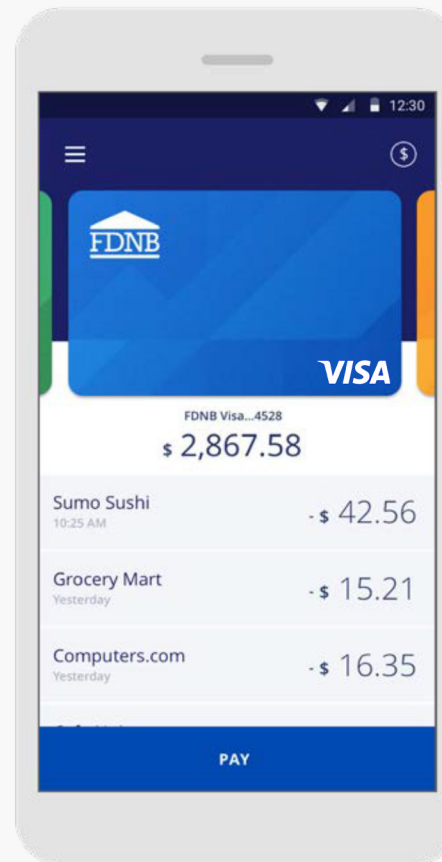
Because it is easiest to recognize the branding on the card art in landscape (horizontal) orientation, displaying the card art in landscape is the preferred orientation — especially at moments when the user needs to acknowledge or select a card.

A portrait (vertical) orientation can be used only on devices that allow for such orientation. When displaying the card art in a vertical orientation, you must still submit the art for Visa review using the horizontal orientation.

The Visa Brand Mark should be placed in either the upper left or upper right position on the card, to facilitate the display of the mark when stacked in a digital wallet.

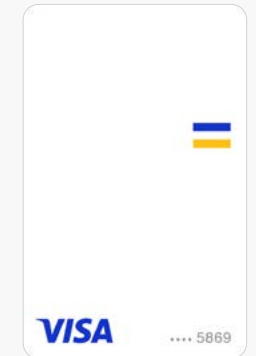
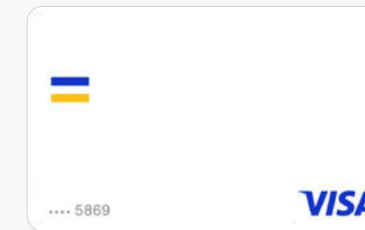
### Render Card Art in Full Display Whenever Possible

Partial card images are applicable as long as users have seen the card image in its full size, and able to access the full card image.



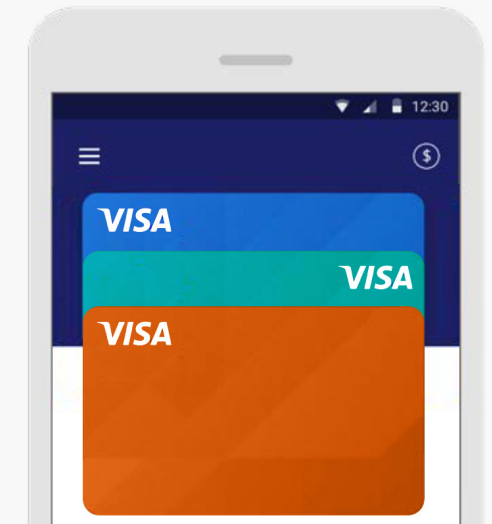
### Card Orientation Options

While you have a choice of card art orientation (horizontal or vertical), you must remember to always include the card art in horizontal orientation only when submitting for Visa review.



### Stacked Cards in Digital Wallet

Display the Visa Brand Mark in the upper left or right when cards are stacked.



# 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](https://brand.visa.com)

