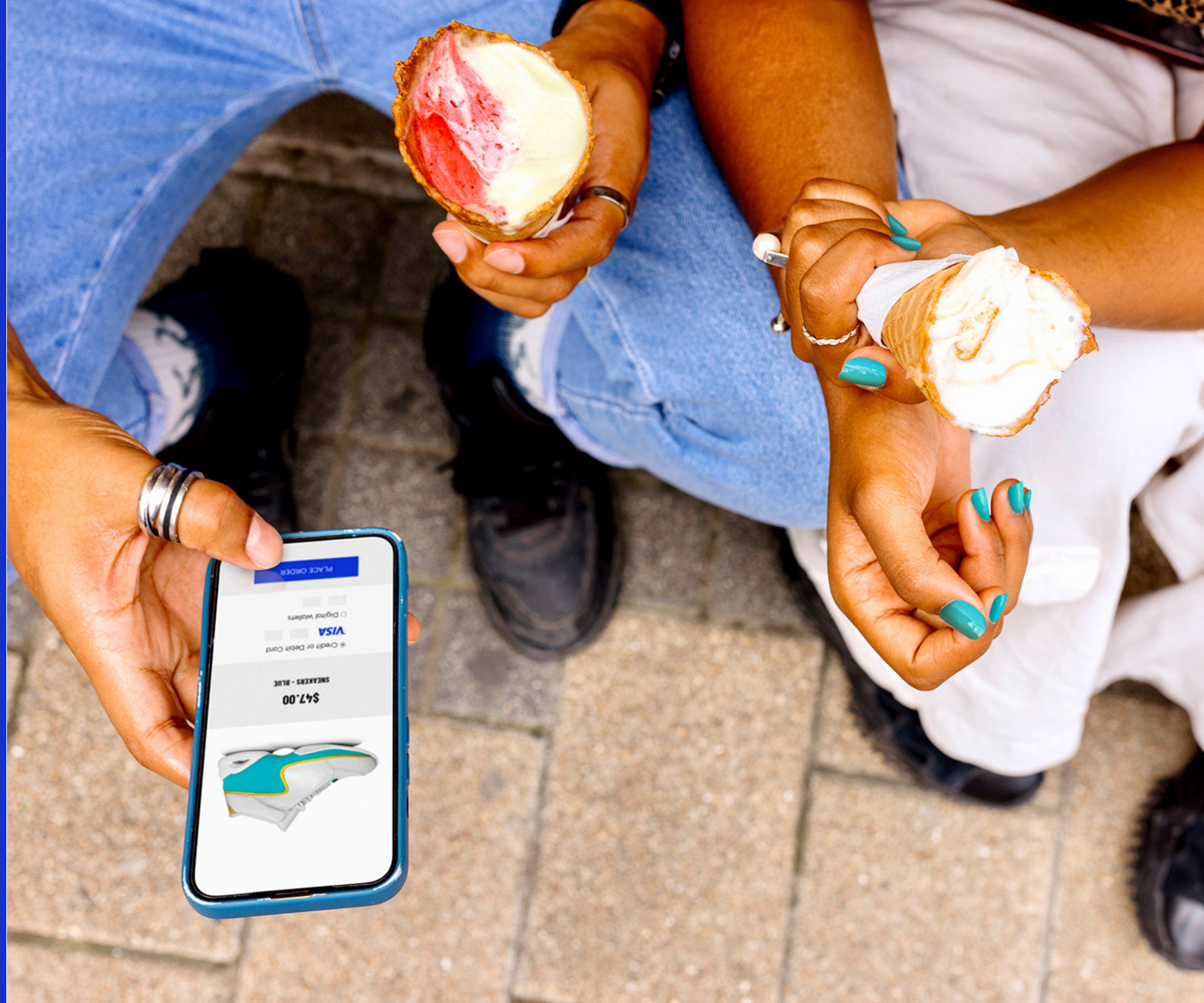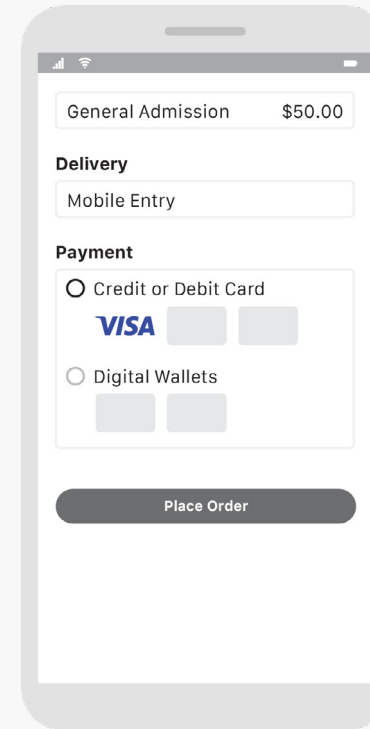# VISA

Customer experiences

Ecommerce
Brand Standards

September, 2025

Online Merchant Digital Applications

All online merchants that accept Visa products and services must display the Visa Brand Mark on their websites and apps in solid vibrant Visa Blue.

Stored Credentials

Consumers are migrating online at a record pace. That's why the ecommerce experience has never been more prominent, and the Visa brand has never played a larger role in making these experiences easy, quick, and secure for consumers and seamlessly integrated with less risk for merchants.

These standards provide baseline specifications for use of Visa branded elements in 3rd party-developed, digital stored credentials applications, including mobile, web and other screen-based interfaces.

Requirements:

On all payment and account screens displaying Visa account card information, one of the following must be displayed for each Visa account.

1. Digital card art that includes the Visa Brand Mark

2. Visa Brand Mark, followed by Visa Name in text, followed by last four digits of the account number

3. Visa Brand Mark, followed by last four digits of the account number

4. Visa Name in text followed by last four digits of the account number

Visa Stored Credentials Branding Options

Visa Brand Mark, Issuer logo (optional) and last four digits of account number included on card image

Visa Brand Mark, Issuer logo (optional) included on card image; Visa Name in text and last four digits of account number displayed adjacent to card image

Visa Brand Mark, followed by Visa Name in text, followed by last four digits of the account number

Stored Credentials

Requirements:

- The Visa Brand Mark must be displayed a minimum of once within the user experience
- Use of the Visa Name in text without the Visa Brand Mark is only permitted on secondary screens; screens viewed after the user has seen the Visa Brand Mark
- Visa Name in text should always be initial cap "V" and not all caps "VISA"
- The placement and size of the Visa Brand Mark or Visa card image on the screen are determined by the developer of the user interface

When displaying the Visa Brand Mark, the following requirements apply:

- The Visa Brand Mark must be displayed in Visa Blue when the screen in which it will be displayed supports full color
- The monochrome version of the Visa Brand Mark may be displayed on monochrome screens
- The Visa Brand Mark must be used at a minimum size that ensures the mark is clearly legible and not distorted

When displaying a Visa card image containing the Visa Brand Mark:

- The card design must conform to all guidelines available on Visa Product Brand Standards
- The card image must appear in full color
- The background color must provide sufficient contrast to clearly display the Visa Brand Mark

Mobile Examples

Payment Method and History Screen

Card Detail Screen

Payment Detail Screen
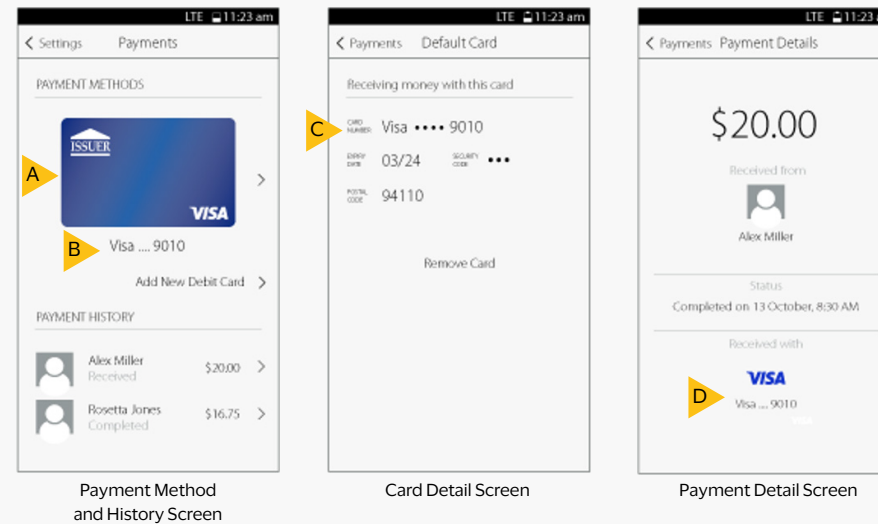
A Digital card art that includes the Visa Brand Mark; issuer mark is optional

B Visa Name in text and last four digits of the account number is placed adjacent to the card image

C Visa Name in text and last four digits of the account number are allowed on secondary screens viewed after user has seen the Visa Brand Mark

D Visa Brand Mark, followed by Visa Name in text and last four digits of the account number

Web Example
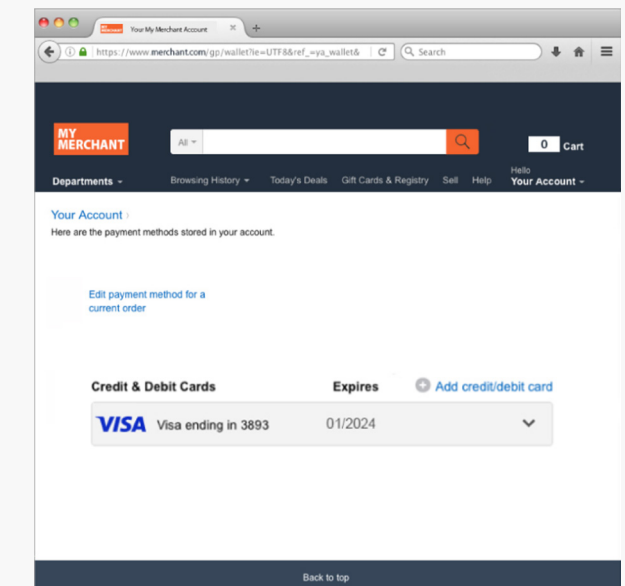
Stored Credentials

Requirements:

- The display of the Visa Brand Mark on the payment transaction screen of the mobile app must adhere to the following:
  - Visa digital card artwork, containing the Visa Brand Mark, must be displayed
  - The card art should be accompanied with the text describing the Visa card and the last four digits of the card number (PAN or Visa number)
  - If the card art cannot be displayed clearly, the Visa Brand Mark must be displayed instead of the Visa card art
  - When marks of other payment schemes or networks are displayed on the mobile app, the display of the Visa Brand Mark must be equal in prominence to the marks of other schemes
  - The presentation of the payment brands should be such that it does not steer the consumer to a particular payment card or instrument.
- The Visa Brand Mark must be clearly visible and proportionate in size to the screen size, in order to facilitate easy recognition by consumer
- Only use the Visa-provided artwork for incorporating the Visa Brand Mark
- Follow the same transaction screen requirements above for the cash-out transaction if it is implemented in the mobile app.

**Transaction Screen Examples**

The data captured from the merchant information display transaction is displayed to consumer on the transaction screen. The transaction screen should include the Visa card art or Visa Brand Mark, and the Visa account that will be used to make the payment, as shown in the examples.

Visa Card Art with Visa Brand Mark

Visa Brand Mark in Card Shape
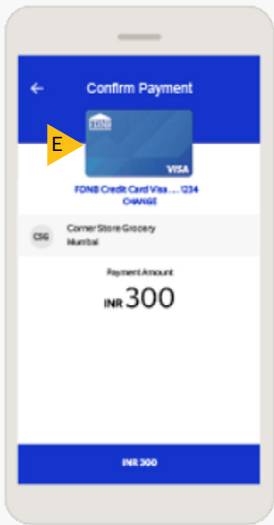
E Visa digital card artwork displayed with Visa card description and last 4 digits of account number
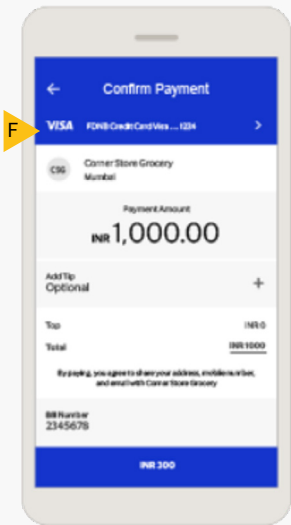
F If digital card artwork will not display clearly, use the Visa Brand Mark, followed by last four digits of the account number

QR Code Payment Mark and Scan Icon

EMVCo digital element usage

The EMVCo QR payment mark is displayed at merchant locations to inform consumers of QR transaction capabilities in mobile and other digital applications.

The EMVCo QR scan icon is used within mobile applications to initiate the scanning of a QR code for payment transactions.

QR Payment Mark 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.

QR Scan 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.

DO NOT...

The QR Payment mark must always be displayed as detailed in this section. Never alter the drawing, arrangement or proportion of the individual elements.

Do not alter the QR Payment mark in any way.

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

Do not combine a QR code with the QR Payment mark.

DO NOT...

Do not use a QR code in place of a QR Payment mark. The QR Payment mark denotes generic acceptance and is not meant to be scanned. Only the QR code itself should be scannable coded with the appropriate information.

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**

VISA