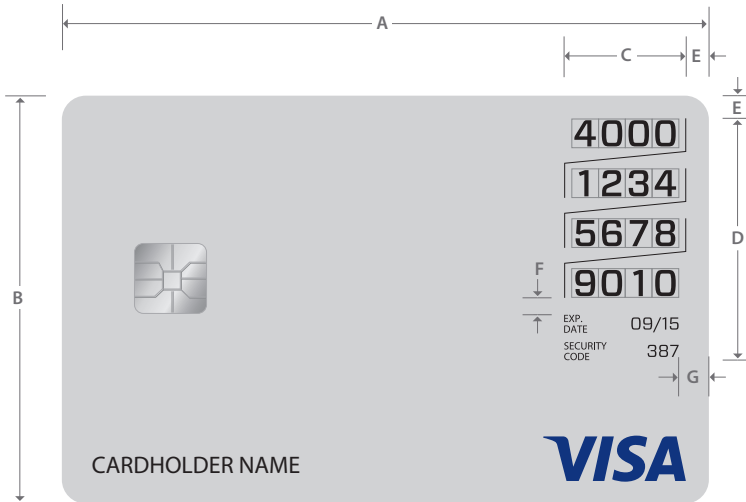


Visa Quick Read Card

QUICK READ CARD DESIGN

Front of Card



Placement of Account Information on Visa Quick Read Cards

The account information must appear on the card front following the specifications below:

A	85.6 mm	Card width
B	53.98 mm	Card height
C	16.15 mm	Width of account information area including guide rules
D	32.0 mm	Height of account information area from top of guide rules to bottom of security code legend
E	3.0 mm	Distance from top edge of card to top of account information area including guide rules; distance from right side of account information area to right edge of card
F	2.25 mm	Distance from bottom of guide rules to top of expiration date legend
G	4.0 mm	Distance from expiration date and security code to right edge of card

These standards provide specifications developed specifically for the new Visa Quick Read card. Please refer to the Visa Product Brand Standards for additional information.

FRONT OF CARD

The account information on a Visa Quick Read Card is displayed in a specific configuration that consists of a 4-line account number separated by guide rules, expiration date, security code, and the associated legends. This unembossed account information must be placed on the card per these specifications using any of the Visa approved applications.

Visa Brand Mark

The new Visa Brand Mark is printed in the lower right position on the card, per the Visa Product Brand Standards. It may be displayed with or without a product identifier based on issuer needs.

Issuer Design Elements

Issuer design elements may be placed on the front of the card in an area that does not interfere with the account information or the Visa Brand Mark and its clear space.

Account Number

The 16-digit account number must appear in Forza Medium font, 14pt with 18.75 leading. The numbers must be tracked as shown in the illustration to the left. The outline boxes around the numbers indicate the area for applying each number. The rows of numbers are separated by a specific configuration of guide rules that can be pre-printed or applied along with the account number.

Agencies and vendors may obtain the Forza font by contacting:

Hoefler & Frere-Jones
611 Broadway, Room 725
New York, NY 10012-2608
www.typography.com

Expiration Date and Security Code

The expiration date and security code legends, "EXP. DATE" & "SECURITY CODE", must be stacked and placed below the account number, in 4 pt Forza Book, all caps, flush with the left edge of the guide rules above.

The expiration date and security code are placed 4.0 mm from the right edge of the card in 7pt Forza Book, centered on the height of the stacked legend.

Cardholder Name

The cardholder name must be placed on the front of the card in a sans serif font no larger than 9 pt.

Color

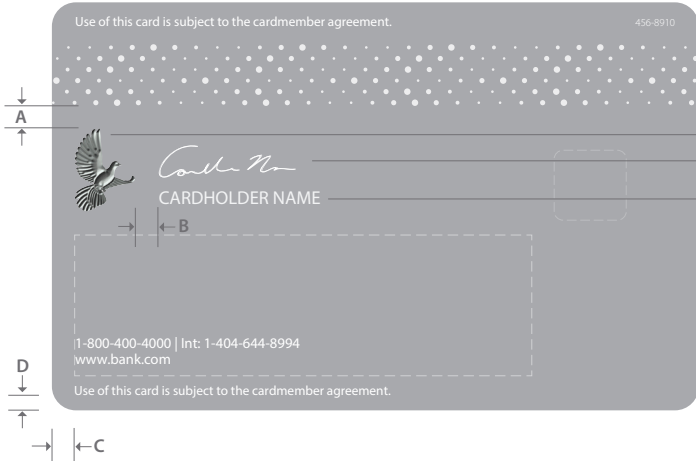
All account information must print in a color that provides sufficient contrast and legibility with the card background.

Visa Quick Read Card

QUICK READ CARD DESIGN

BACK OF CARD

Back of Card with Digital Cardholder Signature



Custom Magnetic Stripe*

The custom magnetic stripe design must be placed on the back of the card, in a color that matches to the card background.

Visa Dove Hologram

The new silhouetted Visa Dove Design Hologram must be displayed only on the back of the card, per these specifications. A minimum clear space of 3.0 mm must be maintained on all sides of the hologram.

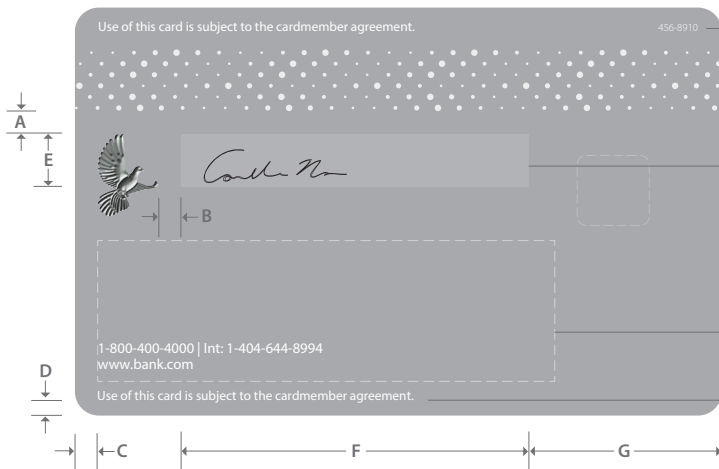
Digital Cardholder Signature

A digital cardholder signature may appear on the back of the card as a preferred application method. The digital signature must be placed per these specifications. The digital signature must not exceed 7.0 mm in height and 46.0 mm in width.

Cardholder Name

The cardholder name must be displayed with the digital signature, placed flush left under the signature, all caps in a sans serif font no larger than 7 pt.

Back of Card with Signature Panel



Manufacturer Identification Codes

The visible manufacturer identification code must be displayed on the back of the card, placed in the upper right corner above the magnetic stripe, in a 4 pt light sans serif font.

The "VOID"/security code pattern must be placed under the signature panel, or under the magnetic stripe for digital cardholder signatures, per the Visa Product Brand Standards.

Signature Panel*

When a signature panel is applied, it must be produced in a solid custom color that closely matches the card background color and is light enough for a blue or black signature to be clearly legible. The signature panel must be placed on the card back per these specifications.

Issuer Customer Service Information

Key customer service information must be grouped and displayed on the card back, placed flush left in the area under the hologram, in 5-6 pt sans serif font.

Optional Disclosure Text

If used, disclosure text may be placed at the top or bottom of the card, per these specifications, in a 5 pt sans serif font.

Placement of Hologram and Digital Signature/Signature Panel

Use the specifications below when placing the hologram and digital signature or signature panel on the back of the card:

- A** 3.0 mm Minimum distance from bottom of magnetic stripe to top of hologram and top of signature area
- B** 3.0 mm Minimum distance between hologram and digital signature, signature panel and cardholder name
- C** 3.0 mm Distance from left edge of card to hologram; min distance from left edge of card to issuer customer service information and optional disclosure text
- D** 2.0 mm Minimum distance from optional disclosure text to top or bottom edge of card
- E** 7.0 mm Height of signature panel
- F** 46.0 mm Width of signature panel
- G** 25.0 mm Minimum distance from right side of signature panel to right edge of card

* In support of issuers that would like to utilize the Visa Quick Read card, but may not have large card production quantities to warrant minimum order sizes for custom printed magnetic stripe or signature panel material, Visa has partnered with Leonard Kurz Stiftung & Co to stock an inventory of specific colors. Kurz will have custom magnetic stripe and signature panel material to support black, silver and blue colored card backs, starting July 1, 2014. To order material, please contact your Kurz representative. Material requests must be associated with a specific issuer card order.