



Customer experiences

In-Store Brand Standards

September, 2025



Physical Locations

The following standards govern use of the Visa Brand Mark anywhere a consumer encounters Visa in-person—POS terminals, merchant storefronts, issuer branches and ATMs. In every case, the mark signals acceptance and must be shown in Visa Blue whenever possible.



POS Terminals

The Visa Brand Mark must be displayed in Visa Blue whenever possible to indicate acceptance at a) point of purchase (POS), b) in store signage or physical merchant locations, or c) issuer locations or ATMs.

- The Visa Brand Mark must be displayed on POS contactless-only and multi-function readers
- The Visa Brand Mark must be displayed, preferably, in Visa Blue, or in white
- The acceptance marks and the Contactless Symbol must have prominence over any other marks on the terminal
- The Visa Brand Mark must be displayed at a minimum width of 17.50 mm/ 50 pixels
- The Visa Brand Mark must appear in a size that is at least as large as every other payment brand mark that is displayed
- If the reader area of the terminal is too small to allow placement of all marks at the minimum allowable size, all marks may be reduced to fit the reader area, provided equal size/presence is maintained
- A clear space, free of any text or graphics, of .5X where X = height of the Visa Brand Mark must be maintained around all sides of the Visa Brand Mark
- Use the Visa-provided artwork for the Visa Brand Mark located in the Artwork area of the site
- Scale the Visa Brand Mark as needed but do not alter the proportions or elements in any way

Physical Merchant Locations

All physical merchants that accept Visa products for payment must display the Visa Brand Mark as follows:

- Prominently at or near the main entrance of the merchant location
- On all transaction acceptance devices
- In Visa Blue whenever possible
- For a customer facing device, on the acceptance device
- For a non-customer facing device, either on the acceptance device or both:
 - Displayed in the immediate proximity of the acceptance device
 - Located in an area that is easily identifiable to the consumer

mPOS

Mobile point of sale systems (mPOS) are ideal for businesses that require mobility, flexibility, and security when it comes to accepting payments. Using a tablet, smartphone, or other handheld device, mPOS systems can help any business take advantage of the latest web-based features, provide additional convenience for their customers, and allow them to accept payments in mobile locations like pop-up stores, food trucks, trade shows, sidewalk sales, and even in consumers' own homes.

Required:

- For Visa Ready mPOS solutions, the Contactless Symbol, Visa Brand Mark, and other applicable network acceptance marks must appear during the awaiting payment period (if possible) on the seller's mobile device.
- The Contactless Symbol must always be prominent and larger than the network acceptance marks and all included network acceptance marks must be similar in size.
- To confirm a Visa transaction, Visa sensory animation, sound, and haptic vibration must be played on the seller's device (when supported).
- POS signage must be displayed with Visa Brand Mark and other network acceptance marks of similar size, Contactless Indicator, and "Contactless payments only accepted" or similar language.



Awaiting Payment Display

The awaiting payment display on the seller's mPOS device screen must include the Contactless Symbol, Visa Brand Mark, and other network acceptance marks of a similar size.



Example: Payment Acceptance POS Signage

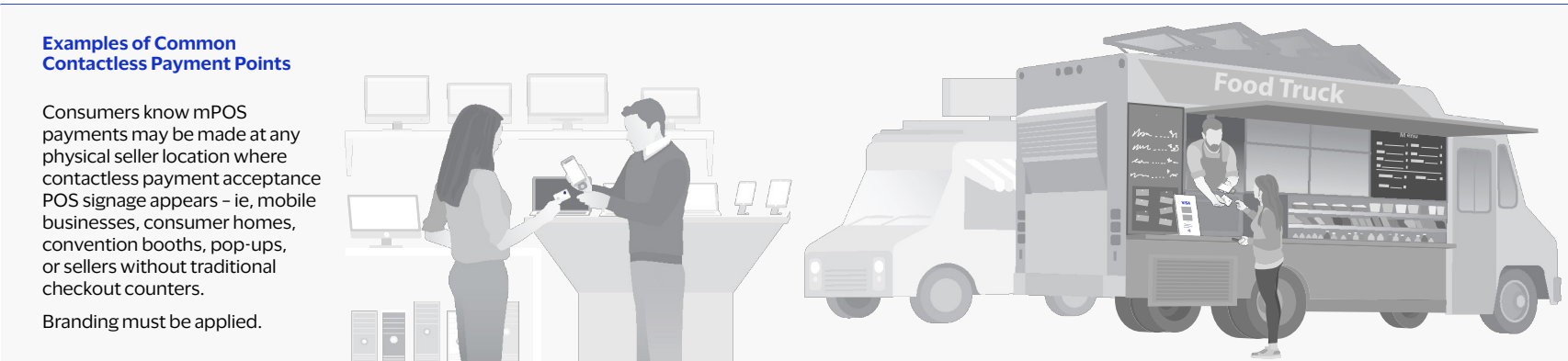
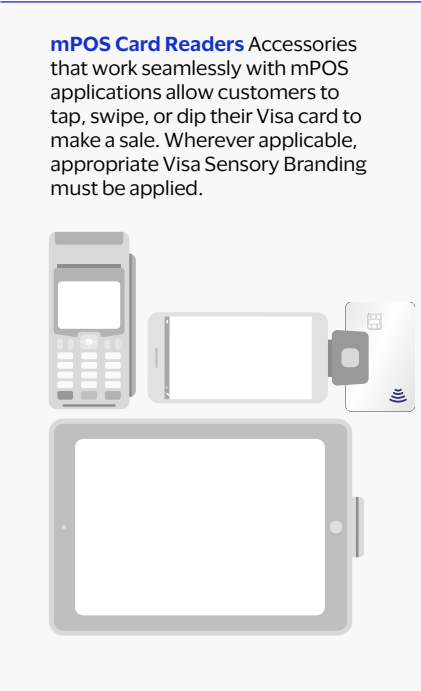
When a seller offers mPOS checkout, POS signage with Visa Brand Mark and other network acceptance marks, Contactless Indicator, and "Contactless payments only accepted" or similar language must be displayed.



mPOS

The User Experience

mPOS solutions give consumers a fast and convenient way to make purchases just about anywhere and at any time. Swiping, tapping, or dipping their card on the seller's device initiates a quick and convenient payment transaction that ends with the Visa sensory animation, sound, and haptic vibration (where technology allows). These branding elements must be included to provide confidence and ensure consumers that the transaction was secure even in non-traditional retail environments.

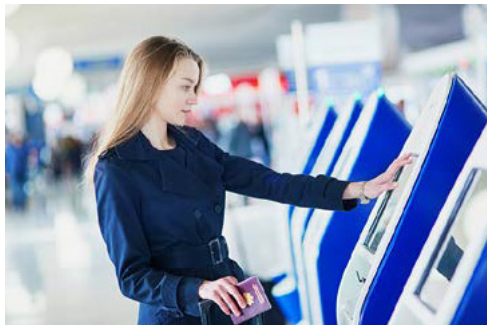


Unattended Retail

The User Experience

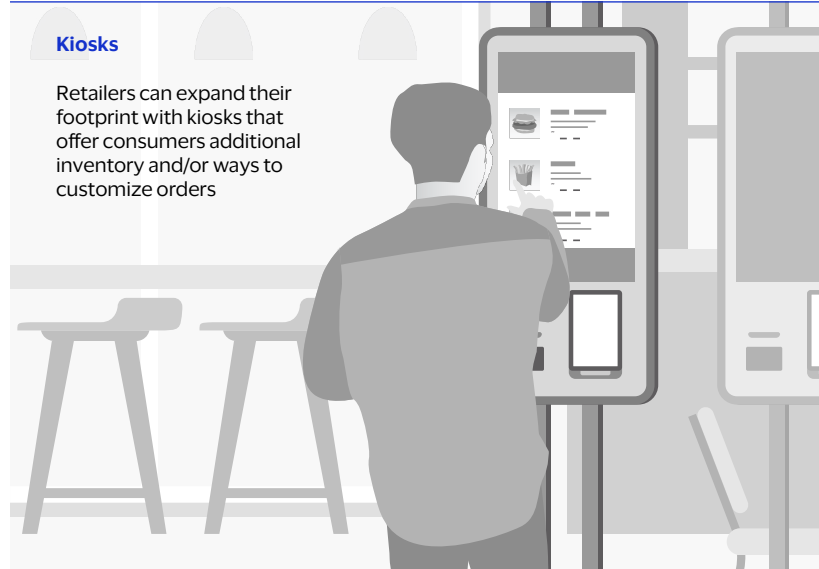
When developing unattended retail displays, apply the Visa branding guidelines to all Visa accounts, transactions, and final confirmations. in all instances, including:

- Kiosks that provide opportunities for consumers to order from an expanded list of inventory options as in small store spaces, and allow customization of orders in busy retail locations like fast food restaurants.
- Kiosks that offer consumers a convenient checkout option at busy locations where they may be in a hurry like in airports or train depots.
- Vending machines that provide customers new opportunities for convenient shopping in public places as well as locations where retail may have previously not been practical like waiting rooms, schools, and more.



Kiosks

Retailers can expand their footprint with kiosks that offer consumers additional inventory and/or ways to customize orders



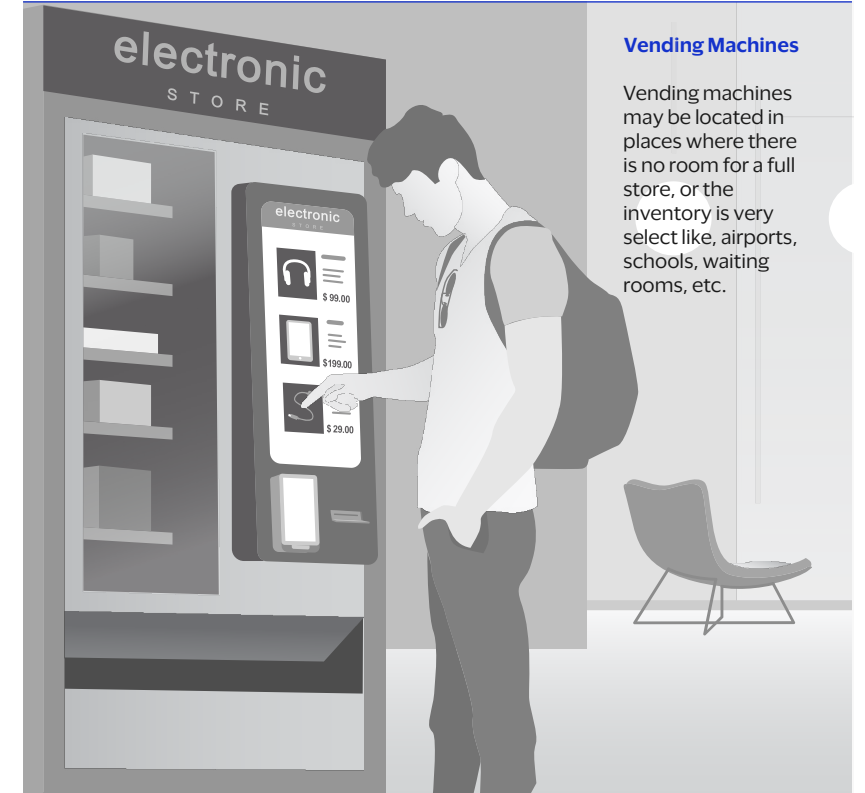
Smart Mirrors

Smart Mirrors can help consumers make their in-store shopping experiences more efficient, fulfilling, and secure.



Vending Machines

Vending machines may be located in places where there is no room for a full store, or the inventory is very select like airports, schools, waiting rooms, etc.



Unattended Retail

Internet-enabled kiosks, smart mirrors, and vending machines significantly impact the retail experience and make it more convenient for consumers to make purchases quickly and without the need for an attendant. Clear Visa branding serves to ensure a sense of security and overall satisfaction for the consumer.

Required:

- When consumers pay with Visa at an unattended device, the Visa Brand Mark animation must be displayed and an audible Visa sensory sound must be played to confirm the transaction.
- Not all kiosks or vending machines may have a screen that can display Visa animation. In this case, an audible Visa sensory sound is required to confirm payment transaction.
- If applicable, unattended kiosks and vending machines that work with an accompanying app must include Visa branding within the app wherever appropriate.



Unattended Retail in Action

Visa transactions are displayed and confirmed with clear and consistent Visa branding and sensory elements.

Contactless graphics

Contactless Indicator Icon

The Contactless Indicator icon denotes contactless payment capabilities. It can be used to indicate the availability of contactless payment if the consumer’s device supports that functionality.

Contactless Symbol

Do not confuse the Contactless Indicator with the Contactless Symbol, which is a mark that denotes the ability to receive contactless payment. The Contactless Symbol is often used on point-of-sale devices that read contactless cards or mobile devices during payment and should never appear on card art.

Requirements:

- The Contactless Symbol is used on point-of-sale terminals and Automated Teller Machines (ATMs) only and must never appear on payment cards or other payment form factors
- The Contactless Symbol is required on all terminals and ATMs that meet ISO 14443 and EMVCo Contactless specifications. It is not authorized on non-EMVCo compliant terminals and ATMs
 - ATMs with contactless functionality must identify the specific cards eligible for contactless use
 - Issuers must communicate to cardholders if their cards are enabled for use at contactless ATMs
- The symbol must appear as a white reversed line drawing against any medium to dark color that provides suitable contrast or a black line drawing against a white or light colored background
- The background must always be a solid color; never display the Contactless Symbol against a graphic pattern
- The Contactless Symbol must be displayed at a minimum height of 13.0 mm
 - The Contactless Symbol must not appear larger than the height of any other payment acceptance marks displayed
 - If the reader area of the terminal is too small to allow placement of all payment marks at the minimum allowable size, all marks may be reduced to fit the reader area, provided legibility and equal size/presence is maintained

The Contactless Indicator

The Contactless Indicator icon indicates acceptance. When featured on a credit, debit, or prepaid chip card, phone, watch or other wearable, it means the item can be used to tap to pay.



The Contactless Symbol

The Contactless Symbol icon indicates where you should tap your contactless card or payment-enabled device on the checkout terminal or other accepting device to make a payment. It serves as the “target”.



- Minimum clear space, free of text or graphic elements, equal to ¼ the height of the symbol, applied on all four sides, must be maintained, as shown in the illustration above
- Use the Visa-provided artwork located in the Artwork area of this site. Never alter the drawing, arrangement or proportion of the individual elements
- The symbol must be placed exactly over the center or strongest point of the contactless antenna “read area” of the terminal. In some instances, this may require the Contactless Symbol and the payment brands be separately displayed on the reader
- The Contactless Symbol must never be rotated or flipped
- It is recommended that the Contactless Symbol be separated by a 1-point keyline when presented above or near the payment acceptance marks
- There is no required order of displaying the payment brands
- No text label should be displayed with the symbol, except when placed on a contactless-only reader

Both the Contactless Indicator and the Contactless Symbol are trademarks owned by EMVCo (www.emvco.com) and all usage must conform to its standards.

The Contactless Symbol Color

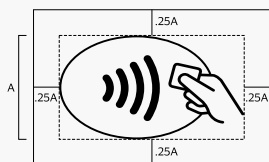


Black
Light Background



White
Dark Background

Minimum Clear Space



Contactless Icons in Use

- A: The Contactless Symbol should be clearly displayed on checkout terminals to let users know where to tap their device.
- B: The Contactless Indicator should be included on payment devices to denote their contactless capabilities.



QR Code Payment Mark and Scan Icon

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

EMVCo digital element usage

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.



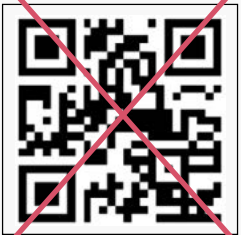
Do not use any color but Visa Blue, black or white.



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

