



Payment Device Types - United States

Digital Card Art

Digital card art is the representation of a physical card for display within digital services. Digital card art must include the Visa Brand Mark and applicable product identifiers and/or legends as per Visa brand standards for that product. Digital card art may include the Contactless Indicator, even if the physical card is not contactless enabled. Always follow the requirements for each pay's wallet.

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The Visa Brand Mark should be placed in either the upper left or upper right position on the card, to facilitate the display of the mark when stacked in a digital wallet. If the digital wallet or mobile application is unable to support the Visa Brand Mark in the upper left or upper right position on cards, an alternate position in the lower right can be viewed in the examples below. Check with the Solution Provider for Visa Brand Mark placement allowances.

[Click here](#) to download the Adobe Illustrator file for Visa Brand Mark size option one.

[Click here](#) to download the Adobe Illustrator file for Visa Brand Mark size option two.

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Visa Brand Mark Size Option One

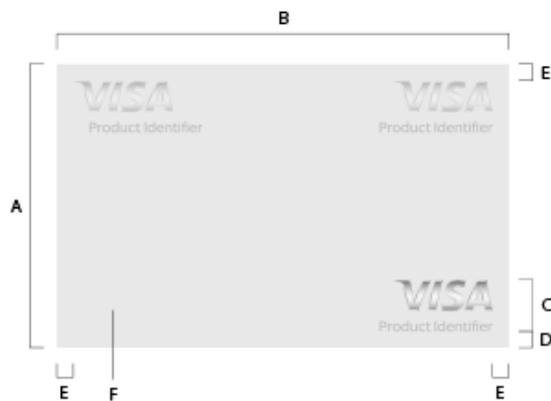


- A 969 px Height of card
- B 1536 px Width of card
- C 109 px Height of Visa Brand Mark
- D 170 px Distance from top of Visa Brand Mark to baseline of product identifier
- E 56 px Distance from nearest card edge to Visa Brand Mark
- F 56 px Distance from baseline of product identifier to bottom edge of card
- G Lower left area of card, used for card personalization, must be kept free of marks or graphics

Note: Not all digital wallets or mobile applications are able to support placement of the Visa Brand Mark in the upper left or upper right position. Check with the Solution Provider regarding allowed placements.

EXB | DCART_M_PT | 524

Premium Visa Brand Mark (PVBM) with Product Identifier



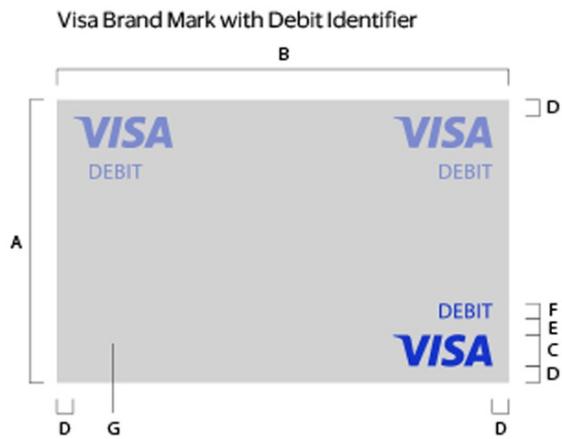
- A 969 px Height of card
- B 1536 px Width of card
- C 177 px Distance from top of PVBM to baseline of product identifier
- D 56 px Distance from baseline of product identifier to bottom edge of card
- E 56 px Distance from edge of card to PVBM
- F Lower left area of card, used for card personalization, must be kept free of marks or graphics

Note: Not all digital wallets or mobile applications are able to support placement of the Visa Brand Mark in the upper left or upper right position. Check with the Solution Provider regarding allowed placements.

EXB | DCART_M_PT | 525

DEBIT Identifier Placement for U.S. Covered Visa Debit Cards

– Option One*



- A 969 px Height of card
- B 1536 px Width of card
- C 109 px Height of Visa Brand Mark
- D 56 px Distance from nearest card edge to Visa Brand Mark
- E 56 px Distance from baseline of debit identifier to top of Visa Brand Mark
- F 50 px Minimum height of debit identifier
- G Lower left area of card, used for card personalization, must be kept free of marks or graphics

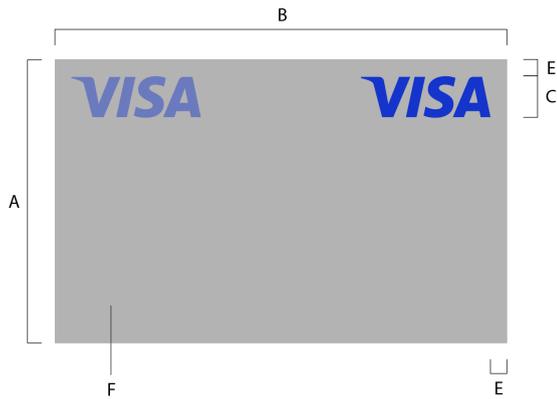
EXB | DCART_M_PT | 1353

If desired by the Issuer, the size of the Visa Brand Mark and product identifier may be increased proportionally as per specifications below, in order to improve legibility of these elements when digital card art is displayed in small sizes (e.g., when displayed as part of the Visa Checkout button).

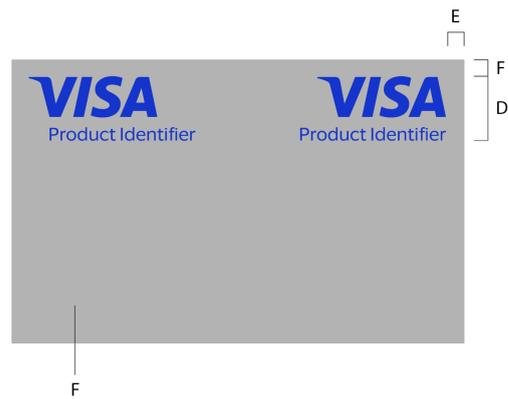
DCART_M_PT | 520 - 177

Visa Brand Mark Size Option Two

Visa Brand Mark



Visa Brand Mark with Product Identifier

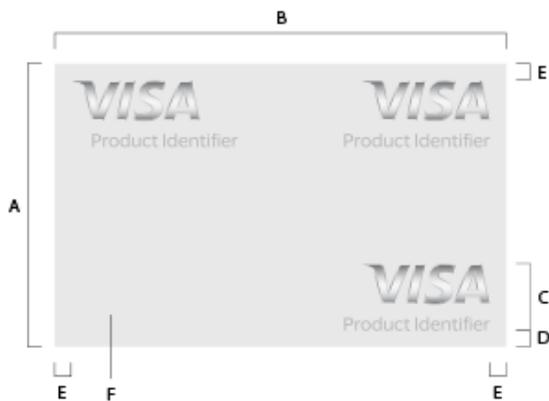


- A 969 px Height of card
- B 1536 px Width of card
- C 142 px Height of Visa Brand Mark
- D 220 px Distance from top of Visa Brand Mark to baseline of product identifier
- E 56 px Distance from nearest card edge to Visa Brand Mark
- F Lower left area of card, used for card personalization, must be kept free of marks or graphics

Note: Not all digital wallets or mobile applications are able to support placement of the Visa Brand Mark in the upper left or upper right position. Check with the Solution Provider regarding allowed placements.

EXB | DCART_M_PT | 531

Premium Visa Brand Mark (PVBM) with Product Identifier

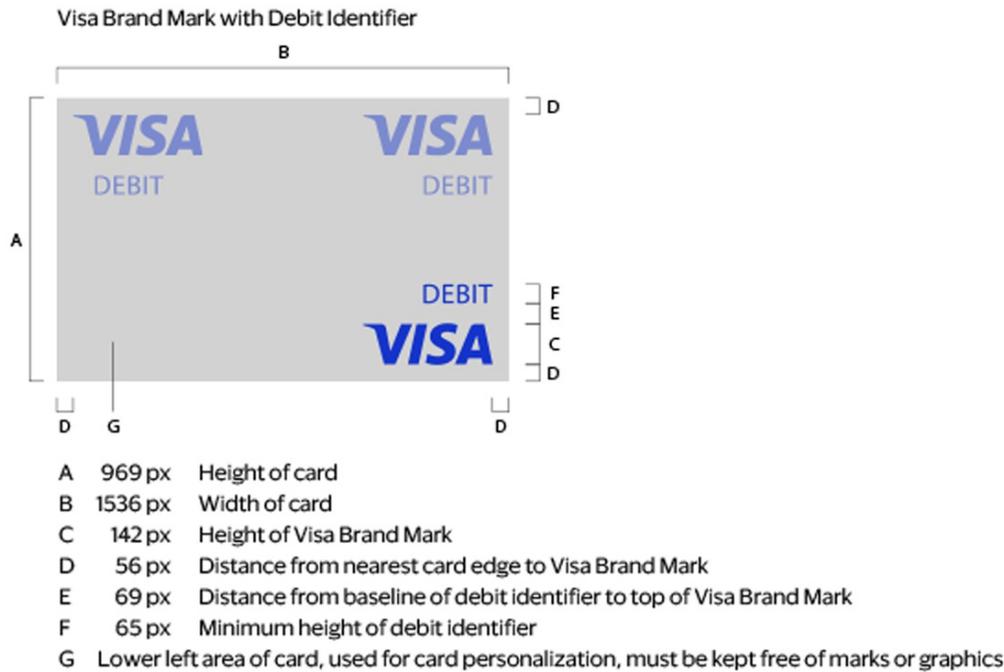


- A 969 px Height of card
- B 1536 px Width of card
- C 229 px Distance from top of PVBM to baseline of product identifier
- D 56 px Distance from baseline of product identifier to bottom edge of card
- E 56 px Distance from edge of card to PVBM
- F Lower left area of card, used for card personalization, must be kept free of marks or graphics

Note: Not all digital wallets or mobile applications are able to support placement of the Visa Brand Mark in the upper left or upper right position. Check with the Solution Provider regarding allowed placements.

EXB | DCART_M_PT | 532

DEBIT Identifier Placement for U.S. Covered Visa Debit Cards – Option Two*



EXB|DCART_M_PT|1354

*Note that the above guidelines for placement of the DEBIT Identifier is applicable to U.S. Covered Visa Debit cards issued in the U.S. and its territories. Application of the Debit product ID appearing below the Visa Brand Mark should be used for all other Visa Debit cards issued in your region.

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Requirements

- The Visa Brand Mark should be placed in either the upper left or upper right position on the card, to facilitate the display of the mark when stacked in a digital wallet. If the digital wallet or mobile application is unable to support the Visa Brand Mark in the upper left or upper right position, use an alternate placement in the lower right, as shown in the examples above
- The lower left area of the card is reserved for card personalization and must not contain any marks or graphics
- When displayed for digital services, card art is not required to match the physical card. It shouldn't include shading or three-dimensional elements attempting to look like a physical card.
 - Card art may be vertically oriented to match a physical vertical card, but artwork must be supplied in landscape orientation
- Card art should not include cardholder name, PAN, BIN or expiry, either generically or the actual values
- Card art should not include items that only make sense on a physical plastic card, such as labels describing embossed attributes, or EMV chip contacts, or static pictures of dynamic elements like holograms
- Card art may include the Contactless Indicator, even if the physical card is not contactless enabled
- Corners on card art must be squared

- Card art must be supplied in landscape orientation, 1536 pixel x 969 pixel (proportional to an ISO ID-1 size card) and submitted as a PNG file
- Card art should be in 72 DPI
- Color format for all sizes is RGB, 16+ color bit depth, non-interlaced
- Files must be named using the following file structure:
 - D-[Issuer Name]-[Filename].png

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