



Brand Standards

14 January 2021

## Reminder: Updates to the Current Credential-on-File Visa Mark

Global | Acquirers, Issuers

Visa Network



**Overview:** Visa is requiring that all partners, acquirers and online merchants update outdated Visa marks used for credential-on-file, stored credential and online transactions.

Visa is one of the top five most valuable brands in the world,<sup>1</sup> in part due to the millions of Visa marks seen at checkout, both in the physical world and online. Research shows that the Visa brand is good for business, with up to 60% of consumers globally more likely to make a purchase in-store and online as a result of Visa signage.<sup>2</sup> Visa is also synonymous with security, as 80% of consumers are more likely to think a website is secure when they see the Visa logo.<sup>2</sup> Therefore, it is imperative that the logos consumers see at checkout are the most up-to-date Visa logos.

<sup>1</sup> BrandZ Top 100 Most Valuable Global Brands 2020

<sup>2</sup> 2019 Online Consumer Research Study by IPSOS across 16 Markets

### Immediate Action Required to Update Visa Marks

In 2017, Visa introduced the updated Visa Brand Marks below (solid Visa Blue against a white card shape or solid white against a Visa Blue card shape) to be used for credential-on-file (COF), stored credential or online transactions. Merchants were given until April 2018 to implement the COF Visa marks.

#### New COF Visa Marks For Immediate Implementation



The window of time to implement the new COF Visa marks has now elapsed, and a recently conducted audit on e-commerce merchants around the world found that 50% of merchants are still displaying outdated versions of Visa Brand Marks (Visa Blue with Visa Gold wing). Immediate action is required from all partners, acquirers and online merchants to implement either version of the new Visa COF mark above in their stored credential / COF / online checkout locations **no later than 31 March 2021**.

#### Outdated Mark for Immediate Removal



Up-to-date digital marks and brand guidelines can be downloaded from the [Brand Logos and Guidelines](#) page at the Visa Merchant Fulfillment website.

Clients must ensure protection of each of the Visa-Owned Marks and must ensure that all use of the Visa-Owned Marks, as well as the nature and quality of all services rendered under these marks, complies with the Visa Rules. This includes the display of the Visa-Owned Marks exactly as shown in the Visa Product Brand Standards.

## Visa Sensory Branding

In 2017, Visa introduced Visa Sensory Branding—a suite of branding products for use by developers, issuers, merchants and other partners. It includes unique sound, animation and haptic (vibration) cues designed to signify quick and secure transactions in digital and physical commerce environments when consumers pay with a Visa credential. Since then, the sensory branding suite has scaled globally and is currently live in over 50 countries.

Visa Sensory Branding is designed with clients and end-consumers in mind and offers a variety of benefits to issuers, merchants and digital partners; see below for additional resources. Visa recommends that clients implement these elements for use in client applications. Examples include but are not limited to POS terminals, issuer wallets and mobile applications.

### Additional Resources

#### Documents & Publications

[“Correction: Visa Accounts Must Be Identified in Stored Credential Scenarios”](#) *Visa Business News*, 12 January 2017

#### Online Resources

Visit the [Visa Merchant Fulfillment](#) site for downloadable digital logos and guidelines.

Refer to the [Visa Product Brand Standards](#) for Visa Sensory Branding standards and requirements.

Visa Sensory Branding resources are available as a software development kit (SDK) for iOS, Android and web solutions. SDKs can be downloaded from the [Visa Developer Center](#) at visa.com.


**Note:** For Visa Online resources, you will be prompted to log in.

### For More Information

**AP, Canada, CEMEA, LAC, U.S.:** Contact your Visa representative. Merchants should contact their acquirer.

**Europe:** Contact Visa customer support on your country-specific number, or email [CustomerSupport@visa.com](mailto:CustomerSupport@visa.com).

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