VISA

Customer experiences

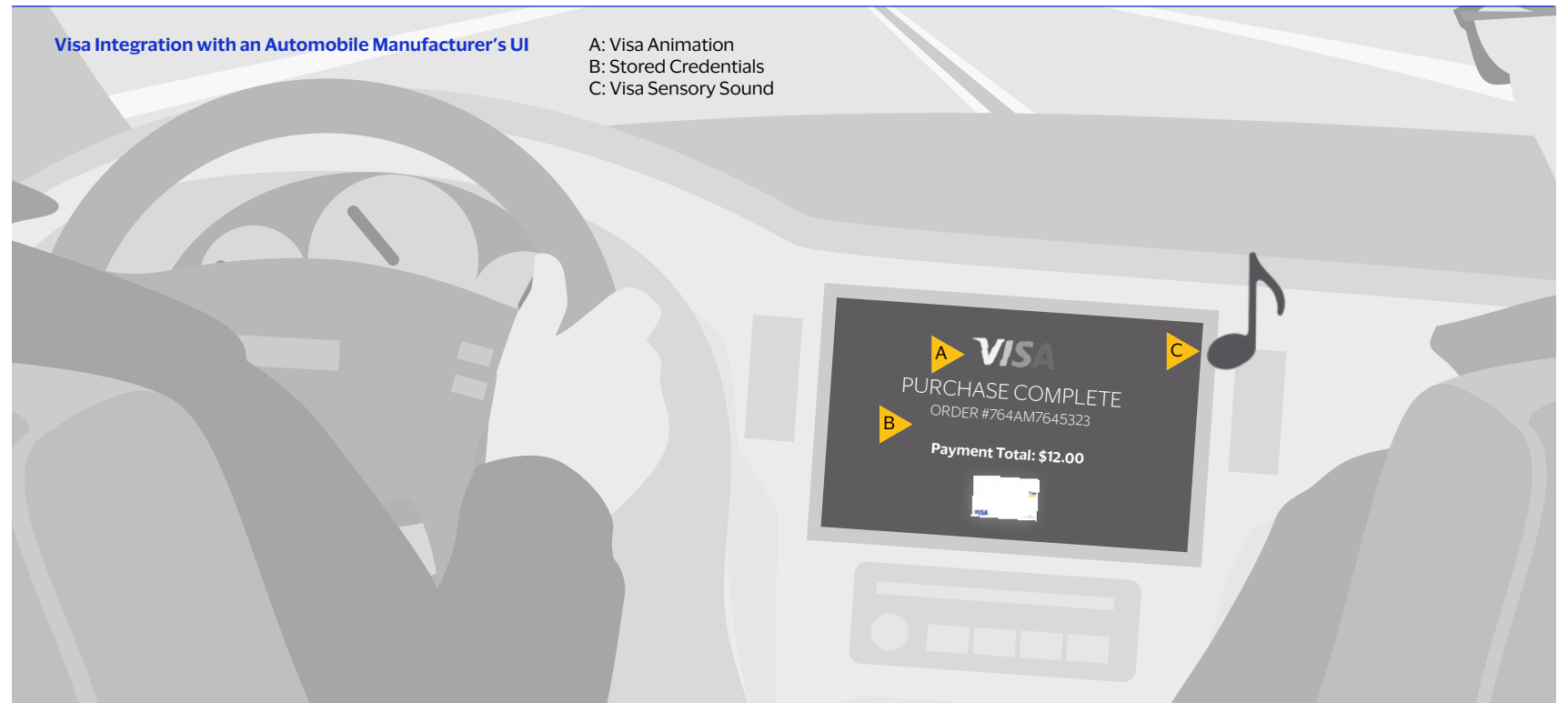# Visa IoT Brand Standards

September, 2025

Connected Car

For the growing number of consumers who practically live in their cars, it's clear that seamless in-vehicle payment experiences are just around the corner. That is why we look to create and deploy new in-car payment experiences that effortlessly fit into the consumer's mobile lifestyles – an appropriate destination for the industry's leading payment technology innovator.

Whether it's a graphic in-dash UI, voice commands, or biometric support integrated into the vehicle, our goal is to put consumer's in the driver's seat with in-vehicle payment options wherever the road may lead.

Required:

• To the extent that the technology and integration with the automobile manufacturer's UI allows, the Visa Brand Mark and user credentials must be shown during payment transactions.

• When supported, Visa sensory animation should be shown in the dashboard or in some other visible place, in addition to an audible sensory sound when transactions are approved.

Visa Integration with an Automobile Manufacturer's UI

A: Visa Animation
B: Stored Credentials
C: Visa Sensory Sound

VISA
PURCHASE COMPLETE
ORDER #764AM7645323

Payment Total: $12.00

Clear Messaging

To help consumers keep their attention on the road, transaction messaging should be clear and simple, easy to read and easy to understand at a glance.

Coffee Shop
4 Large Coffees

Total: $12.00
12 points added to your Visa Rewards
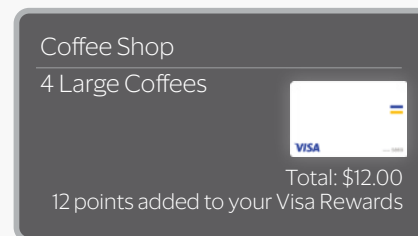
Connected Car

The User Experience:

While user experiences may vary, and as technology allows, all consumers should enjoy a satisfying payment experience that seamlessly integrates into their vehicle's onboard UI. From fuel purchases to parking meters to late-night drive-thrus, Visa branding must always be made clear using Visa sensory animation and sound for every Connected Car payment transaction.

Gas Purchases
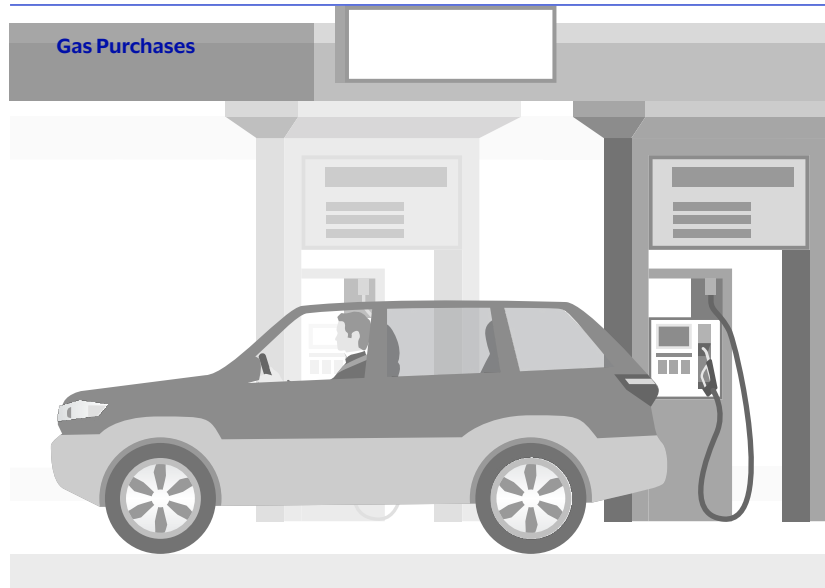
In-Car Purchases

Toll Booths and Parking

Voice Activated Devices

As voice activated devices become an integral part of people's lives, so does the convenience of the touchless payment experience, making it easy for consumers to make purchases in less time and with fewer barriers. With a simple command, consumers can purchase new items, reorder items from their order history, renew subscriptions, pay bills, make donations, and more.

Visa brands these experiences with the use of clear, conversational language and audible payment confirmations in every instance.

Requirements:

- To keep purchases fast, easy, and secure, Visa user credentials must be clear during every payment transaction, using the last 4 digits of the Visa card or a "nickname" that the user has previously assigned to a specific card.

- Final prices, taxes, and other costs must be clearly communicated.

- A Visa audible sensory sound must play once a transaction is approved.

Considerations:

On some brands of voice-activated control hubs, lights may be available to create a visual confirmation.

Voice Activated Purchase Example

A: Clear audible purchase details for the entire transaction
B: Visa User Credentials
C: Visa Sensory Sound on purchase approval

A "Confirming you want to make a $12 purchase using your Visa card ending in 1234" B

"Yes."

C "Payment confirmed. 12 points added to your Visa card."

Visual Confirmation Example

If the technology allows, a visible light can be shown in addition to the audible Visa sound once the transaction has been approved.

Voice Activated Devices

The User Experience:

Voice activated devices are quickly becoming a popular way to make purchases in the home and are used most often when consumers are multitasking – preparing a meal or watching television. Consumers expect all transaction details to be clear, purchases to be quick, and the process of completing a transaction to be seamless.
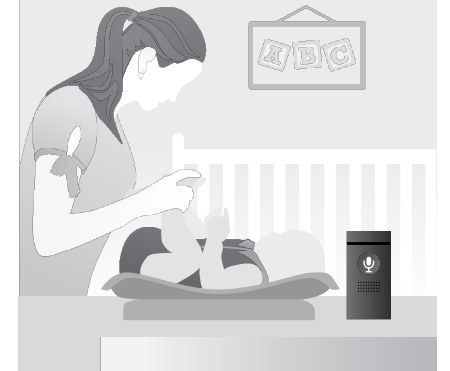

Voice Activated Payments Are Made When Hands Are Filled

Voice Activated Payments Are Made When Consumers Are Distracted

Voice Activated Payments Are Made When Consumers Want Convenience

Smart Home

Smart home payments give consumers an opportunity to securely make payments on an ever-growing array of devices that don't require the traditional card and terminal. As internet-enabled home appliances and devices become more popular, virtually any of them could provide consumers with a convenient Visa payment experience.

Requirements:

- Visa branding must be clear and consistent across all appliances and devices throughout the home, including an audible Visa sensory sound played once a transaction is approved.

- Visa Credentials must also be made clear so consumers can recognize the card account being used for each transaction.

- When supported, Visa sensory animation must be shown on the display. If no display is available, the voice activation devices requirements apply. Refer to page 9 of this document for additional details.

- If applicable, smart home appliances and devices that have an accompanying app must include Visa branding within the app wherever appropriate.

Considerations:

If the appliance or device allows, the Visa haptic vibration must also be included to signal a payment transaction has taken place.

Visa Branding on Smart Home Appliances and Devices

Smart Home

The User Experience:

Consumers have come to expect the same simplicity and ease of use from their smart home appliances as they've grown accustomed to on their smartphones. Innovations within payment environments have expanded the reach of digital payments to virtually anywhere in the home, increasing consumer expectations for secure, seamless purchasing experiences that are a convenient and welcome addition in the heart of where they live.

Visa Purchasing Experiences from the Living Room...

Old West Cowboy Hat
$24.99
BUY NOW

...to the Laundry Room
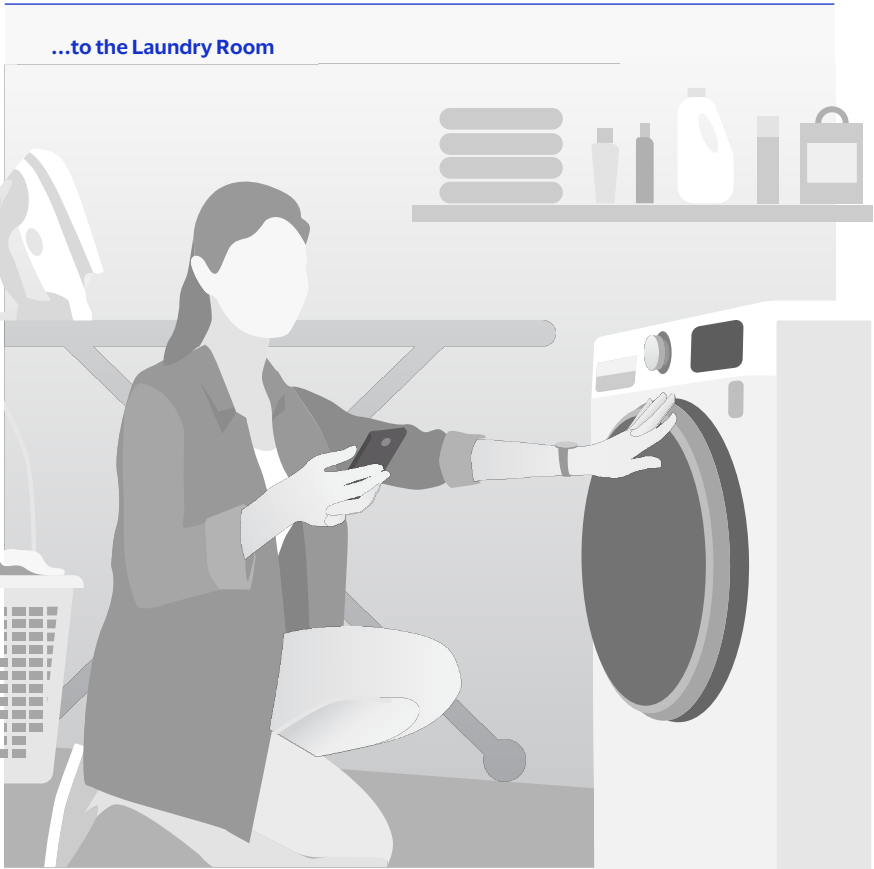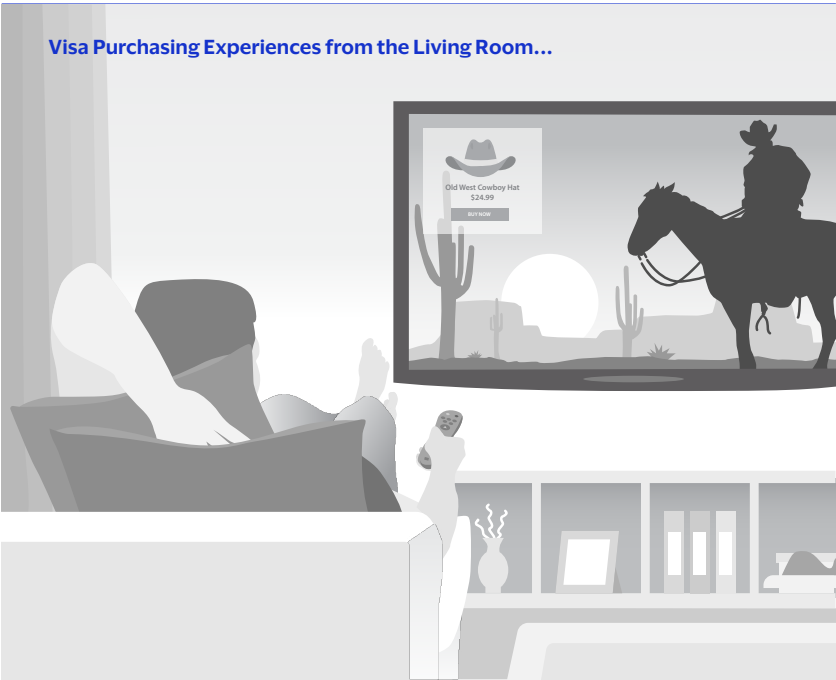
Thank you!

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