

Verified by Visa Mark Merchant Guidelines

Visa is introducing an updated version of the Verified by Visa Mark to align with its new Visa brand design system. The updated Verified by Visa Mark maintains the same well-recognized brand equities associated with the existing design, and is used in exactly the same way. These specifications provide the information necessary to incorporate the Verified by Visa Mark in online and print applications.

VERIFIED BY VISA MARK FOR ON-LINE USE

The following guidelines provide placement and branding specifications for Merchants' display of the Verified by Visa Mark with "learn more" link (shown in Figure 1) as part of the Visa Authenticated Payment Program.

Figure 1: Verified by Visa Mark with "learn more" Link



Use of the Verified by Visa Mark is optional for participating Merchants; however if used, the Merchant must adhere to the usage guidelines specified here.

Merchants can show customers they support the Visa Authenticated Payment Program (using 3-D Secure technology or a Visa-allowed variation of the 3-D Secure specification) by placing the Verified by Visa Mark with "learn more" link on their home page, security information page, and/or checkout page(s). Use of the Mark is limited to a single time per page.

Verified by Visa Mark Guidelines

In order to use the Verified by Visa Mark with "learn more" link, Merchants must have operational and certified 3-D Secure software on their web site.

Verified by Visa Mark Reproduction Specifications

Consistent, accurate reproduction of the Verified by Visa Mark with "learn more" link is essential. The following reproduction specifications will provide Merchants with all the information they need to use the Mark on their web site.

The Verified by Visa Mark with "learn more" link must always appear exactly as shown in Figure 1.

Never alter the arrangement or proportion of the individual elements, or contain the Verified by Visa Mark in a shape. The letters, elements, and spacing are shown in Figure 1 in the correct design and proportions.

Figure 2: Clear Space Specifications



Figure 3: Full Color Reproduction



On a white, or light background, the Verified by Visa Mark appears in Visa Blue, the "learn more" link appears in Visa Blue.



On a dark background, the Verified by Visa Mark appears in white. The "learn more" link appears in white.

Figure 4: Language Translation

Example 1



Example 2a: Horizontal Arrangement



Example 2b: Vertical Arrangement



Clear Space

The Verified by Visa Mark with "learn more" link must be surrounded by sufficient Clear Space. The Mark should be clearly separated from other Marks, graphic elements, text, or photographic background elements. For Clear Space requirements (x =height of V), see Figure 2.

Size Requirements

The Verified by Visa Mark with "learn more" link may be reproduced in a range of sizes from a minimum of 60 pixels wide to a maximum of 155 pixels wide.

Full-Color Reproduction

The Verified by Visa Mark with "learn more" link must appear in full-color Visa Blue and Visa Gold whenever displayed on Merchant web sites.

There are two different color versions of the Verified by Visa Mark with "learn more" link to accommodate the variety of Merchant web page background colors as shown in Figure 3. Use the version of the Verified by Visa Mark with "learn more" link that best corresponds to the background color of the Merchant web pages.

Language Translation

The Web provides a worldwide medium for Members to access a global Merchant base. The Visa brand derives significant value from its global presence and consistency. For this reason, Visa recommends displaying the Verified by Visa Mark with "learn more" link in English.

If necessary, the Verified by Visa Mark with "learn more" link may be accompanied by a translated version as shown in Figure 4. The translation must appear in proximity to the English-language Verified by Visa Mark, and comply with the Clear Space rules.

The "learn more" link and the text of the Verified by Visa pop-up service description page, may also be translated into the local language. The "learn more" link is presented in Arial font.

Translated versions of the Verified by Visa Mark must be approved by a Visa representative. The name "Visa" cannot be translated, and must always appear in English. If "Verified by" is presented using Roman characters, the terms should be set in Whitney bold italic (the descender on the letter "f" will need to be modified to stop at the baseline). If "Verified by" is set in non-Roman characters, the recommended font is Arial bold italic. Examples shown in Figure 4 accommodate local language conventions and format limitations.

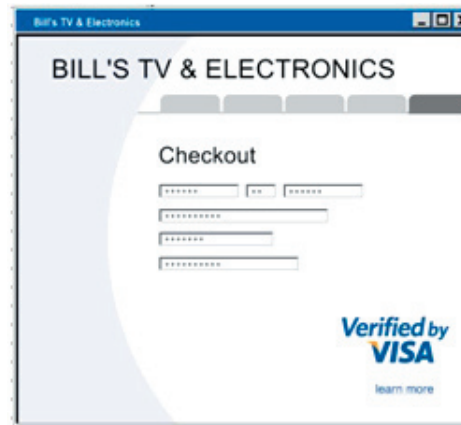
Placement on Web Pages

Use of the Verified by Visa Mark with “learn more” link is limited to a single placement per web page, as illustrated in Figure 5.

Figure 5: Placement on Web Pages



Homepage or store front

**Checkout page(s)**

Here the Verified by Visa Mark must be placed away from Card Acceptance Marks at a minimum distance equalling the height of the Verified by Visa Mark as it appears on a checkout page(s)

**Security information page** along with security information text

Figure 6: Recommended Layout and Text Information on Security Information Page



[learn more](#)

Committed to providing the most advanced online security features, we support the Verified by Visa security service. To learn more click on the “learn more” link.

Placement on Security Information Page

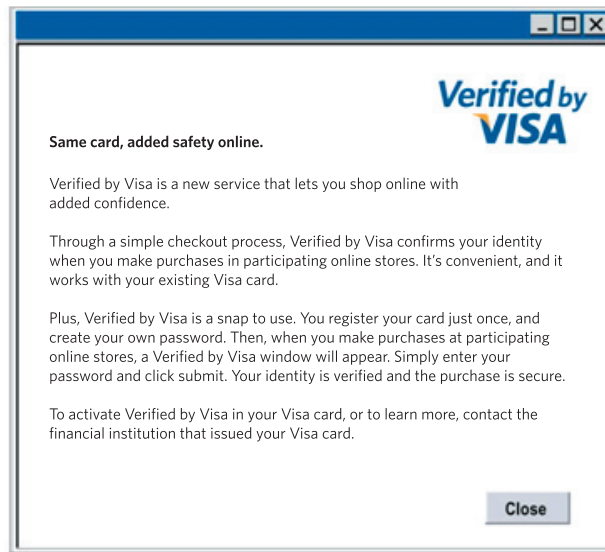
If a Merchant has a security information page, Visa recommends placing the Verified by Visa Mark with “learn more” link next to the text provided, as shown in Figure 6.

Service Description Page

The Verified by Visa Mark with “learn more” link is a clickable Mark, as indicated to consumers by the “learn more” link. Each use of the Verified by Visa Mark with “learn more” link must link to a Visa provided Verified by Visa service description page as shown in Figure 7, hosted by the Merchant.

Visa will provide the recommended text and layout for a service description page. The text of the Service Description Page must be directed to explaining what Verified by Visa is, and explain how the reader can get more information. If any other version of the text is used, such text should be approved by Visa.

Figure 7: Verified by Visa Service Description Page



Reproduction Artwork

For reproduction artwork of the Verified by Visa Mark, electronic art is available from a Visa representative.

Mobile and other Handheld Device Brand Guidelines

For mobile and other handheld devices, the recommended placement and specifications of the Verified by Visa Mark apply. However, to accommodate the varying degrees of color, graphic capabilities, and messaging method, the highest graphical version of the Verified by Visa mark that can be supported should be used:

- First: Verified by Visa Mark in full color
- Second: Verified by Visa Mark in black and white
- Third: Verified by Visa in text

Verified by Visa Mark in text form must only be displayed when a graphic representation of the Mark is not possible. For these types of devices, use of the learn more link is optional.

Figure 8: Verified by Visa Mark



Figure 9: Clear Space Specifications



Figure 10: Full Color Reproduction



On a white, light, or neutral background, the Verified by Visa Mark appears in Visa Blue and the wing appears in Visa Gold.



On a dark background, the Verified by Visa Mark appears in white and the wing appears in Visa Gold.

Figure 11: Single-Color Reproduction



On a white, or light background, the Verified by Visa Mark appears in Visa Blue or black.



On a dark background, the Verified by Visa Mark appears in white.

VERIFIED BY VISA MARK FOR PRINT USE

The following guidelines provide recommended placement and branding specifications for Merchants' display of the Verified by Visa Mark shown in Figure 8.

Use of the Verified by Visa Mark is optional for participating Merchants. If used, the Merchant must adhere to the usage guidelines specified here.

Merchants can show customers that they support the Visa Authenticated Payment Program by placing the Verified by Visa Mark on printed materials.

The Verified by Visa Mark must not be used to imply endorsement of any product or service.

The Verified by Visa Mark must not be used as an Acceptance Mark in any application.

Verified by Visa Mark Reproduction Specifications

The following reproduction specifications provide Merchants with the information they need to use the Verified by Visa Mark in print.

The Verified by Visa Mark must always appear exactly as shown in Figure 8. The arrangement or proportion of the individual elements must never be altered, and the Verified by Visa Mark must not be contained in a shape. The letters, elements, and spacing are shown in the correct design and proportions.

Clear Space

The Verified by Visa Mark must be surrounded by sufficient Clear Space. The Mark should be clearly separated from other Marks, graphic elements, text, or photographic background elements. For Clear Space requirements (x =height of V in Visa), see Figure 9.

Full-Color Reproduction

The Verified by Visa Mark should appear in full-color Visa Blue and Visa Gold whenever possible as shown in Figure 10.

There are different color versions of the Verified by Visa Mark to accommodate a variety of light and dark background colors. Use the version of the Verified by Visa Mark that best corresponds to the background color being used.

Single-Color Reproduction

The Verified by Visa Mark may appear in single-color Visa Blue or black as shown in Figure 11.

Figure 12: Language Translation

Example 1



Example 2a - Horizontal Arrangement



Example 2b - Vertical Arrangement



Language Translation

If necessary, the Verified by Visa Mark may be accompanied by a translated version as shown in Figure 12. The translation must appear in proximity to the English-language Verified by Visa Mark, and comply with the Clear Space rules.

Translated versions of the Verified by Visa Mark must be approved by a Visa representative. The name "Visa" cannot be translated, and must always appear in English. If "Verified by" is presented using Roman characters, the terms should be set in Whitney bold italic (the descender on the letter "f" will need to be modified to stop at the baseline). If "Verified by" is set in non-Roman characters, the recommended font is Arial bold italic. Examples shown in Figure 12 accommodate local language conventions and format limitations.

Advertising, Collateral, and Promotional Guidelines

To increase awareness and recognition of the Visa Authenticated Payment Program among Cardholders, Visa recommends using the Verified by Visa Mark in all advertising, collateral materials, and related communications. The Mark is meant to convey reliability and trust, building on the strong equities of the Visa brand.

On consumer communications concerning the Verified by Visa program, the Visa Brand Mark should appear at least once in close proximity to the Verified by Visa Mark to affirm that it is a Visa program used with Visa Card products. When placing the two symbols close to each other, avoid the appearance of a composite logo by maintaining Clear Space equal to the height of the "V" in the word "Visa" on all four sides of the Visa Brand Mark. No other Marks, graphic elements, or text may appear within the Clear Space.

Specifications for Verified by Visa in Text

The name Verified by Visa is generally not yet registered as a trademark and thus no trademark symbol is required at this time. After Verified by Visa is registered in a significant number of countries, new trademark symbol rules may be implemented.

Reproduction Artwork

For reproduction artwork of the Verified by Visa Mark, electronic art is available from a Visa representative.

Vendor Brand Guidelines

To increase awareness and recognition of their Verified by Visa capabilities, vendors may use the Verified by Visa name in text only in advertising, collateral, press releases, and tradeshows. The Verified by Visa Mark may also be used for these purposes at Visa's discretion. The Brand Management department in each region must approve vendor use of the Verified by Visa Mark.

Vendor names for their Verified by Visa services must not include the Verified by Visa name, or any portion of it.