

- A Silhouetted Dove Hologram must be placed vertically on a vertically oriented card when the account information is placed on the back of the card
- B 3.0 mm Minimum clear space around silhouetted Dove Hologram; minimum distance from edge of card to hologram
- C The account information may be placed on the back of the card instead of on the card front (see Front of Card illustrations for additional specifications)
- D 3.0 mm Minimum clear space around account information; distance from account information to outer edges of card;

Visa Brand Mark

Print the non-staged Visa Brand Mark in an approved position on the card, shown in the illustrations above, in the appropriate size and color, as required. It may be displayed with or without the product identifier. The staged Visa Brand Mark is not allowed with the Quick Read card design format.

The premium Visa Brand Mark and product identifier may be displayed on premium Visa card products.

See the Quick Reference Card Diagrams and Specifications for Visa Quick Read Cards for placement specifications for the Visa Brand Mark with product identifier and Premium Visa Brand Mark with product identifier.

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, 14 pt. with 18.75 leading. The numbers must be tracked as shown in the illustration above. 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.

Visa-provided artwork for the guide rules is available for download by [clicking here](#).

Agencies and vendors may obtain the Forza font by contacting:

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

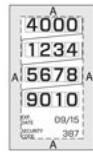
Expiration Date and Security Code

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

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

Account Information Minimum Clear Space

A clear space area, free of text or graphics, of 3.0 mm must be maintained on all sides of the account information, as shown in the illustration below.



A = 3.0 mm

Cardholder Name

The cardholder name/identifier must be placed on the front of the card at a size no larger than 9 pt.

When the account information is placed on the front of the card, the cardholder name must also be displayed under the digital signature, placed flush left, all caps in a sans serif font no larger than 7 pt.

When the account information is placed on the back of the card, the cardholder name must also be displayed under the signature panel and digital signature, placed flush left, all caps in a sans serif font no larger than 7 pt.

Color

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

Custom Magnetic Stripe*

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

Silhouetted Visa Dove Hologram

- Placement of the hologram varies, depending on whether the account information is applied to the front or back of the card, and choice of signature panel or digital cardholder signature. Refer to the illustrations above for specifications.
- The silhouetted Dove Hologram must be applied vertically on a vertically oriented card when the account information is placed on the back of the card.

Signature Panel*

When a signature panel is applied to the card, 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.

Size and placement vary, depending on whether the account information is applied to the front or back of the card. Refer to the appropriate illustration above for specifications.

Digital Cardholder Signature

The digital cardholder signature may appear on the back of the card as a preferred application method when a signature panel is not applied on the card.

Size and placement vary, depending on whether the account information is applied to the front or back of the card. Refer to the appropriate illustration above for specifications.

Manufacturer Identification Code

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.

“VOID”/Security Code Pattern

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.

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 a 5–6 pt. sans serif font.

Optional Disclosure Text

If used, disclosure text may be placed at the top or bottom of the card, 3.0 mm from the left edge of the card and 2.0 mm from the top or bottom edge of the card, in a 5 pt. sans serif font.

*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 has custom magnetic stripe and signature panel material to support black, silver and blue colored card backs. To order material, please contact your Kurz representative. Material requests must be associated with a specific issuer card order.

[Back to Top](#)



[Privacy](#)

[Privacy Notice](#)

[Terms of Use](#)

[Visa.com](#)

Visa Confidential. This work is proprietary information and may only be disclosed and used as authorized by Visa.

This site is a supplement of the *Visa Core Rules and Visa Product and Service Rules*. In the event of any conflict between any content in this site, any document referenced herein, any exhibit in this site, or any communications concerning this site, and any content in the *Visa Core Rules and Visa Product and Service Rules*, the *Visa Core Rules and Visa Product and Service Rules* shall govern and control.

© Copyright 1996-2015 Visa. All Rights Reserved.