



Customer experiences

Visa Secure Brand Standards

September, 2025



Visa Secure

Visa Secure Badge – Issuer and Merchant Digital Applications

Clients and merchants are encouraged to use the Visa Secure badge and messaging when implementing the enhanced EMV3-D Secure© (a.k.a. 3DS 2.0) standard, even if only partially activated alongside 3DS 1.0.2 VbV technology. Contact your Visa representative for more information regarding implementation of the Visa Secure badge in your area.

In order for the Visa Secure badge to be used, the issuer or merchant program for authenticating Visa payments must comply with the 3-D Secure participation requirements.

Visa Secure Badge – Issuer and Merchant Digital Applications Requirements

Issuers and merchants supporting the Visa Secure program may display the Visa Secure badge with “Learn more” link on their websites.

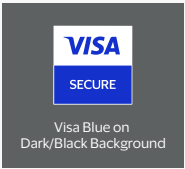
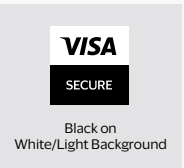
Use of the Visa Secure badge is optional for participating issuers and merchants. However, if branding for competing payment authentication programs are displayed, the Visa Secure badge must also be displayed.

When used, the following requirements apply:

- Use of the Visa Secure badge is limited to a single time per page
- The Visa Secure badge must be displayed equal in prominence to the branding of competing payment authentication programs shown on the screen

- The Visa Secure badge and the competing branding must appear to be visually equal in size
- If all other branding appears in color, the Visa Secure badge must also appear in color
- Surround the Visa Secure badge and “learn more” link (when used) with clear space equal to one-half the height of the rectangle within the Visa Secure badge
- Use the Visa-provided artwork located at visa.com/brand. The proportion or arrangement of the elements of the Visa Secure badge must not be altered in any way
- The Visa Secure badge may appear with or without a “Learn more” clickable link below in a sans serif font, or similar language, such as “Learn more about how it works at [Visa website]” may be used. If text similar to “Learn more” is used, such text should be approved by Visa
- The text of the service description page must explain what Visa Secure is, and explain how the reader can get more information
- The Visa Secure badge must not be used to imply endorsement of any product, service, or merchant
- The Visa Secure badge must not be used as an acceptance mark in any application
- A trademark denotation symbol must not be used next to the Visa Secure badge
- Do not translate the words “Visa” and “Secure.” The “Learn more” or approved similar text may be translated to the local language equivalent

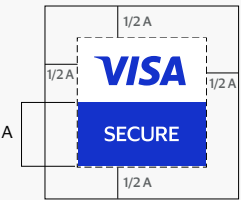
Visa Secure Badge Approved Colors



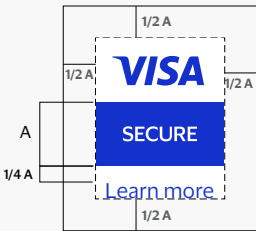
- The Visa Secure badge must be displayed in one of the approved color variations
- Display of the Visa Blue version is preferred, with the black and white artwork used only when color is not supported
- On a black or dark background, the artwork created for applying on a black or dark background that includes a white keyline around the solid Visa Blue or black rectangle must be used

Visa Secure Badge Minimum ClearSpace

Visa Secure Badge Clear Space



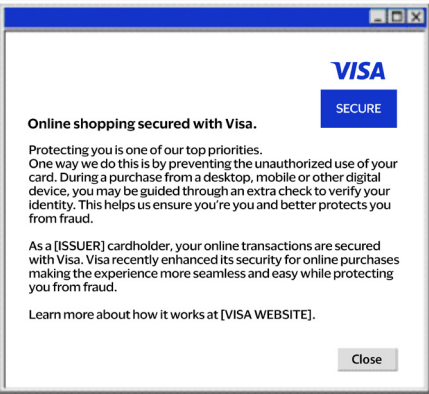
Visa Secure Badge with “Learn more” Link Clear Spac



A = Height of solid rectangle below the Visa Brand Mark

Visa Secure

EXAMPLE: Visa Secure Badge on Service Description Page



Each use of the Visa Secure badge with "Learn more" link must link to [Visa website] or a Visa-provided Visa Secure service description page as shown in this illustration

EXAMPLE: Visa Secure Badge with "Learn more" link for Security Information Page



[Learn more](#)

As a [Issuer] Visa cardholder, your transaction is secured with Visa. To learn more, click on the "Learn more" link

Recommended layout and text information for security information page

- If the issuer or merchant has a security information page, the Visa Secure badge with "Learn more" link must be placed next to the text provided, as shown in the illustration

Additional Requirements for Issuer Digital Applications

Issuers and merchants supporting the Visa Secure program may display the Visa Secure badge with "Learn more" link on their websites:

- When used on issuer web pages, the Visa Secure badge with "Learn more" link must be fully visible and legible and equal in prominence to any other branding associated with authentication of payments
 - In digital communications where space is extremely limited (such as a banner ad), the Visa Secure badge may be displayed on its own, as long as clicking on the item opens a window in which the Visa Brand Mark is immediately apparent

Additional Requirements for Merchant Digital Applications

When the Visa Secure badge is displayed on merchant web pages, the following additional requirements must be met:

- The Visa Secure badge with "Learn more" link must be fully visible and legible and equal in prominence to any other branding associated with authentication of payments
- Place the Visa Secure badge with "Learn more" link on the home page or storefront page, security information page and/or checkout page(s)
- On the checkout page(s), the Visa Secure badge and Visa Brand Mark may appear at least once in close proximity to each other, within clear space guidelines, to denote acceptance of Visa card products and availability of the Visa Secure service

- When placing the Visa Brand Mark next to the Visa Secure badge, maintain sufficient space between the two marks to avoid the appearance of a composite logo

Visa Secure Badge — Consumer Communications

Requirements for Issuers and Merchants

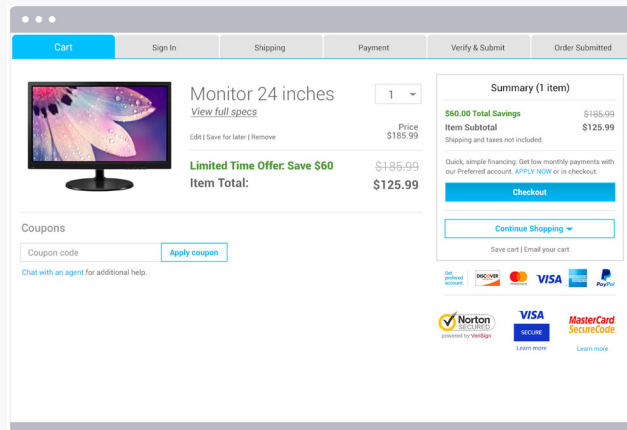
For participating Issuers and Merchants, the Visas Secure badge may be used in issuer and merchant communications associated with the Visa Secure program. When used, the following additional requirements must be met:

- On consumer communications concerning Visa Secure, the Visa Brand Mark must appear at least once in close proximity to the Visa Secure badge to affirm that it is a Visa program used with Visa card products
- When placing Visa Brand Mark and the Visa Secure badge close to each other, avoid the appearance of a composite logo by maintaining the clear space shown in the Visa Secure Badge Minimum Clear Space illustration
 - The Visa Secure badge should be clearly separated from other marks, graphic elements, text, or photographic background elements
- For mobile and other handheld devices, the placement and specification of Visa Secure badge apply. However, to accommodate the varying degrees of color, graphic capabilities, and messaging methods, the highest graphical version of the Visa Secure badge that can be supported should be used:
 - Preferred choice: Visa Secure badge in Visa Blue
 - Second choice: Visa Secure badge in black and white

Visa Secure

EXAMPLE: Visa Secure Badge with “Learn more” Link on Merchant Checkout Page

The Visa Secure badge with “Learn more” link must be fully visible and legible and equal in prominence to any other branding associated with authentication of payments



- Third choice: Visa Secure in text
- For mobile and other handheld devices, Visa Secure in text form must only be displayed when a graphic representation of the Visa Secure badge is not possible. For these types of devices, use of the “Learn more” link is optional

Requirements for Vendors

Vendors with Visa Secure capabilities may use the Visa Secure badge, as well as the Visa Secure name in text, only in advertising, collateral, press releases and tradeshow. When used, the following requirements must be met:

- Visa approval must be obtained before using the Visa Secure badge. Usage requires completion of the Visa 3-D Secure Vendor Compliance Testing for 3-D Secure 1.0.2 and/or EMV 3-D Secure, as specified by Visa. Contact the Visa representative in your area for details
 - The Visa Secure badge must be displayed exactly as shown in one of the approved color variations
- Use the Visa-provided artwork created for digital applications, located at visa.com/brand. Do not alter the proportion or arrangement of the elements of the Visa Secure badge in any way
 - On a black or dark background, the artwork created for applying on a black or dark background that includes a white keyline around the Visa Blue or black rectangle must be used
- Do not contain the Visa Secure badge in a shape
- Minimum clear space, free of text or graphics, must be maintained on all sides of the mark

- In digital communications, display the Visa Secure badge in any size from 60 pixels wide to 155 pixels wide
- Do not use the Visa Secure badge to imply endorsement of any product, service or merchant, or to imply acceptance for payment or cash disbursement
- A trademark denotation symbol must not be used next to the Visa Secure badge
- Do not translate the words “Visa” or “Secure.” The “Learn more” or approved similar text may be translated to the local language equivalent
- Do not include the Visa Secure name, or any portion of it, in the vendor’s name for the Visa Secure services

Print Applications

- The Visa Secure badge must appear in Visa Blue whenever possible
- Display the Visa Secure badge in one of the approved color variations using Visa-provided artwork created for print applications located at visa.com/brand
- A clear space, free of text or graphics, equal to one-half the height of the rectangle within the Visa Secure badge, must be maintained on all sides of the badge
- The Visa Secure badge must be clearly separated from other marks, graphic elements, text, or photographic background elements

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

