



Customer experiences

# Notifications and Alerts Brand Standards

September, 2025





# Notifications and Alerts

## Visa Branding in Digital Notifications:

Visa branding (Visa Brand Mark or Visa Sensory Branding) must be included in customer digital notifications upon completion of a Visa event made using a pass-through\* digital wallet, including confirmation of a Visa payment, card or account enrollment, and any future account number enrollment updates.

Acceptable Visa branding includes:

- Visa Brand Mark
- Visa name in text followed by a 4-dot ellipsis and the last four digits of the card number, when the Visa Brand Mark is not clearly legible, or the device does not support graphics.
  - Visa name in text should always be initial cap “V” and not in all caps “VISA”.
- Visa Sensory Branding
  - If using Visa Sensory Branding, follow the standards found in [Visa Sensory Branding](#)

\* A **pass-through** digital wallet allows for payment functionality that does all of the following:

- Can be used at more than one Merchant
- Stores and transmits a Payment Credential
- Is used to complete a transaction by directly transferring the Payment Credential to the Merchant.



## Visa Credentials for Devices Without Graphics Support

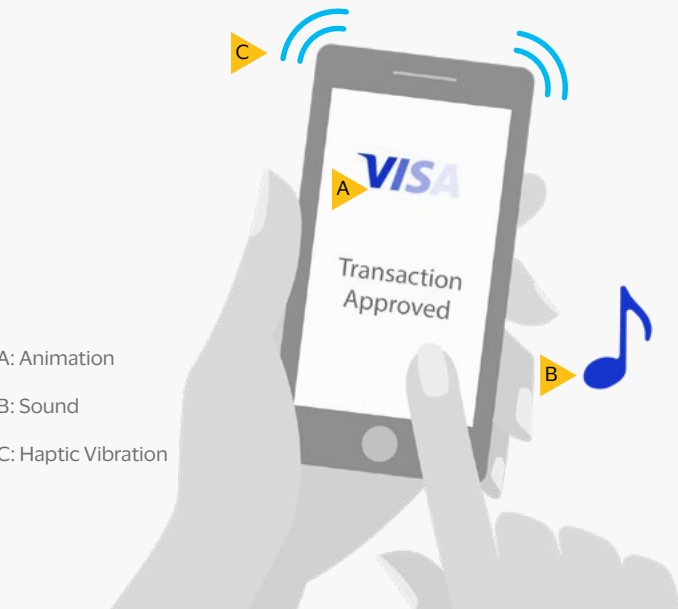
The Visa name in text is only used on devices where graphics are not supported.

Visa … 9010

- The Visa name in text must be followed by a space, an ellipsis with four dots (or other symbol), a space, and the last four digits of the account number.
- The Visa name in text must always be initial cap “V” and not all caps “VISA”.

## Visa Sensory Branding in Action

Animation. Sound. Haptic vibration. When used together, these sensory elements build user confidence and simplify digital payment experiences and brand events.



- A: Animation  
B: Sound  
C: Haptic Vibration

# 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)

