



Customer experiences

Visa Tap Brand Standards

September, 2025



Visa Tap to Phone

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.

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.

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



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.



Example: Payment Acceptance POS Signage

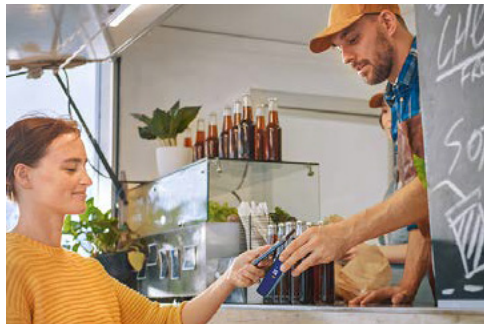
When a seller offers Tap to Phone checkout, POS signage with Visa Brand Mark and other network acceptance marks, Contactless Indicator, and “Contactless payments only accepted” or similar language must be displayed.



Visa Tap to Phone

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.



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

