



# Visa Point-of-Sale (POS) Graphic

## Application and Reproduction Guide

# Point-of-Sale

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This guide contains specifications to help Visa and its licensed member financial institutions, merchants and partners (“Licensed Users”) accurately reproduce the Visa POS Graphic across all media. Correct and consistent reproduction is essential to protecting the integrity of this valuable asset.

Licensed Users should follow these application and reproduction guidelines precisely wherever the Visa POS Graphic is used. These guidelines should be used in conjunction with the Visa Core Rules, Visa Product Brand Standards, and any other agreements entered into with Visa (the “Visa Rules”). Should these guidelines conflict with any Visa Rules, the terms within the Visa Rules shall prevail.

## Elements

### Visa Point-of-Sale (POS) Graphic

The Visa Point-of-Sale (POS) Graphic is for use where Visa payment products are accepted.

All physical merchant locations, online merchant locations and ATMs that accept Visa products for payment or cash disbursement must display the Visa POS Graphic.

The full-color option is preferred, but one-color (white/light and dark background) options are also provided for cases when full-color reproduction is not possible.

In countries where use of Visa payWave is required. The Visa payWave POS Graphic would be used in addition to the Visa POS Graphic.

Only use Visa-provided artwork. Scale the artwork for the Visa POS Graphic larger or smaller as needed, but do not alter the proportions or elements in any way.

The standardized white background will not be visible on a white background

The Visa POS Graphic should not be used in place of the Visa Brand Mark in any applications including on cards, in co-brand marketing materials or sponsorship lockups.

Visa POS Graphic artwork is available for download on [www.visa.com](http://www.visa.com)

Full-color  
POS Graphic



One-color  
POS Graphic



Full-color  
POS Graphic with payWave



# Elements

## Visa POS Graphic: Color Specifications

For print applications:

- Visually match Visa Blue and Visa Gold to the appropriate Pantone® colors when printing in spot color. Unless media demands 4-color process, always print in spot color
  - Visa Blue (coated): Pantone® 280
  - Visa Gold (coated): Pantone® 130
- Visually match Visa Blue and Visa Gold to appropriate CMYK formulas when printing in a 4-color process
  - Visa Blue: CMYK C100 M85 Y0 K25
  - Visa Gold: CMYK C0 M33 Y100 K0

For online/onscreen applications:

- The Visa-provided artwork for online/onscreen use contains the correct RGB color formulas for Visa Blue and Visa Gold:
  - Visa Blue: R26 G31 B113
  - Visa Gold: R247 G182 B0
- Note that converting to RGB from Pantone® spot colors or CMYK will not automatically produce the Visa-specific RGB colors
- Save the artwork as a GIF with all necessary colors. This will maintain the correct RGB values in non-anti-aliased areas
- When copying artwork from one application to another, convert the new document to RGB before pasting the artwork into the file



Coated	CMYK	RGB	HEX
PMS 280 C	100 85	26 31	1A1F71
Uncoated	0	113	
PMS 280 U	25		



Coated	CMYK	RGB	HEX
PMS 130 C	0 33	247 182	F7B600
Uncoated	100	0	
PMS 129 U	0		

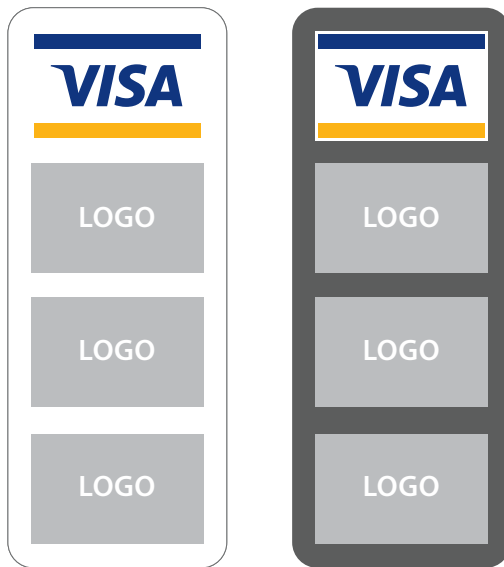
# Elements

## Visa POS Graphic: Use with Other Network Marks

When using the Visa POS Graphic with other network marks we recommend placing Visa in the first position.

Marks may be configured vertically or horizontally and may be placed on light or dark backgrounds.

Vertical Configuration



Light Background

Dark Background

Horizontal Configuration



Light Background



Dark Background

## Elements

### Contactless Symbol and Contactless Indicator

The Contactless Indicator is comprised of four semicircles, graduated from the smallest to the largest in size.

The Contactless Indicator is used on payment devices to indicate contactless payment technology. It may also be used in marketing collateral and at point of sale to promote availability of contactless payments.

The Contactless Indicator must appear in a solid color that provides the best color contrast and legibility against the selected background color. Optimal colors include black, white, gray or other neutral colors.

The Contactless Symbol is comprised of three elements:

- The Contactless Indicator at the center of the symbol
- A drawn hand holding a generic Contactless form factor
- An oval keyline that wraps around the Indicator and hand

The Contactless Symbol is required on all terminals that meet ISO 14443 and EMVCo Contactless specifications. It may also be used within associated marketing collateral educating consumers on how to make contactless payments at point of sale.

Contactless Indicator color options



Contactless Symbol color options



On a white/light background, the Contactless Symbol appears in black



On a dark background, the Contactless Symbol appears in white

Contactless Symbol and Contactless Indicator artwork is available for download from [emvco.com](https://emvco.com)

Note: The Contactless Indicator and Contactless Symbol are owned by EMVCo LLC, and use of these marks is subject to a license with EMVCo, LLC. Use should comply with the EMVCo Contactless Indicator and Contactless Symbol Reproduction Requirements.

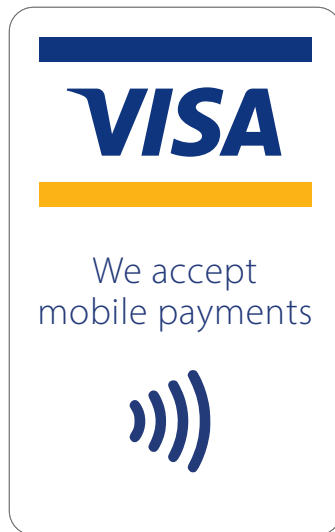
## Elements

### Visa POS Graphic: Use with Contactless Indicator

At physical merchant locations, graphics representing the acceptance technology (e.g., EMVCo's Contactless Indicator) should be used with the payment acceptance networks accepted.

This is best achieved through a combination of messaging (e.g., We accept mobile payments) and one or more icons representing the acceptance technology paired with payment network marks.

Vertical Configuration



Horizontal Configuration



# Elements

## Visa POS Graphic: Use with Network and Mobile Technology Marks

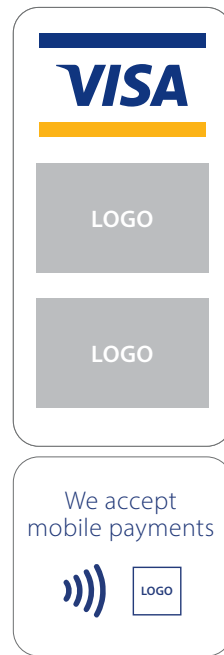
For physical decals, messaging and icons may be printed all-in-one at the time of decal production or icons/messaging can be produced independently and added to existing decals.

Vertical Configuration  
All-in-one



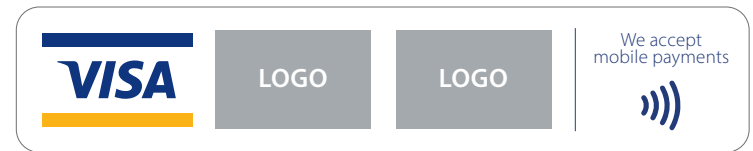
Example of three network marks plus one technology

Modular/additive to existing decal

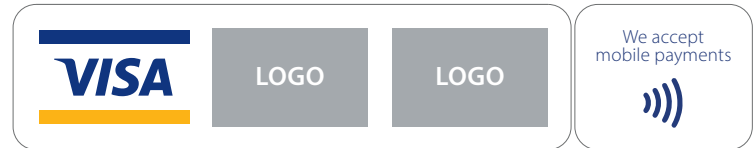


Example of two network marks plus two technologies

Horizontal Configuration  
All-in-one



Modular/additive to existing decal



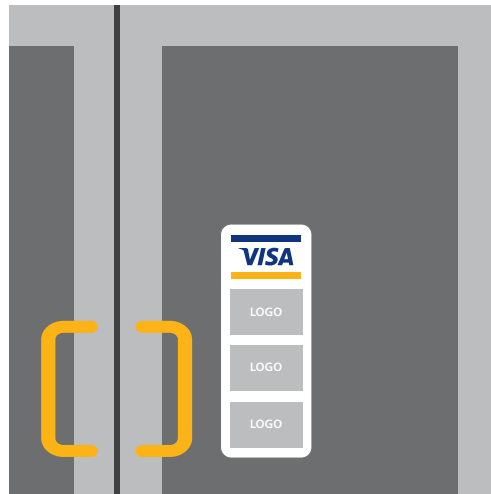


# Applications Overview

Use the Visa POS Graphic to indicate Visa as a payment method both online and offline in a wide variety of applications including

- Exterior/interior signage: at the entrance of physical merchant locations (store door or window) or inside (at the cash counter, etc)
- POS terminal signage: on the payment terminal screen as well as on the physical terminal
- Online acceptance: on an online or mobile merchant home or checkout page

Exterior/interior signage



POS terminal signage



Online acceptance

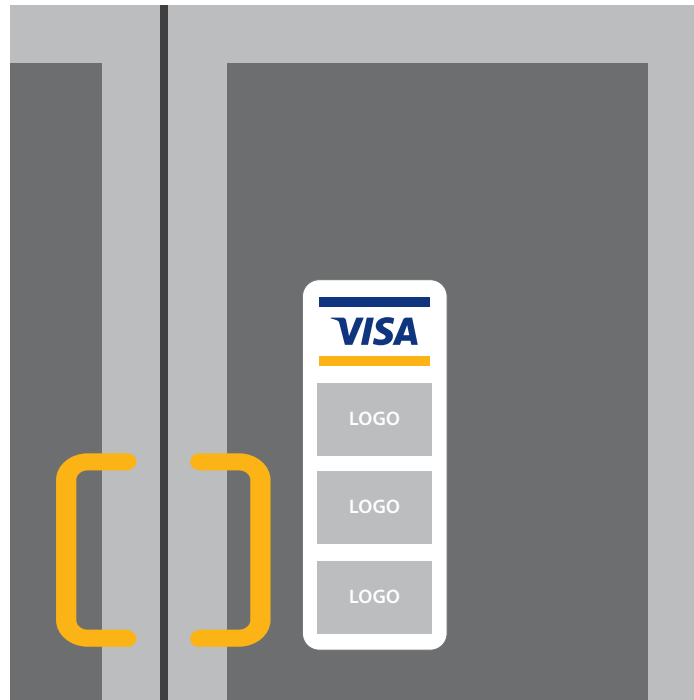


# Applications

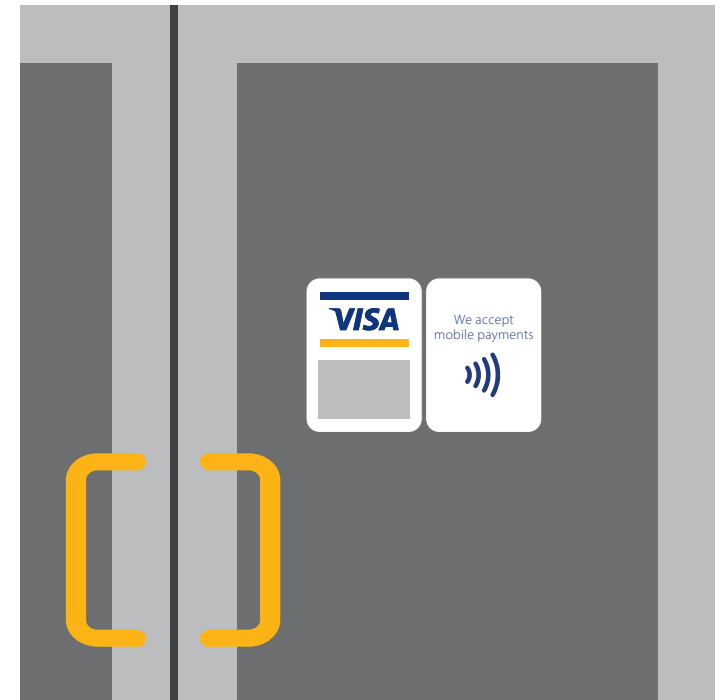
## Exterior Signage

Use the Visa POS Graphic on a main entry door or exterior-facing window to signify acceptance.

Traditional Acceptance



With Mobile Acceptance Messaging

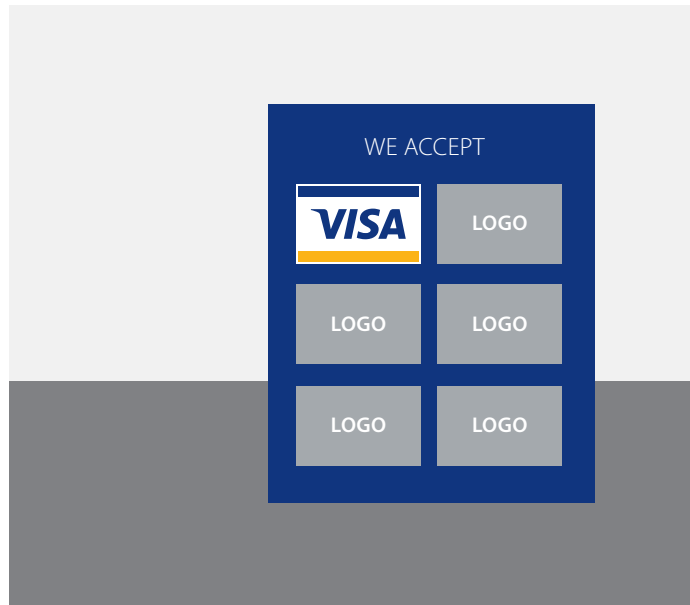


# Applications

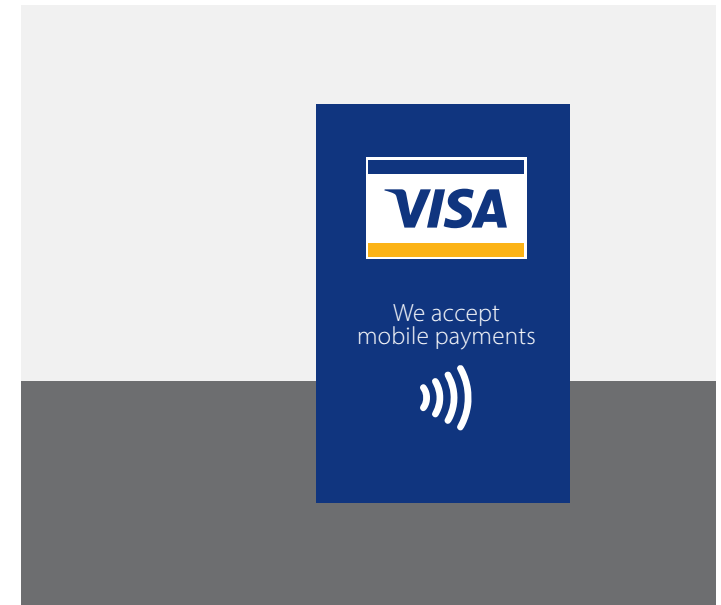
## Interior Signage

Use the Visa POS Graphic at merchant locations on interior signage at checkout counters, cash registers etc. to signify acceptance.

Traditional Acceptance



With Mobile Acceptance Messaging

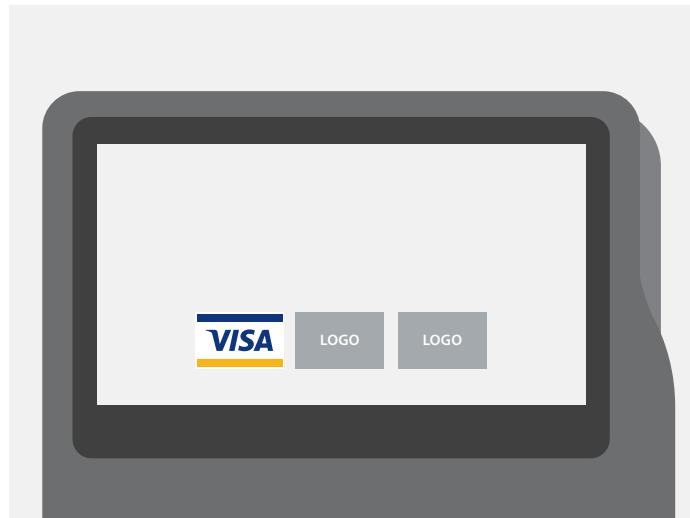


# Applications

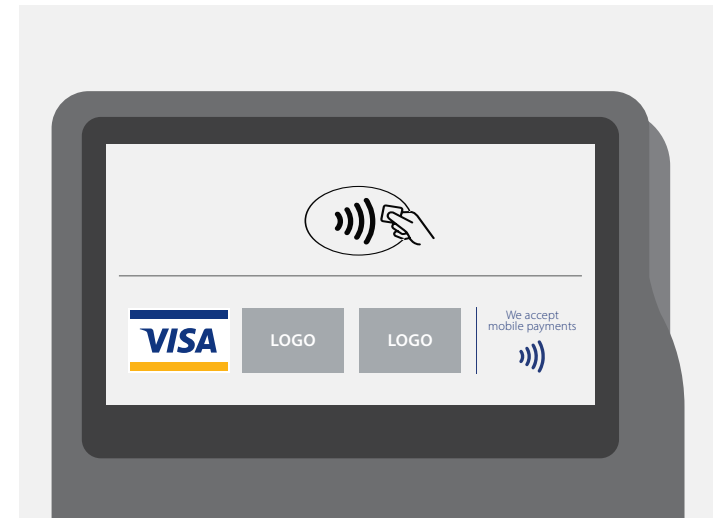
## POS Terminal Signage: On-screen

Use the Visa POS Graphic at merchant locations on POS terminal screens.

Non-contactless acceptance



Contactless Symbol with network marks and mobile acceptance messaging

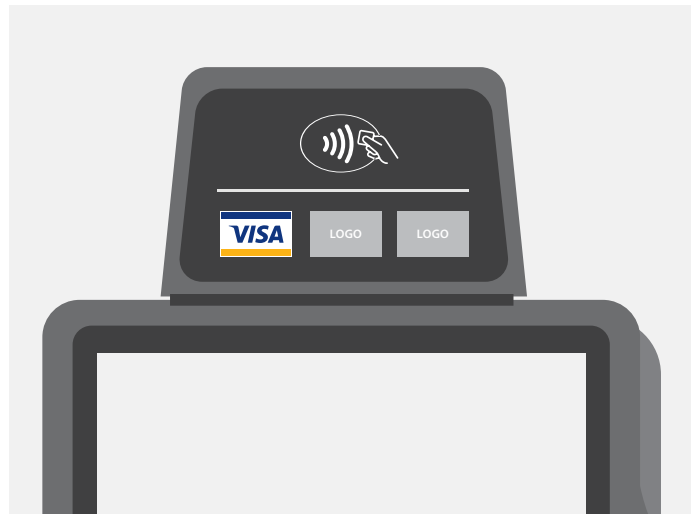


## Applications

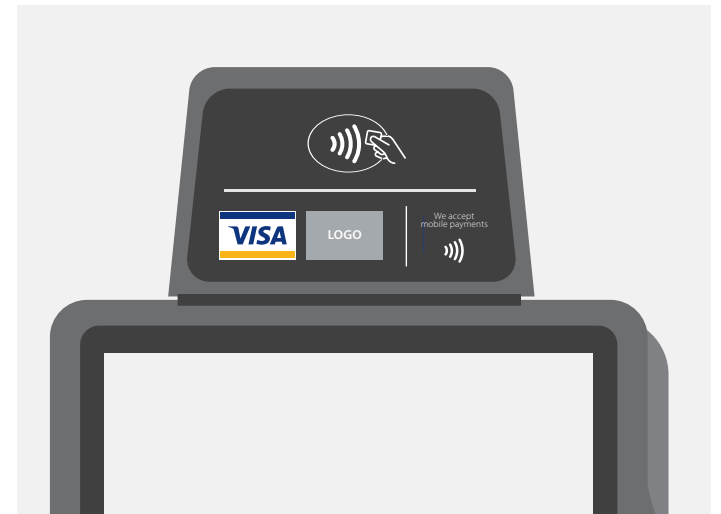
### POS Terminal Signage: Off-screen

Use the Visa POS Graphic at merchant locations on POS terminal hardware to signify Visa acceptance.

Contactless Symbol with network marks



Contactless Symbol with network marks and mobile acceptance messaging

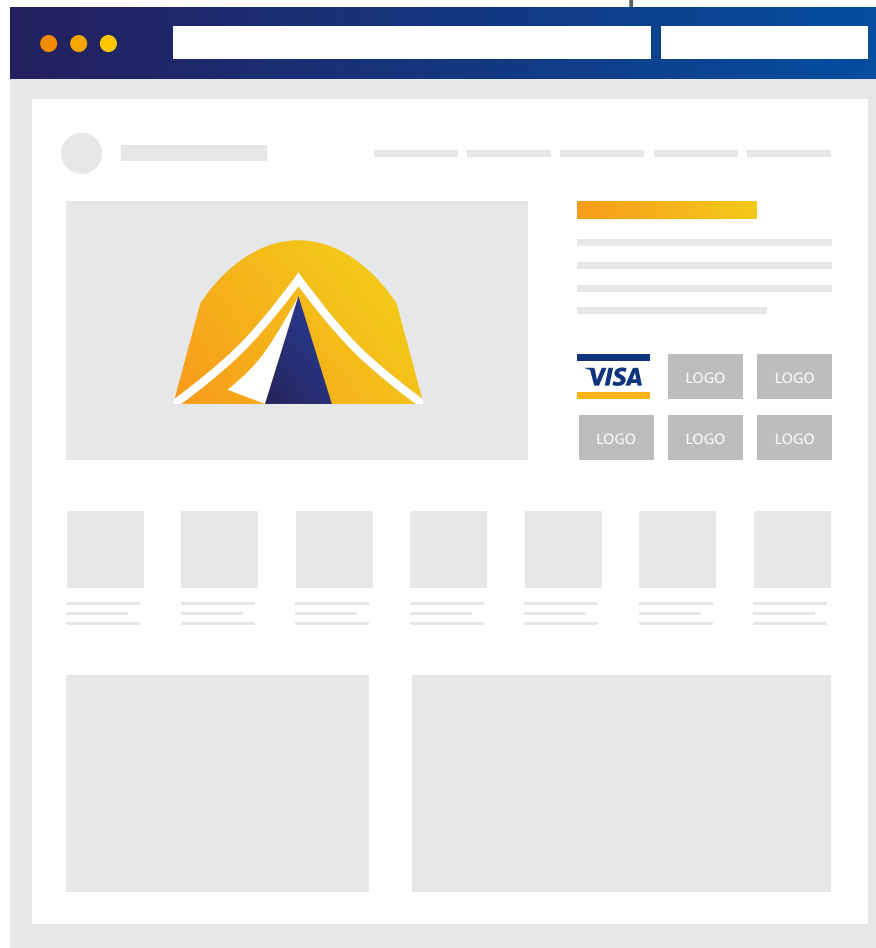


# Applications

## Online Acceptance

Use the Visa POS Graphic online and in digital applications to signify Visa acceptance.

Website home pagepage



## Resources

### Regional Contacts

#### Whom to contact

For questions regarding specific content included in these guidelines, please contact the following:

Asia-Pacific (AP) Brand  
[apbrand@visa.com](mailto:apbrand@visa.com)

Central Europe, Middle East  
and Africa (CEMEA) Brand  
[cemeabrand@visa.com](mailto:cemeabrand@visa.com)

Latin America and Caribbean  
(LAC) Brand  
[lacbrand@visa.com](mailto:lacbrand@visa.com)

North America (NA) Brand  
[nabrand@visa.com](mailto:nabrand@visa.com)