

VISA

Customer experiences

Visa Pay Brand Standards

May 2026



Visa Pay Introduction

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Visa Pay is a Visa solution that enables digital wallets to be used at Visa accepting merchants globally, across tap, scan (QR), and online payment experiences, using a single Visa integration.

At its core, Visa Pay bridges non card payment experiences (wallets, A2A, QR) with Visa's global acceptance network, allowing consumers to pay using their existing local wallet wherever Visa is accepted—domestically and cross border.

Visa Pay supports multiple form factors through one solution:

- Tap to Pay (NFC)
- Scan to Pay (QR)
- E-commerce

All of this is delivered through a single SDK or API connection to Visa, rather than market by market integrations.

Key Benefits for Consumers

Consumers can pay with their existing bank or wallet app at Visa accepting merchants worldwide, even if that wallet previously only worked domestically, and all within the familiar, secure experiences they already trust.

Key Benefits for Clients

Visa's clients benefit from the ease and efficiency of integrated local and global acceptance. By improving domestic transaction experiences and extending local wallets to cross-border usage, clients can expand international reach, drive higher transaction volume per user, and increase wallet relevance and loyalty—especially for travel and e-commerce use cases.



Visa Pay Enrollment

Individual Enrollment

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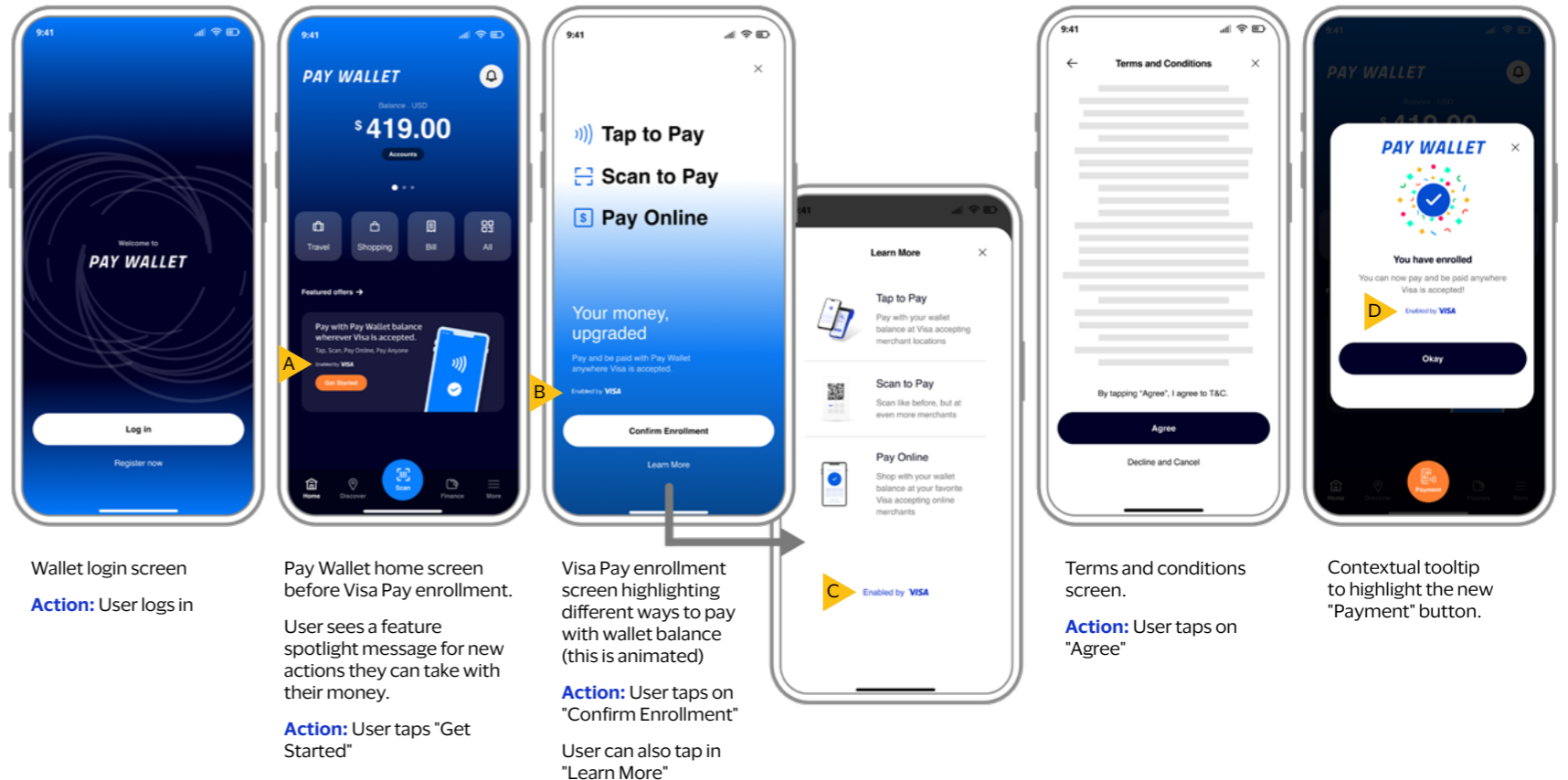
Brand Requirements: Individual Enrollment

A/B/C/D. Enabled by Visa: The Enabled by Visa endorsement messaging logo must be used throughout the enrollment journey, including but not limited to the awareness banner, enrollment screens, enrollment confirmation page, and educational and learn-more pages.

Enrollment is a critical moment in any digital payment experience. It's where consumers pause to decide whether to opt in—often before they've seen the product in action. In these moments, familiar brands can help reduce friction and build confidence, signaling that the experience is credible, secure, and worth trusting.

Within enrollment for Visa Pay, the Visa brand can play a supportive, confidence-building role alongside the digital wallet consumers already know. Visa's trusted brand can help consumers understand that their existing wallet can now be used in more places and in more ways—wherever Visa is accepted. Applied thoughtfully, use of Visa branding can help users to recognize the expanded value of their wallet and set expectations for a trusted payment experience supported by a global network.

PLEASE NOTE: Examples on this page are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.



Visa Pay Enrollment

Batch Enrollment

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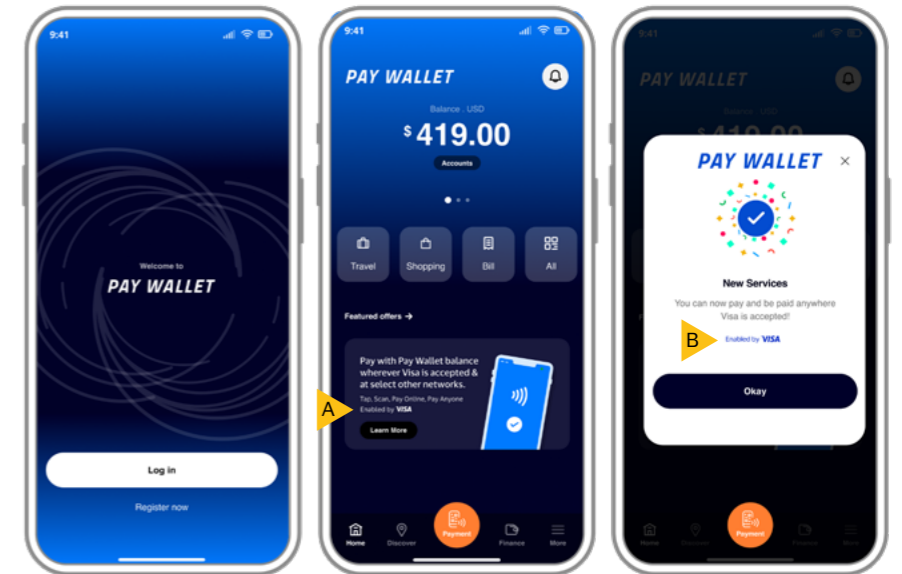
Brand Requirements: Batch Enrollment

A/B. Enabled by Visa: The Enabled by Visa endorsement messaging logo must be used throughout the enrollment journey, including but not limited to the awareness banner, enrollment screens, enrollment confirmation page, and educational and learn-more pages.

Batch enrollment can introduce Visa Pay as an added benefit—expanding what a familiar digital wallet can already do, enabling users to use their wallets in more places and in more ways, without adding complexity or friction.

In this experience, the Visa brand can play a supportive and confidence-building role. Its presence can help consumers quickly recognize the expanded value of their wallet, while reinforcing trust that this new capability is backed by Visa's global network, security, and acceptance. Used thoughtfully, Visa branding can help customers feel confident knowing Visa is there, quietly supporting their payment experience from the start.

PLEASE NOTE: Examples on this page are for illustrative purposes only. Use of batch enrollment is subject to the wallet provider's compliance with all applicable legal and regulatory obligations and may not be available in all regions or for all use cases.



Wallet login screen
Action: User logs in

Pay Wallet home screen after Visa Pay enrollment.

User now has a new primary action button in the bottom navigation that represents the new actions they can take with their money.

Contextual tooltip to highlight the new "Payment" button.

Visa Pay Tap

Tap to Pay

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Brand Requirements: Tap to Pay

A/B/D Enabled by Visa: The Enabled by Visa endorsement messaging logo must be used on payment and payment detail screens.

Recommended: Tap to Pay

C. Visa Sensory Branding: Visa Sensory Branding is strongly recommended to indicate successful payment confirmation, incorporating animation, sound, and haptic feedback.

Tap to Pay enables consumers to use their digital wallet balance in a fast, familiar, and widely accepted way. It extends the ease of contactless payments consumers already expect—allowing them to simply tap to pay with their wallet at Visa-accepting merchants, with confidence that their wallet balance will be recognized and accepted, without needing to change behavior or learn something new.

In this experience, the Visa brand plays a key role in reinforcing awareness, acceptance, and confidence. Visa helps signal that the wallet can be used anywhere Visa is accepted, allowing users to feel confident that the experience is supported by Visa's standards for security and reliability associated with contactless Visa payments. Clear Visa brand presence at the moment of tap and at payment confirmation can help users feel confident that their wallet balance was accepted and the transaction completed successfully—reinforcing trust and ease every time they tap to pay.

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Wallet login screen

Action: User logs in

Pay Wallet home screen after Visa Pay enrollment. User now has a new primary action button in the bottom navigation that represents the new actions they can take with their money.

Action: User taps on "Payment" in the app menu.

Payment screen featuring Tap UX.

Action: User taps at POS terminals to pay with their wallet balance.

Default funding source is wallet balance. User can change the funding source.

Visa Sensory Branding including animation, sound, and haptic.

Payment Details screens, collapsed, showing transaction details.

Visa Pay Scan

Scan to Pay

Scan to Pay helps extend how consumers use their familiar digital wallet—both at home and beyond. For many users, this moment is about awareness: understanding that the same wallet they already trust can be used in more places and in more ways, including internationally, even when their local wallet brand isn't visible at the point of sale—and knowing that Visa helps make that possible.

In this experience, the Visa brand helps to signal awareness, acceptance, and assurance. Consumers can quickly understand where their wallet will work—across local networks, international QR ecosystems, and wherever Visa is accepted—while providing confidence that their payment is supported by a globally trusted network. Clear Visa brand presence at the moment of scanning helps consumers understand which wallets and QR networks are supported—making it clear their home wallet can be used through Visa—while visibility at payment confirmation can help to reassure them that the transaction was successful and secure, reinforcing trust and confidence every time they scan to pay using Visa.

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Brand Requirements: Scan to Pay

A. International Acceptance Notification: When a user travels to a new country, the app must notify them that their digital wallet is enabled for use at Visa-accepting locations in the destination market, including visibility into supported local wallets or QR networks (where applicable) and clear Visa brand attribution to reinforce trust and global acceptance. **Please Note:** All locally supported wallets and QR networks must be presented with equal visual parity, including comparable size, consistent placement, and harmonized color and treatment. The "Enabled by Visa" logo must be displayed alongside supported wallets and QR networks to signal Visa's role in enabling secure, global acceptance.

B/C/D/E/G Enabled by Visa: The Enabled by Visa endorsement messaging logo must be used on payment and payment detail screens.

Recommended: Scan to Pay

F. Visa Sensory Branding: Visa Sensory Branding is strongly recommended to indicate successful payment confirmation, incorporating animation, sound, and haptic feedback.



Wallet login screen

Action: User logs in

Displaying the "Enabled by Visa" logo directly beneath supported wallets and QR code networks is required.

Pay Wallet home screen after Visa Pay enrollment. User now has a new primary action button in the bottom navigation that represents the new actions they can take with their money.

Action: User taps on "Payment" in the app menu.

Payment screen featuring Scan UX and the required "Enabled by Visa" logo. **Action:** User scans QR code at the merchant to pay with their wallet balance.

QR code scanned and processing while screen continues displaying the locally supported wallets, QR networks, and the required "Enabled by Visa" logo.

Payment screen shows the recognized merchant. User adds the amount to pay. **Action:** User enters the amount to pay and taps on "Confirm"

Default funding source is wallet balance. User can change the funding source.

Visa Sensory Branding including animation, sound, and haptic.

Payment Details screen, collapsed, showing transaction details and the required "Enabled by Visa" logo.

Visa Pay E-Commerce

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Visa Pay enables consumers to shop online using their digital wallet balance—even when their wallet isn't presented as a checkout option. Instead of being limited by which wallets a merchant directly supports, users can access their Visa-enabled payment credentials from their wallet and use them to complete checkout wherever Visa card payments are accepted, fitting smoothly into familiar online shopping behavior. Clear Visa branding when those credentials are displayed in the wallet helps users recognize that their wallet balance can be used anywhere Visa is accepted—setting expectations and building confidence before they even reach checkout.

In this experience, the Visa brand plays an important role in reinforcing clarity, acceptance, and trust. Visa helps users understand that their wallet balance can be used across a broad range of online merchants—even when the wallet itself isn't shown—by bridging the experience through standard card payment fields. Clear Visa brand presence throughout checkout and at confirmation can help to reassure users that their payment was processed securely and successfully, helping reinforce confidence and continuity every time they shop online.



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Brand Requirements: E-Commerce

A/B/C/D/G. Enabled by Visa: The Enabled by Visa endorsement messaging logo must be used on wallet credential and payment detail screens and displayed prominently alongside the credential where presented.

E. The Visa Brand Mark: The Visa Brand Mark must be used on payment checkout screens and displayed next to the Visa credential.

Applies to: Visa Pay e-commerce merchant checkout screens only; not applicable within the digital wallet experience.

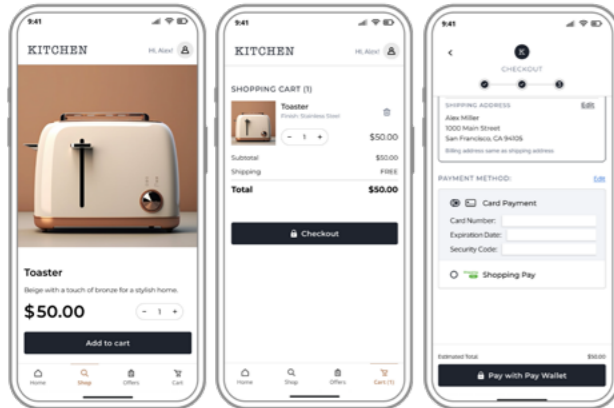
Recommended: E-Commerce

F. Visa Sensory Branding: Visa Sensory Branding is strongly recommended to indicate successful payment confirmation, incorporating animation, sound, and haptic feedback.

Applies to: Visa Pay e-commerce merchant checkout confirmation only; not applicable within the digital wallet experience.

E-commerce merchant

The user shops online and selects Card Payment at checkout. The user's virtual Visa payment credentials are stored in their digital wallet, so they leave the merchant experience to access those credentials directly from their wallet.



Product details screen.

Action: User selects "Add to cart"

Shopping cart screen.

Action: User selects "Checkout"

Payment method screen with Pay Wallet detail.

Action: User taps on "Pay with Pay Wallet"

Digital Wallet

The user accesses their digital wallet account and navigates to payment controls or account settings, where their virtual Visa payment credentials are available to view and copy.



Pay Wallet login screen.

Action: User taps on "Log in"

Pay home screen after Visa Pay enrollment. User now has a new primary action button in the bottom navigation that represents the new actions they can take with their money.

Action: User taps on "Payment" in the app menu.

Identity verification screen.

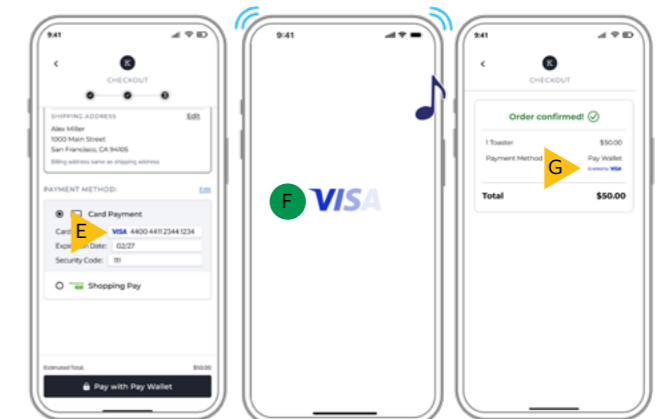
Action: User verifies identity using device authentication to access wallet credentials.

More menu page

Account details page

E-commerce merchant

The user returns to the merchant checkout experience, enters wallet's Visa virtual payment credentials into the payment field, and completes the transaction.



Payment method screen with Pay Wallet details.

Action: User taps on "Pay with Pay Wallet"

Visa Sensory Branding including animation, sound, and haptic.

Order confirmation screen.

Visa Pay Wallet Credential

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Brand Requirements: Wallet Credential

A/B/C/D. Enabled by Visa: The Enabled by Visa endorsement messaging logo must be displayed prominently alongside the wallet credential details.

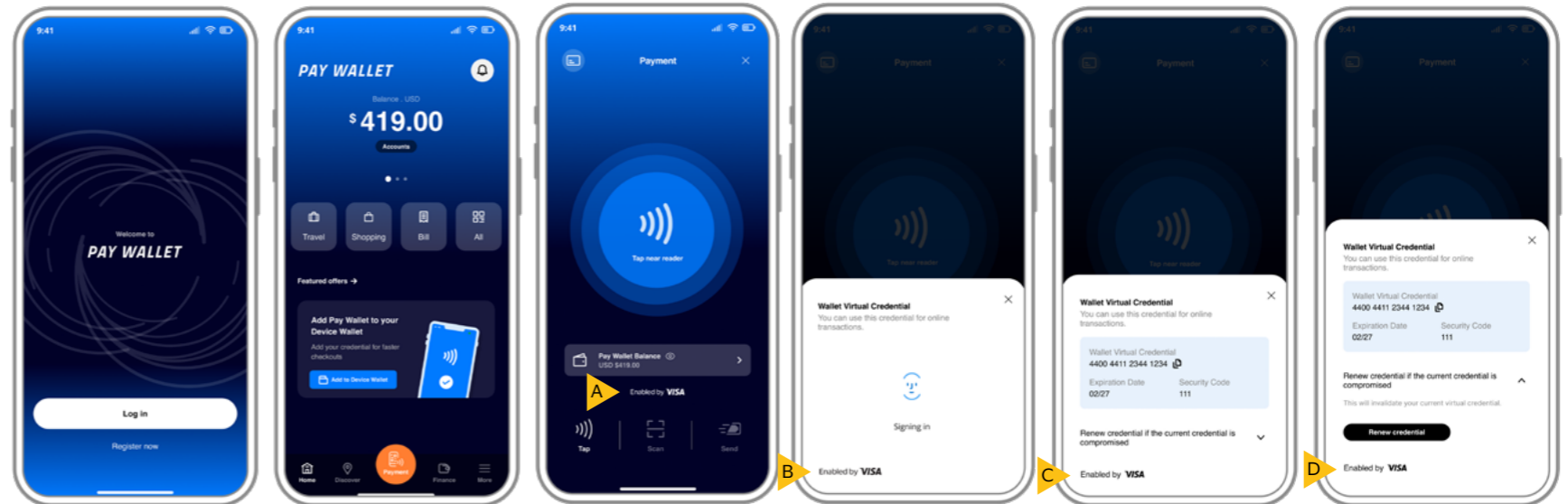
Visa Pay makes it easy for consumers to access and manage their Visa Pay payment credentials directly within their digital wallet. From account or payment settings, users can securely view their Visa-enabled credential details—providing clarity and confidence in how their wallet is enabled to pay wherever Visa is accepted. In this experience, the Visa brand plays a key role in reinforcing trust and reassurance. Clear Visa branding around the credential helps users recognize that it is backed by Visa and supported across a wide range of payment scenarios. By anchoring credential access in the Visa brand, users feel confident that their credential is secure, legitimate, and supported by a globally trusted network.

Consumers may access their Visa Pay payment credential for several reasons, including:

- Paying online at merchants that accept Visa cards, even when their digital wallet isn't shown as a checkout option
- Viewing or confirming credential details for setup, reference, or troubleshooting
- Renewing or replacing the credential if it is ever compromised, helping maintain security and peace of mind

Together, these moments help to reinforce a sense of transparency and control—helping users feel confident knowing they can access and safeguard their Visa Pay credential when needed, with Visa clearly present as a trusted partner.

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Pay Wallet login screen.

Action: User taps on "Log in"

Pay home screen after Visa Pay enrollment. User now has a new primary action button in the bottom navigation that represents the new actions they can take with their money.

Action: User taps on "Payment" in the app menu.

Identity verification screen.

Action: User verifies identity using device authentication to access wallet credentials.

More menu page

Account details page

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

The VISA logo is displayed in white, bold, uppercase letters against the blue background.