VISA

Customer experiences

Visa Transit
Brand Standards

September, 2025

Visa Transit Brand Elements

Mass Transit Payment has to be easy to recognize and unencumbered. It must enable fast, frictionless, and flawless payments for millions of consumers.
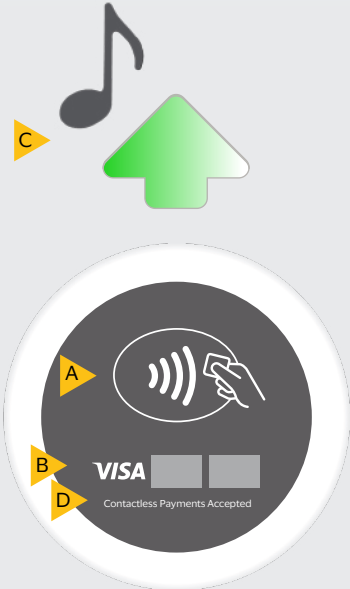
Required:

• To provide users a clear visual tap "target," Contactless Symbol must be the largest logo on the payment reader.

• Visa Brand Mark and any other marks must appear near the Contactless Symbol on the payment reader. Be sure to follow the guidelines for use of the Visa Brand Mark with other acceptance marks.

• When supported by the payment reader's technology, Visa Sensory Sound must be played to confirm a Visa transaction. Refer to the Visa Digital Brand Guidelines for more details.

Considerations:

Other quick and unmistakable payment confirmations as people move through the contactless payment point may also be considered. Examples may include gates opening, turnstiles unlocking, or a green confirmation light.

Tap "Target" Detail Example

A: Large "target" Contactless Symbol

B: Visa Brand Mark and any other payment network marks near the Contactless Symbol

C: When supported, audible tones, lights, or other payment confirmations must be used

D: The phrase "Contactless Payments Accepted" must be included

Co-Branded Example

When creating co-branded units, logos may be incorporated but they must not be shown larger than the "target" Contactless Symbol.

DO NOT...

Do not show the Contactless Symbol at the same size or smaller than the acceptance marks.

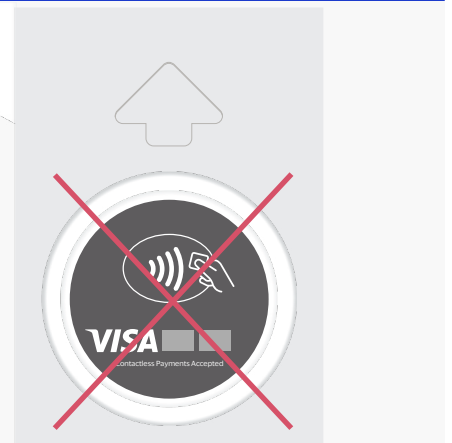The Contactless Symbol must always be larger than the acceptance marks to serve as a clear target.

Always include the text "Contactless Payments Accepted."

DO NOT...

Do not show the Visa Brand Mark larger or smaller than the other acceptance marks.

All acceptance marks must always be shown at the same size.

Visa Transit
User Experience

Transit users expect a quick and seamless process that makes paying convenient, fast and clear. When a card, mobile or wearable device taps on the terminal, payment confirmation comes as a satisfying tone, light, and other mechanical means such as the turnstile / gate opening.

Make Contactless Payments with any Visa credit, debit, or prepaid card with the Contactless Indicator icon or any mobile / wearable device with NFC payment capability enabled.
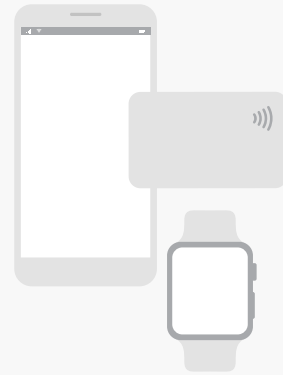
Contactless Payments in Transit Use:

D: A card, mobile or wearable device taps the "target" of the payment reader displaying the Contactless Symbol.
E: Payment is confirmed when a light turns on, a tone is played, and the turnstile doors open.

Common Contactless Payment Points:

Train or subway entry turnstile

On board a bus

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**

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