



Customer experiences

Visa Physical Card Brand Standards

September, 2025



Visa Physical Card

Visa Brand Mark and Payment Device Design Features

This guide illustrates the Visa Brand Mark currently used on physical Visa cards, as well as alternative card design features and placement, and digital brand applications.

Visa Brand Mark and Product Identifier Color Options

Requirements

- The Visa Brand Mark (VBM) must be displayed on Visa cards. The VBM may be applied in the colors shown: Visa Blue, white, silver, gold, and black.
- The Premium Visa Brand Mark (PVBM) is allowed in silver, gold, blue, or black.
- The VBM with the streamlined white staging device may appear on print on demand Visa cards.

Visa Brand Mark and Product Identifier

 Visa Blue	 White
 Silver or gold foil or silk screen printing	 Silver or gold foil or silk screen printing
 Silver or gold foil PVBM, printed silver or gold product identifier	 Silver or gold foil PVBM, printed silver or gold product identifier
 Silver or gold rainbow foil PVBM, printed silver or gold product identifier	 Silver or gold rainbow foil PVBM, printed silver or gold product identifier
 Visa Blue or black foil PVBM, printed Visa Blue or black product identifier	 Visa Blue or black foil PVBM, printed Visa Blue or black product identifier
 Black	 Visa Blue and white (streamlined)

The VBM must be displayed on Visa cards in one of the approved colors: Visa Blue, white, silver, gold, or black.



Visa Physical Card

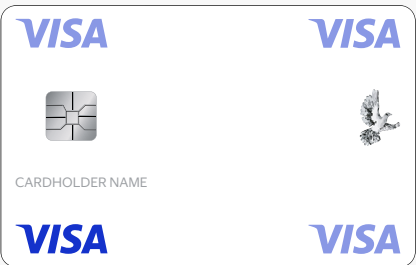
Front of Card

Visa physical card features include the Visa Brand Mark, as well as other required and optional card design elements:

- Visa Brand Mark may appear in any corner of the card
- As an option, the Visa Brand Mark may be aligned with the chip, with the VBM centered on the height of the chip. Placement of the PVBM is not allowed for this configuration
- Account information may be embossed or printed on standard horizontal card designs
 - Printed account information may be placed on the card front or back
- Chip appears on the card front when present
- Cardholder name must appear on the card front or back; as an option, it may be displayed on both the front and back of the card
- Silhouetted Dove hologram may appear on the front or back of the card; hologram is optional when the Premium Visa Brand Mark is placed on the card
- Account information on Quick Read card designs may be printed on the card front or back
- Vertical card orientation is allowed on embossed and unembossed standard Visa card designs and Visa Quick Read designs
- The printed account number, expiration date, and cardholder name on an unembossed Visa card may be positioned differently than the account information on an embossed Visa card
- Display of the full 16-digit or partial account number on the card is optional if the account information is supplied in a companion digital device/mobile application/or website

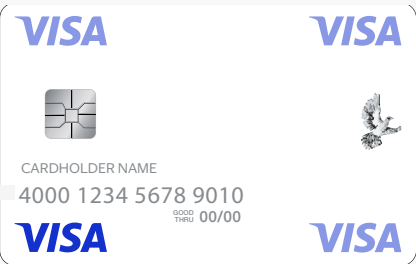
Card Front (Account Information on the Card Back)

Options for Visa Brand Mark Placement

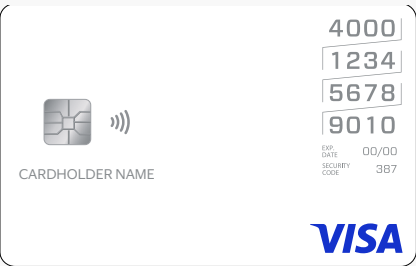


Account Information on the Card Front

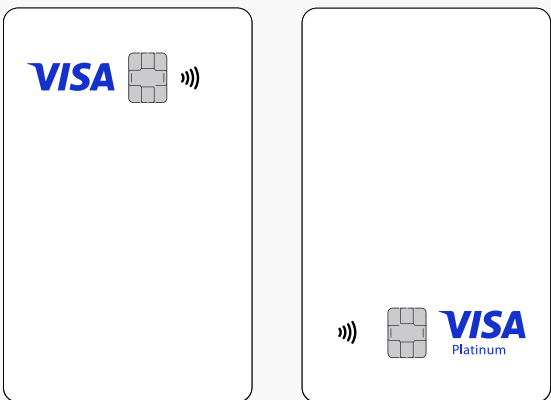
Standard Visa Card



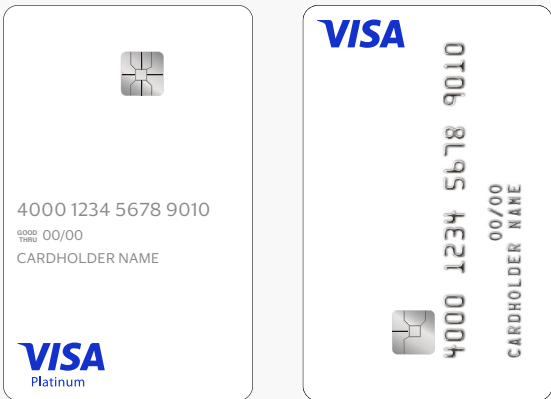
Visa Quick Read Design



Visa Brand Mark – Placement next to chip



Card Front – Vertical



Visa Physical Card

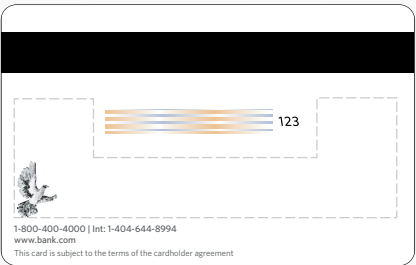
Back of Card

Visa physical card features on the back of the card include the following card required and optional design elements:

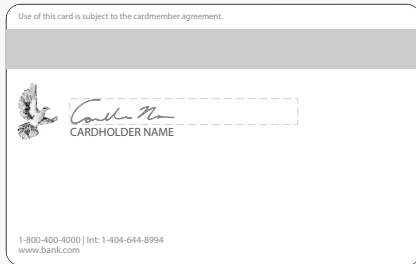
- Magnetic stripe may be standard or a custom color
- On standard Visa card design, 3-Digit security code (CVV2) appears on the signature panel, on a white box to the right of the signature panel, or printed on the card background
- Silhouetted Dove hologram may appear on the front or back of the card; hologram is optional when the Premium Visa Brand Mark is placed on the card
- If the Premium Visa Brand Mark is displayed on the card, placement of the hologram is optional
- Signature panel may or may not appear on card
- Account information on Visa Quick Read designs may be printed on the card front or back
- Cardholder name must appear on the card front or back; as an option, it may be displayed on both the front and back of the card
- On Visa Quick Read designs, the cardholder name must be printed under digital signature or signature panel, if present

Card Back (Account Information on the Card Front)

Standard Visa Card

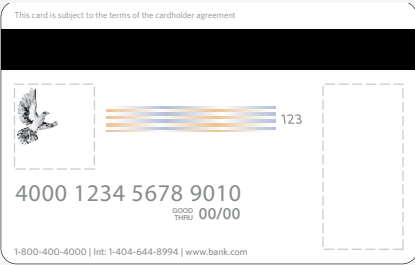


Visa Quick Read Design

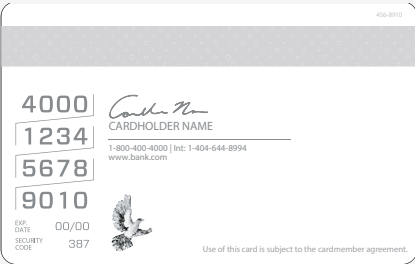


Account Information on the Card Back

Standard Visa Card



Visa Quick Read Design

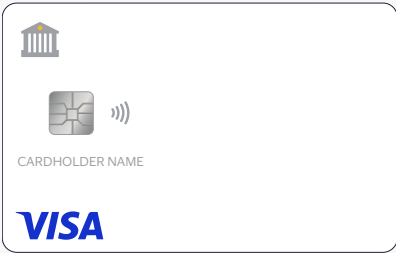


Visa Physical Card

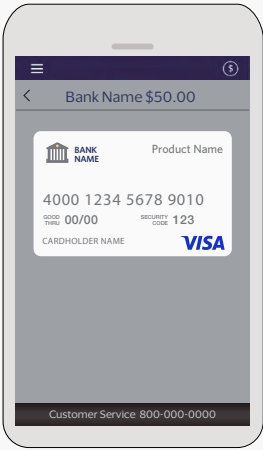
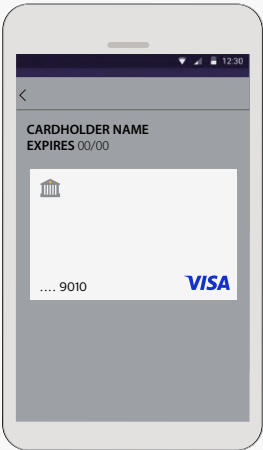
Visa Card without Account Information

Some Visa cards may be issued without an account number, 3-Digit CVV2 code, or expiration date, provided it is supplied in the digital application on the cardholder's device.

Visa card without account information



Account information supplied in the digital application on cardholder's device



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

