



Customer experiences

# Visa Tap Brand Standards

January, 2026



# Visa Tap to Phone

Graphic Elements

Tap to Phone

Tap to P2P

Tap to Add Card

Tap to Activate

Tap to Confirm

Contact Us

Mobile devices are powerful commerce platforms. Visa Tap can transform these devices into secure point-of-sale terminals, identity authenticators, and digital wallets, making transactions easy, quick, and secure for consumers. This innovation is reshaping commerce experiences, helping to ensure seamless integration and broader acceptance for merchants, while fostering easy and secure transactions for users globally.

## Requirements:

- The symbol must appear as a white reversed line drawing against any medium to dark color that provides suitable contrast or a black line drawing against a white or light colored background
- The background must always be a solid color; never display the Contactless Symbol against a graphic pattern
- The Contactless Symbol must be displayed at a minimum height of 13.0 mm
  - The Contactless Symbol must not appear larger than the height of any other payment acceptance marks displayed
  - If the reader area of the terminal is too small to allow placement of all payment marks at the minimum allowable size, all marks may be reduced to fit the reader area, provided legibility and equal size/presence is maintained
- Minimum clear space, free of text or graphic elements, equal to  $\frac{1}{4}$  the height of the symbol, applied on all four sides, must be maintained, as shown in the illustration above
- Use the Visa-provided artwork located in the Artwork area of this site. Never alter the drawing, arrangement or proportion of the individual elements
- The symbol must be placed exactly over the center or strongest point of the contactless antenna "read area" of the terminal. In some instances, this may require the Contactless Symbol and the payment brands be separately displayed on the reader
- The Contactless Symbol must never be rotated or flipped
- It is recommended that the Contactless Symbol be separated by a 1-point keyline when presented above or near the payment acceptance marks
- No text label should be displayed with the symbol, except when placed on a contactless-only reader

## The Contactless Symbol

The Contactless Symbol icon indicates where you should tap your contactless card or payment-enabled device on the checkout terminal or other accepting device to make a payment. It serves as the "target".

- For payment use cases such as Tap to P2P and Tap to Phone



## The Contactless Indicator

The Contactless Indicator icon denotes contactless payment capabilities. When featured on a credit, debit, or prepaid chip card, phone, watch or other wearable, it means the item can be used to tap to pay.

- For non-payment use cases such as Tap to Confirm, Tap to Activate, and Tap to Add Card



## The Contactless Symbol Color

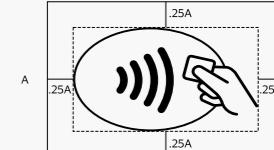


Black  
Light Background



White  
Dark Background

## Minimum Clear Space



## Contactless Icons in Use

A: The Contactless Symbol should be clearly displayed on checkout terminals to let users know where to tap their device.

B: The Contactless Indicator should be included on payment devices to denote their contactless capabilities.



Both the Contactless Indicator and the Contactless Symbol are trademarks owned by EMVCo ([www.emvco.com](http://www.emvco.com)) and all usage must conform to its standards.

# Visa Tap to Phone

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With Tap to Phone, select mobile devices can act as a contactless POS terminal for sellers, without the need for additional hardware. Whether consumers use a contactless card, smartphone, or wearable device, Tap to Phone provides sellers the flexibility of mobile contactless payment acceptance.

## Requirements:

- The Contactless Symbol, Visa Brand Mark, and other applicable network acceptance marks must appear during the "awaiting payment" moment of acceptance on the seller's Tap to Phone device screen.
- The Contactless Symbol must always be prominent and larger than the network acceptance marks. All network acceptance marks must be similar in size.
- Visa sensory animation, sound, and haptic vibration are played on the seller's device (when supported) to confirm a Visa transaction. Refer to page 9 of this document for details.
- When a seller provides Tap to Phone checkout at a physical location, POS signage must be displayed with Visa Brand Mark and other network acceptance marks of similar size, Contactless Indicator, and "Contactless payments only accepted" or similar language.
- There is no required order of displaying the payment brands, although there is a preference to have the Visa Brand Mark in the first position at parity with other payment brands.

## Visa Sensory Animation

The Visa sensory animation, sound, and haptic vibration are played on the seller's device (when supported) to confirm a Visa transaction.



## Example: Payment Acceptance POS Signage

When a seller offers Tap to Phone checkout, POS signage with Visa Brand Mark and other network acceptance marks, Contactless Indicator, and "Contactless payments only accepted" or similar language must be displayed.



## Tap to Phone Display

The "awaiting payment" moment of acceptance on the seller's Tap to Phone device screen is indicated by displaying the Contactless Symbol, Visa Brand Mark, and other network acceptance marks.

Contact Visa for a Tap to Phone Demo App which provides examples of contactless payment screens as well as the required branding.



## DO NOT...

Do not use the Contactless Indicator instead of the Contactless Symbol or omit acceptance marks on the Tap to Phone device's screen.



# Visa Tap to Phone

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## The User Experience:

With Tap to Phone, users have a fast, convenient payment method available even when no traditional checkout counter exists. By seeing a clear Contactless Symbol on the seller's screen, users know to tap their card, smartphone or wearable device to the seller's device. The Visa sensory animation, sound, and haptic vibration that follows a transaction indicates payment acceptance and provides clarity and confidence to users when in these non-traditional retail environments.



**Make Contactless Payments with**  
credit, debit, or prepaid chip cards  
with the Contactless Indicator icon or  
other mobile devices with NFC mobile  
payment capability enabled.



## Contactless Payment in Use

D: Users tap the card, smartphone, or wearable device to the NFC reader's field of the seller's phone device. Note: Location of the NFC reader may be on the front or back of the phone, and will vary by device.

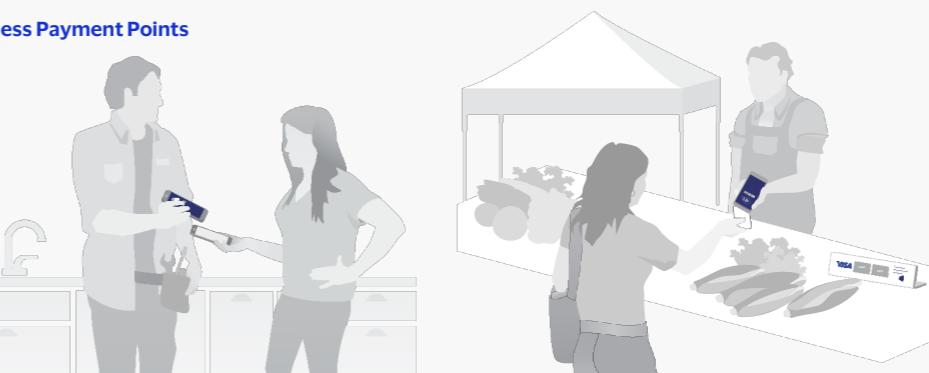


E: When payment is authorized, the Visa sensory animation, sound and haptic vibration are played.



## Examples of Common Contactless Payment Points

Tap to Phone checkout can  
be done at any physical seller  
location where contactless  
payment acceptance POS  
signage appears - ie, mobile  
businesses, consumer homes,  
convention booths, pop-ups,  
or sellers without traditional  
checkout counters.



# Visa Tap to P2P

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Tap to P2P enables consumers to easily make and receive P2P payments with a tap of a card or phone via participating digital wallet. Tap to P2P offers convenience, safety, and interoperability across cards and wallets for both sender and receiver.

## The User Experience:

- Always use the required Visa brand animation and sound to confirm a P2P payment transaction.
- When supported, Visa haptic vibration should be used in addition to all other branding.

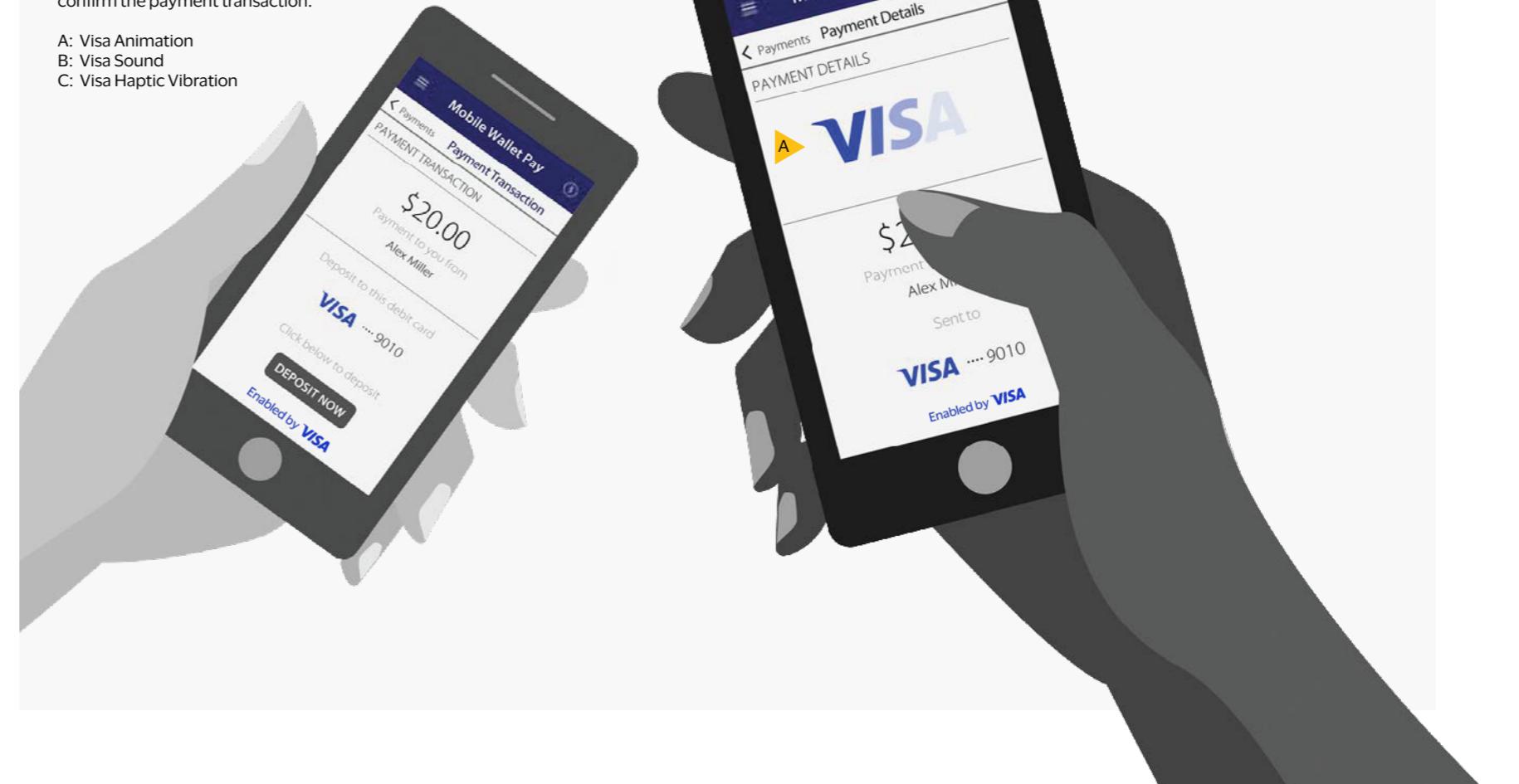
### P2P Payments In Action

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 Sensory Animation

The Visa sensory animation, sound, and haptic vibration are played on the user's device (when supported) to confirm the payment transaction.

A: Visa Animation  
B: Visa Sound  
C: Visa Haptic Vibration



# Visa Tap to P2P

[Graphic Elements](#)[Tap to Phone](#)[Tap to P2P](#)[Tap to Add Card](#)[Tap to Activate](#)[Tap to Confirm](#)[Contact Us](#)

## The User Experience:

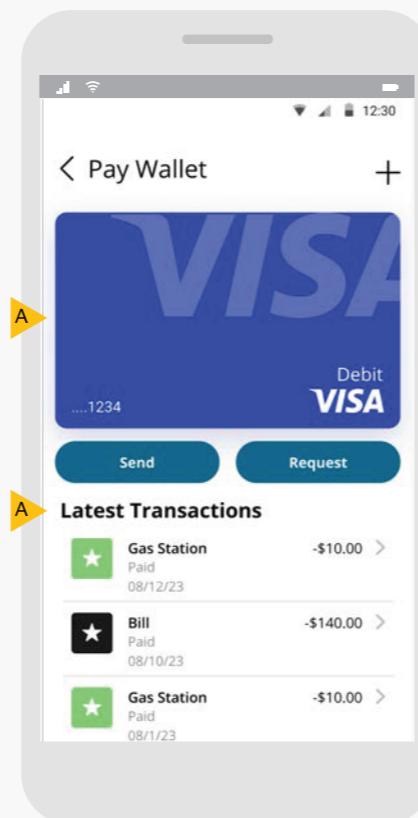
When developing Tap to P2P screens in the mobile wallet application, apply the Visa branding guidelines to all Visa mobile wallet accounts.

Examples of the Tap to P2P user experience may include:

- Splitting bills with friends or family via mobile wallets after sharing a meal at a restaurant
- Pay online marketplace seller when picking up used furniture
- Send or receive tips after a comedy stand-up

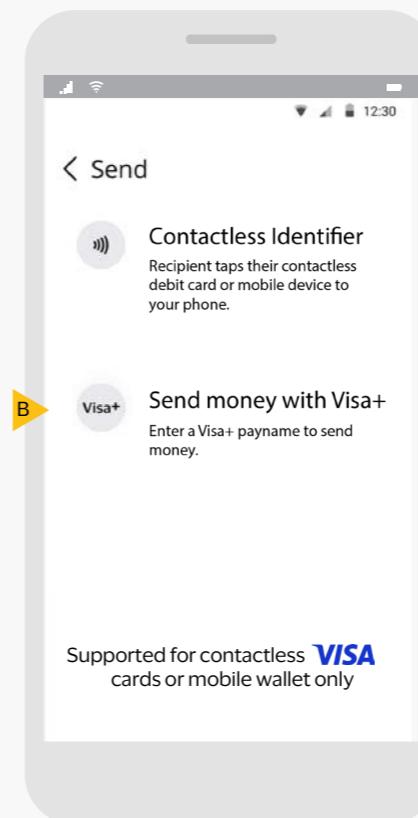
### A. Payment Method and History

Display existing Visa debit or prepaid cards with options to send or request funds, add a new card, and review latest transaction history. Show the Visa Brand Mark to promote security and confidence.



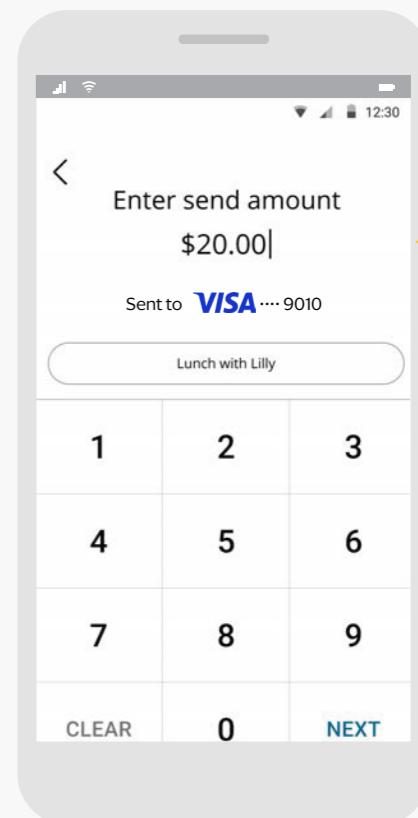
### B. Option to Send Funds

Display tap to send call to action option with "Supported for contactless Visa cards or mobile wallet only" or similar language. Include an option to enter card details manually in case customers do not have a contactless card.



### C. Enter Transaction Amount

Display the amount of funds to withdraw/send and the details of the Visa card account initiating the payment.



# Visa Tap to P2P

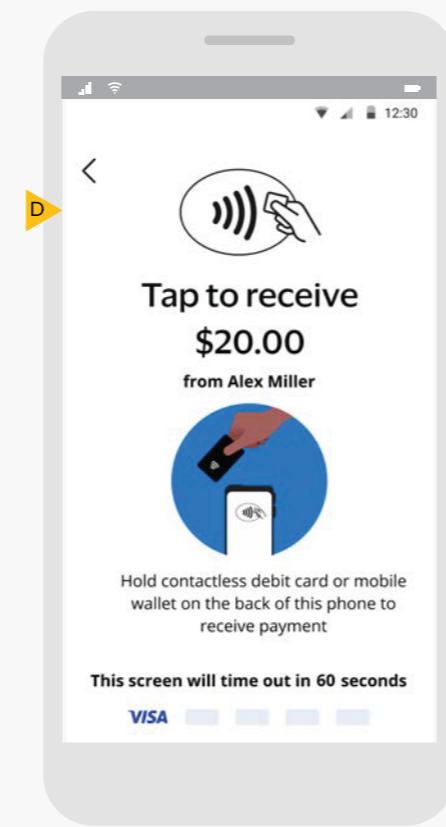
[Graphic Elements](#)[Tap to Phone](#)[Tap to P2P](#)[Tap to Add Card](#)[Tap to Activate](#)[Tap to Confirm](#)[Contact Us](#)

## The User Experience:

When developing Tap to P2P screens in the mobile wallet application, apply the Visa branding guidelines to all Visa mobile wallet accounts.

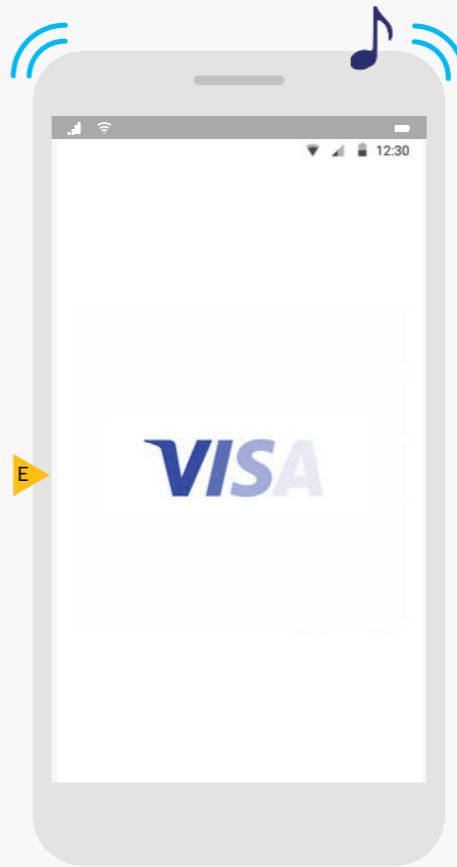
### D. Tap

Display the Contactless Symbol to show device accepts contactless payment, payment details, and "supported for Visa cards only" or similar. Include description indicating the exact NFC location to tap and an option to enter card details manually.



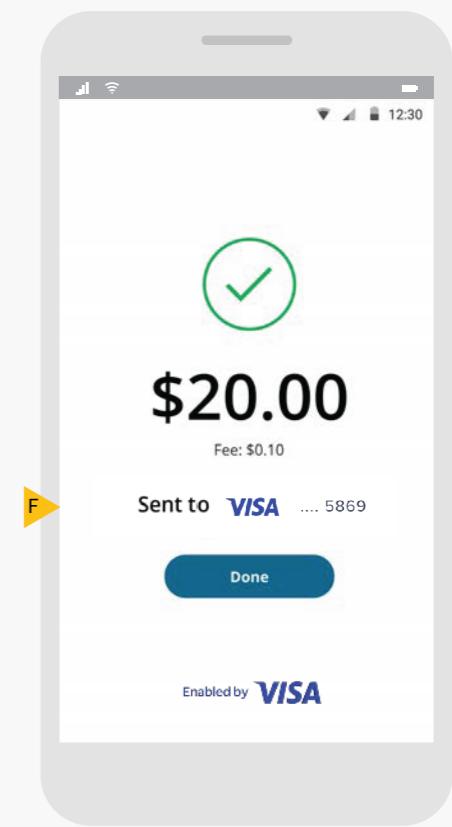
### E. Visa Sensory Branding

After payee's Visa card or mobile wallet is tapped to the payer's phone, always use the required Visa sensory animation, sound, and haptic to confirm a successful Visa transaction.



### F. Payment Confirmation

After funds are deposited, payment detail screen appears with clear and consistent check mark and confirms the Visa card payment was sent from.



# Visa Tap to Add Card

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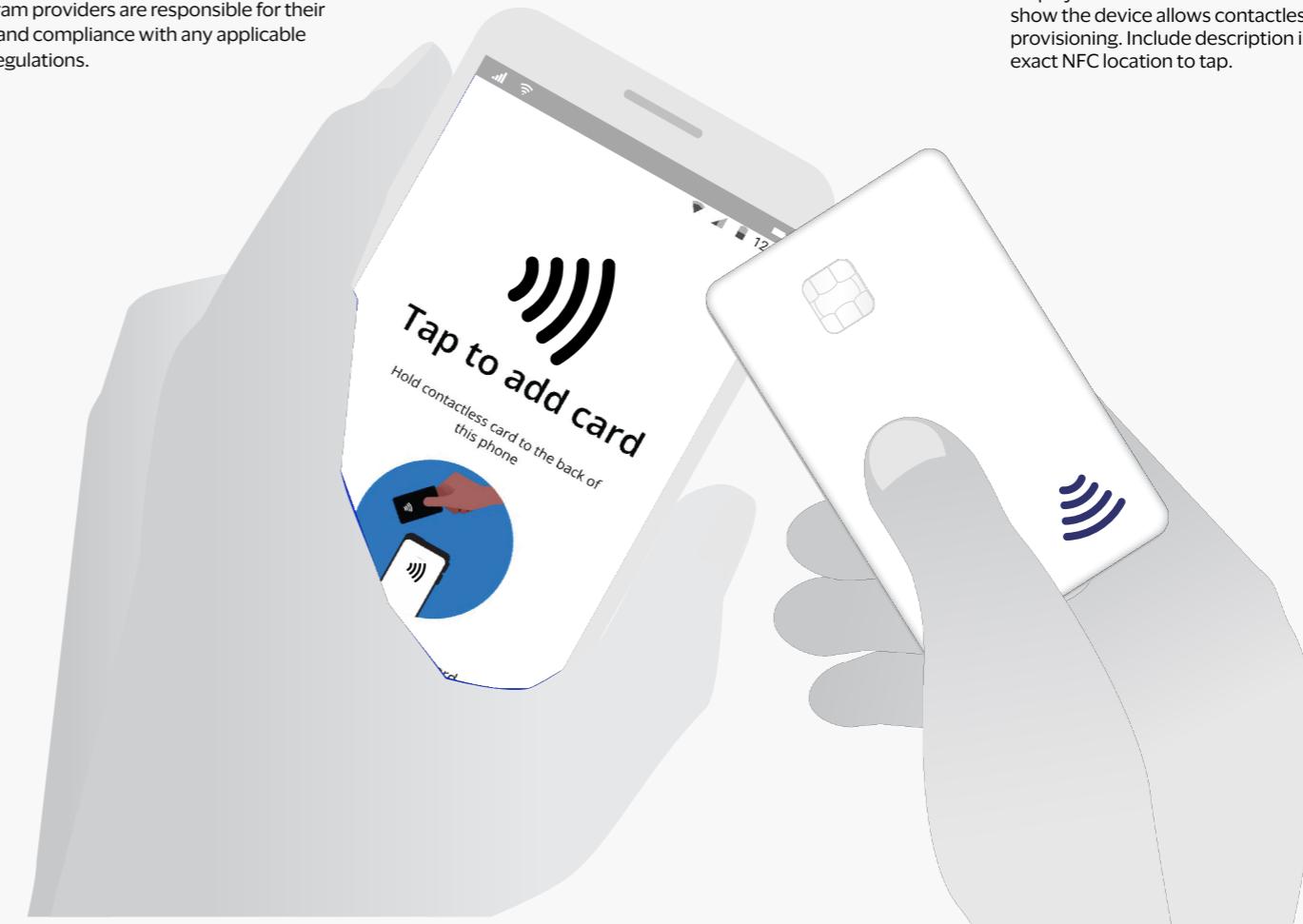
This functionality helps simplify the consumer experience and enhances security when provisioning payment credentials to participating mobile wallets or merchant apps. Tap to Add Card enables customers, when prompted by the mobile wallet or merchant app, to tap their card to their own mobile device to provision the credentials, helping to reduce counterfeit provisioning fraud at scale.

## The User Experience:

When developing Tap to Add Card screens in the mobile wallet or merchant application, apply the Visa branding requirements to all Visa mobile wallet or merchant applications.

### Tap to Add Card In Action

Example on this page is for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.



### Tap to Add card screen

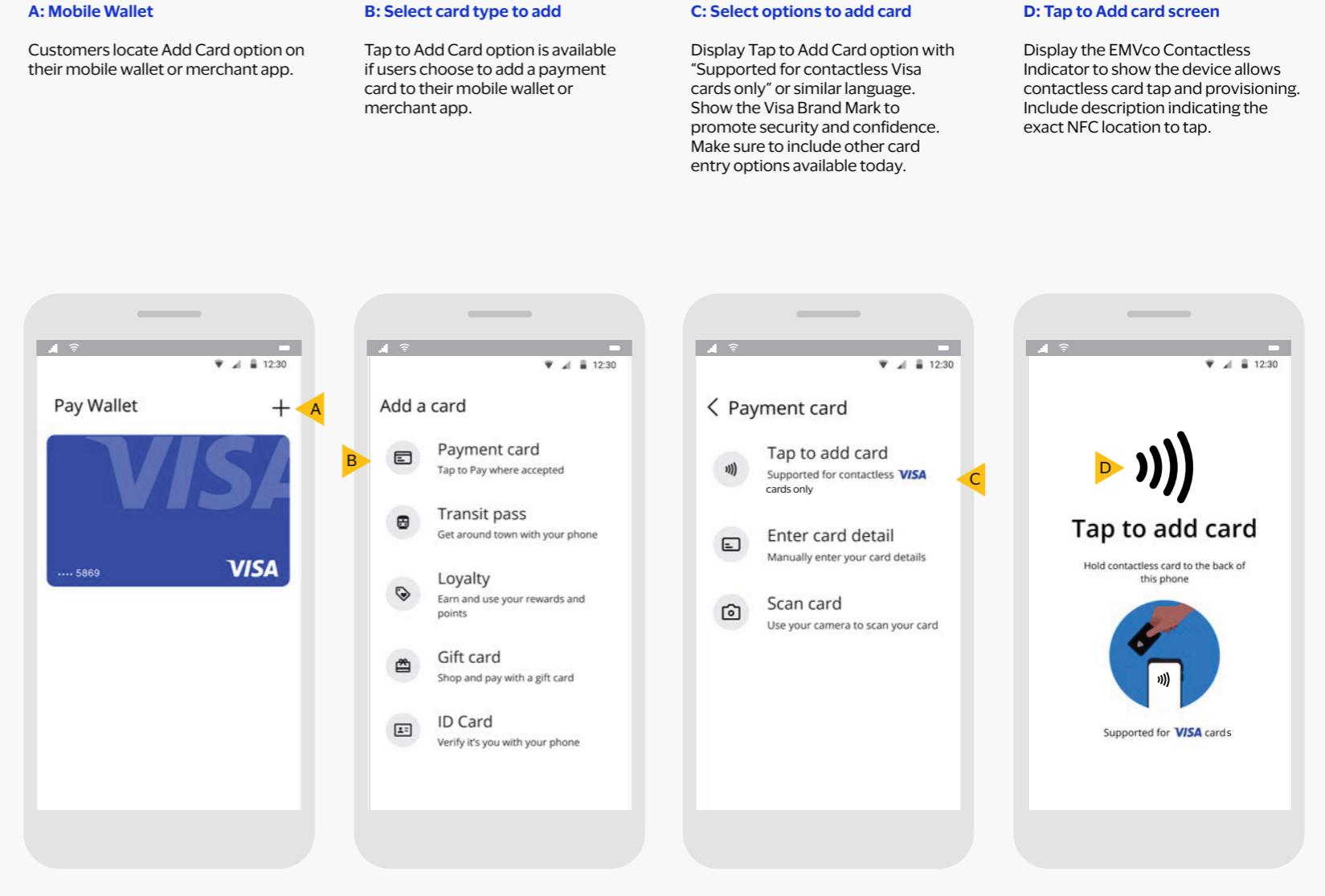
Display the EMVco Contactless Indicator to show the device allows contactless card tap and provisioning. Include description indicating the exact NFC location to tap.

# Visa Tap to Add Card

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## User Experience:

When developing Tap to Add Card screens in the mobile wallet or merchant application, apply Visa branding guidelines to all Visa mobile wallet accounts.



# Visa Tap to Add Card

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## User Experience:

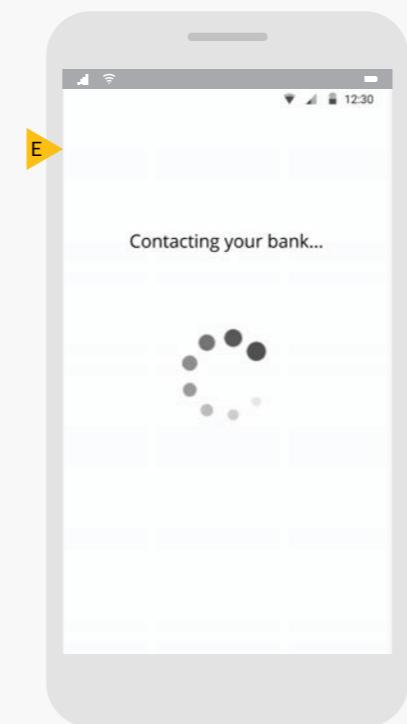
When developing Tap to Add Card screens in the mobile wallet or merchant application, apply Visa branding guidelines to all Visa mobile wallet accounts.

### Scenario 1

Card tap is successful, and no additional information is needed.

#### E: Add card/contacting bank screen

After the Visa card is tapped to the cardholder's phone, display the loading screen with "Contacting your bank" or similar to show the card information is fully captured.

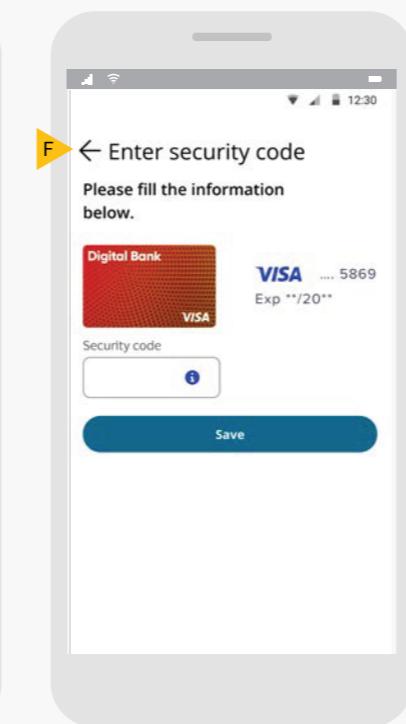


### Scenario 2

Card tap is successful, but additional information is needed. Once submitted, direct to step E.

#### F: Security code entry screen

Display the details of the Visa card provisioned captured from tapping. No error message should be prompted on the screen.

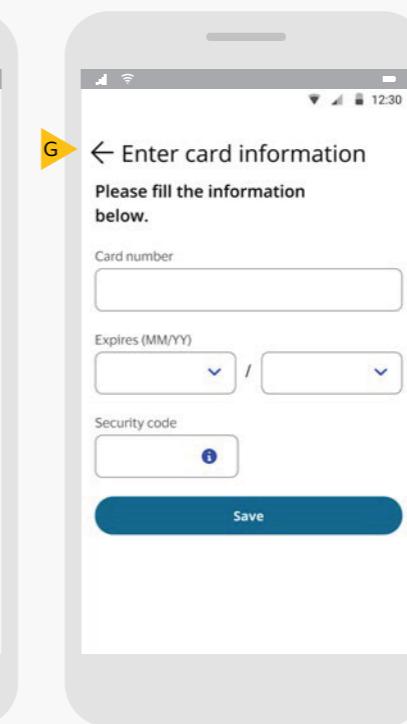


### Scenario 3

Card tap is unsuccessful, so customer is prompted to enter card information manually. Once submitted, direct to step E.

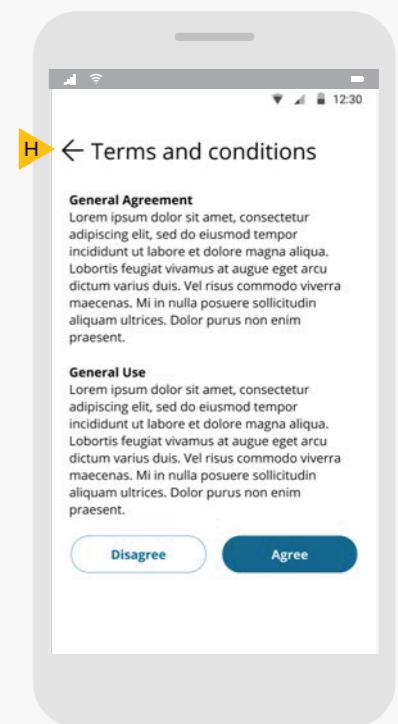
#### G: Manual key entry screen

No error message should be prompted on this screen.



### H: Add card/Terms and Conditions screen

After the card information is sent to the cardholder's bank, display the Bank's Terms and Conditions page with the option of "Agree" to continue adding card to wallet or merchant app.



# Visa Tap to Add Card

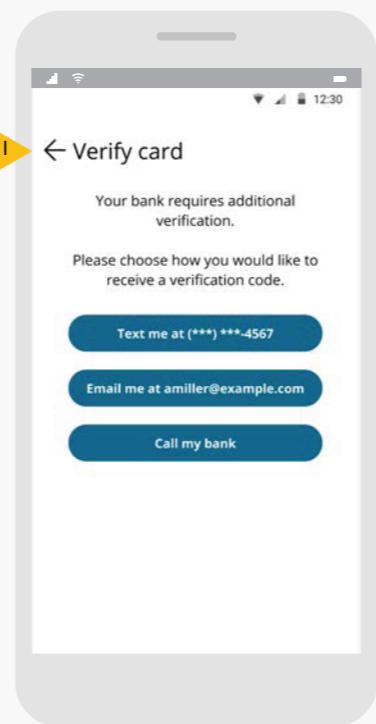
[Graphic Elements](#)[Tap to Phone](#)[Tap to P2P](#)[Tap to Add Card](#)[Tap to Activate](#)[Tap to Confirm](#)[Contact Us](#)

## User Experience:

When developing Tap to Add Card screens in the mobile wallet or merchant application, apply Visa branding guidelines to all Visa mobile wallet accounts.

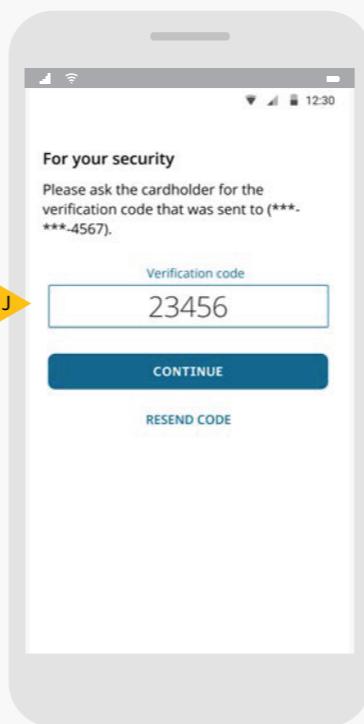
### I: Card Verification

Display card verification options with "Your bank requires additional verification" or similar language. Make sure to place the options of receiving OTP via text and email on top. Note: Optional. Decided upon by issuing bank.



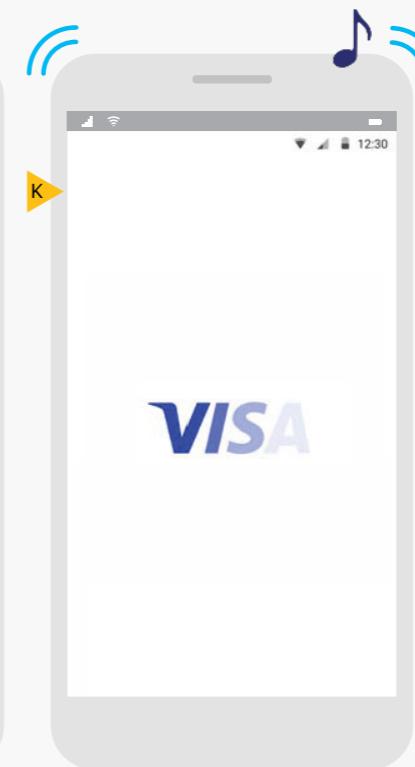
### J: Submit Verification Code

Display "For your security" or similar language to promote security and confidence during setup. Note: Optional. Decided upon by issuing bank.



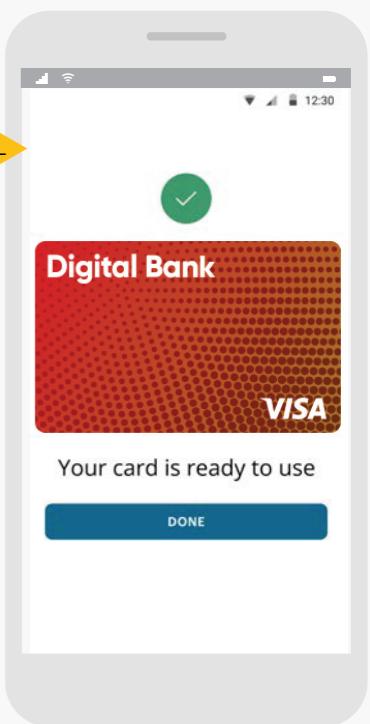
### K: Visa Sensory Branding Screen

After the code is successfully verified by the cardholder's bank, always use the required Visa sensory animation, sound, and haptic to confirm a successful Visa powered authentication.



### L: Card Added Confirmation Screen

After card is successfully added to the mobile wallet or merchant app, display the added Visa card with "Your card is ready to use" or similar language and the clear and consistent check mark. Show the Visa Brand Mark and cardholder's bank name to promote security and confidence.



# Visa Tap to Activate

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Tap to Activate offers a seamless digital experience, allowing cardholders to effortlessly activate their new contactless Visa cards within their Issuer application.

By tapping cards to their participating NFC-enabled mobile devices, cardholders can activate their new, physical Visa card. Since the cardholder will receive their physical contactless card for activation, Tap to Activate can reduce the friction required to securely activate new Visa cards. This enables issuers and cardholders to quickly get cards activated and ready to use. Both Tap to Confirm and Tap to Activate utilize the Chip Authentication service to validate the card cryptogram.

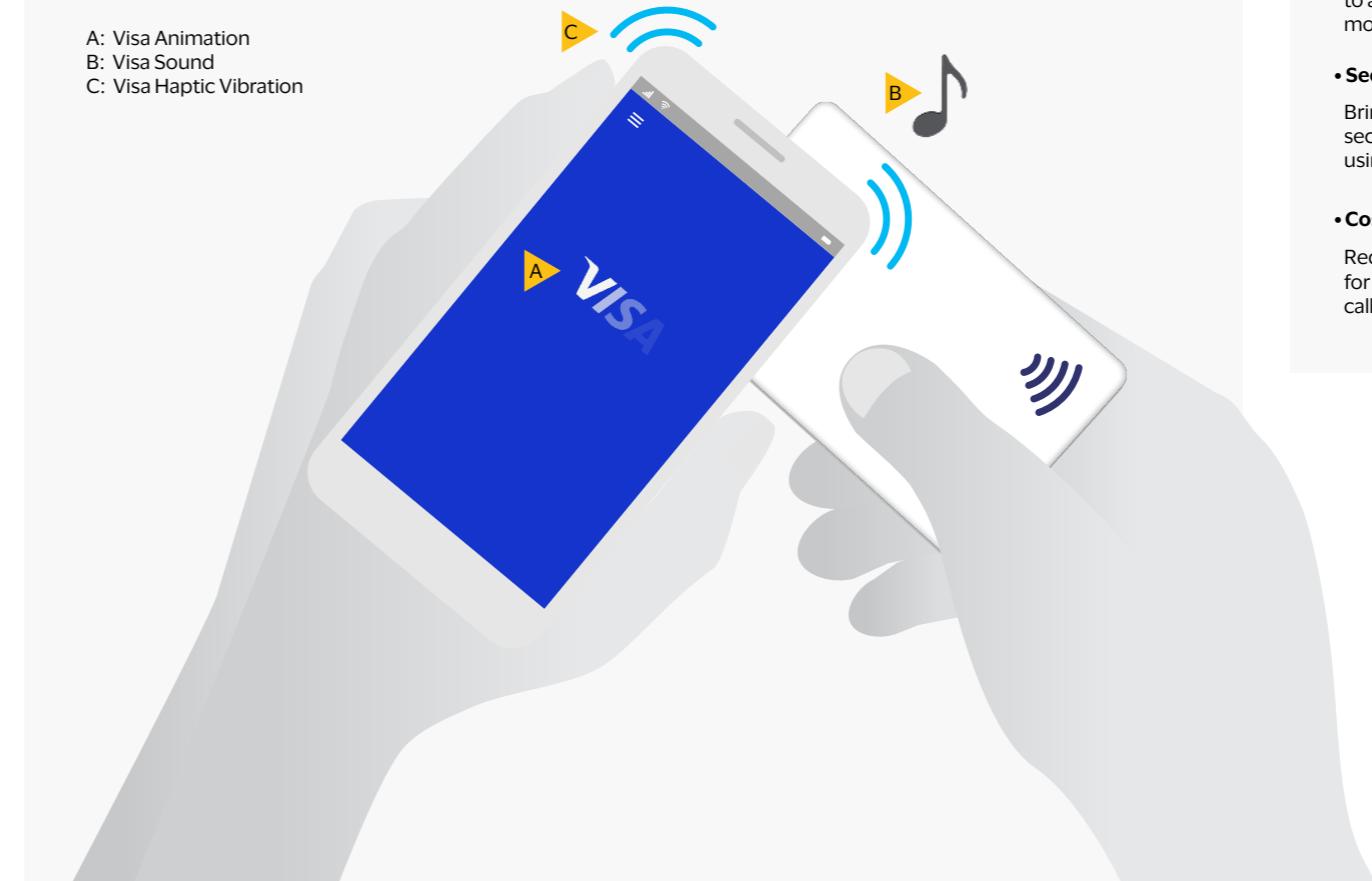
## The User Experience:

- It's simple — Users just need to tap their card on the device, it's quick and effortless.
- It's easy — Reduces the need for consumers to call the issuing bank for activation.
- It's familiar — It uses the familiarity of tapping contactless cards.
- It's logical — It can help reduce risks of fraudulent card activations.

## Visa Sensory Animation

The Visa sensory animation, sound, and haptic vibration are played on the user's device (when supported) to confirm the card's activation.

A: Visa Animation  
B: Visa Sound  
C: Visa Haptic Vibration



## Benefits for the Issuers

- **Simple Cardholder Experience:** Quick and easy user experience to activate a card on NFC-enabled mobile devices.
- **Security:** Bring EMV-grade cryptogram security to card authentication using Visa Chip Authenticate service.
- **Cost Efficiency:** Reduce the customer service costs for issuers by reducing the need to call issuing banks for activation.

# Visa Tap to Activate

[Graphic Elements](#)[Tap to Phone](#)[Tap to P2P](#)[Tap to Add Card](#)[Tap to Activate](#)[Tap to Confirm](#)[Contact Us](#)

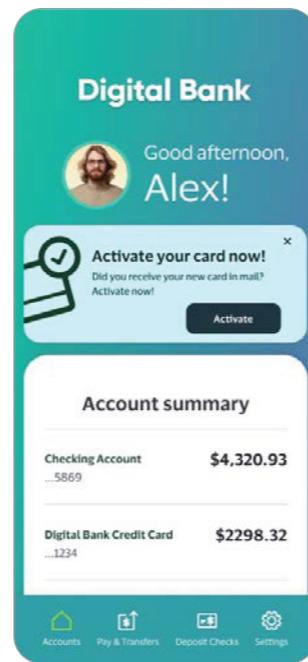
## The User Experience

Detailed experience of cardholder tapping their new physical contactless card to their issuer application to activate it.



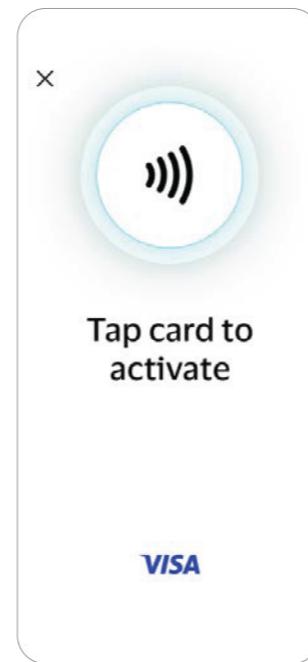
### Issuer Login

Cardholder signs in to their Issuer application upon their new card.



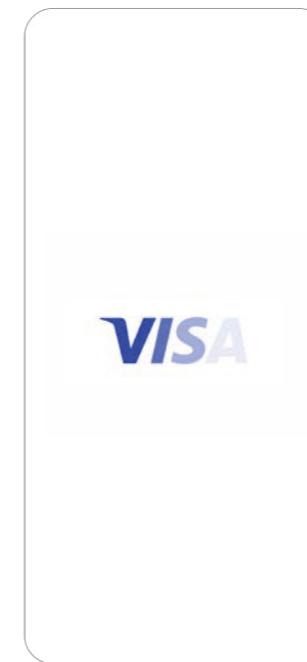
### Card Activation

Cardholder is informed that there is a card ready to be activated and decides to activate using the Tap to Activate feature.



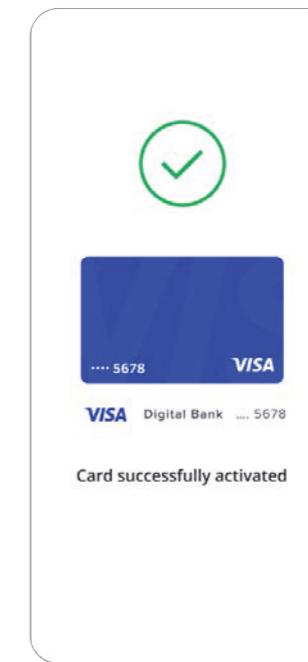
### Tap To Activate

Cardholder has an option to tap their physical contactless card to activate.



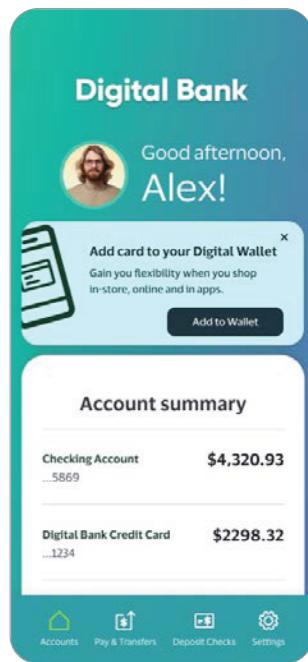
### Visa Sensory Branding

The phone shows Visa Sensory Branding, which includes animation, haptic feedback, and sound when a card is successfully confirmed and activated.



### Activation Confirmation

Clearly state that the card tapped has been activated and can now be used anywhere they would normally use their contactless card.



# Visa Tap to Confirm

Graphic Elements

Tap to Phone

Tap to P2P

Tap to Add Card

Tap to Activate

Tap to Confirm

Contact Us

Tap to Confirm for Issuers offers a seamless digital experience, allowing cardholders to effortlessly prove possession of their contactless Visa cards within their Issuer application.

By tapping cards to their participating NFC-enabled mobile devices, cardholders can confirm their Visa card is within their possession and gives the Issuer the opportunity to verify the card in possession matches the expected card.

Since cards must be present at the time of confirmation, this can potentially reduce the risk of stolen credentials and can reduce fraud that may occur. This use case enables Issuers to authenticate their cardholders as a step-up method for changing account details (password, address) or risk flagged transactions (high value or suspicious transfers). Both Tap to Confirm and Tap to Activate utilize the Chip Authentication service to validate the card cryptogram or other step-up methods.

## The User Experience:

- It's simple — Users just need to tap their card on the device, it's quick and effortless.
- It's easy — Reduces the need to go in between applications for OTPs.
- It's familiar — It uses the familiarity of tapping contactless cards.
- It's logical — It can help reduce risks of fraudulent events occurring on Issuer applications.

### Visa Sensory Animation

The Visa sensory animation, sound, and haptic vibration are played on the user's device (when supported) to confirm the card's activation.

A: Visa Animation  
B: Visa Sound  
C: Visa Haptic Vibration



### Benefits for the Issuers

#### • Simple Cardholder Experience:

Quick and easy user experience to confirm a card on NFC-enabled mobile devices.

#### • Security:

Bring EMV-grade cryptogram security to card authentication using Visa Chip Authenticate service.

# Visa Tap to Confirm

[Graphic Elements](#)[Tap to Phone](#)[Tap to P2P](#)[Tap to Add Card](#)[Tap to Activate](#)[Tap to Confirm](#)[Contact Us](#)

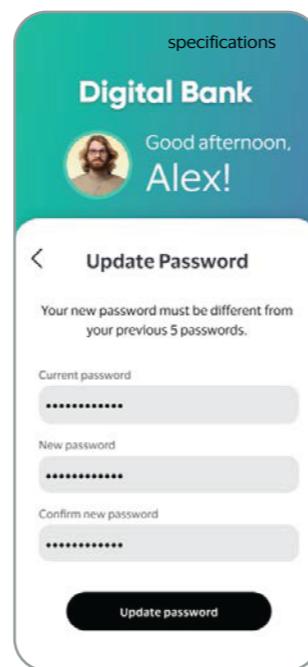
## The User Experience

Detailed experience of using Tap to Confirm before allowing the cardholder to edit sensitive personal details which could be considered a high-risk event.



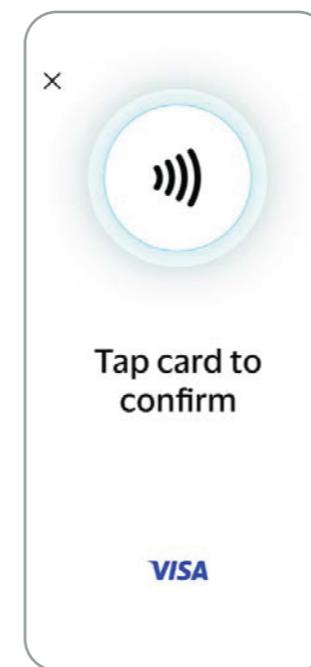
### Issuer Login

Cardholder signs in to their Issuer application.



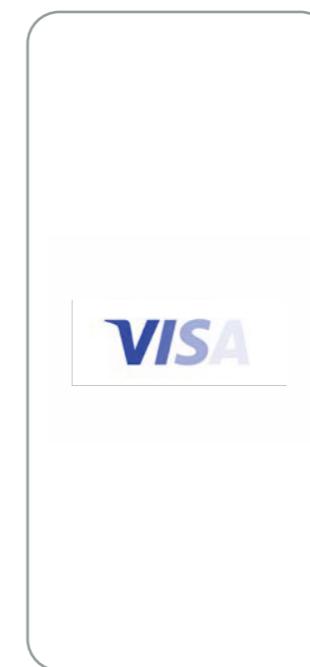
### Authentication Required

Cardholder attempts to change account details or use features that require additional verification.



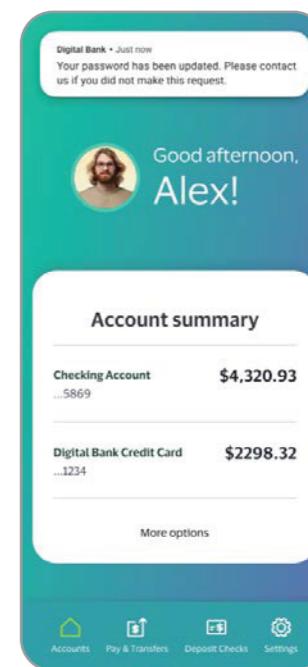
### Tap to Confirm

Cardholder taps one of the listed physical contactless Visa cards.



### Visa Sensory Branding

The phone shows Visa Sensory Branding, which includes animation, haptic feedback, and sound when a card is confirmed.



### Authentication Successful Successful Message

Cardholder is notified that the confirmation of their card was successful with a halfsheet animation and issuer app proceeds with action. Then user can continue to access additional app features.

# 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)

