

# Welcome to the New Visa Brand Mark and Visa Card Design Options



## Enhancing the Visa Brand. Providing Greater Flexibility.

With the significant expansion of Visa® products over the last decade, Visa has introduced a new Visa Brand Mark as well as several card design options. The new Visa brand architecture reflects the needs of Visa merchants and members, and the evolution of the Visa brand from credit and card-based transactions to all forms of payment.

## A Seamless Transition is Underway.

As of January 2006, the Visa Brand Mark will be included on newly-issued Visa cards, at the point of sale, and in marketing materials. Until June 2011, Visa cards and point-of-sale signage with the new Visa Brand Mark will coexist in the marketplace with cards and signage featuring the Visa Flag.

**Merchants and acquirers will not be required to immediately replace ATM or POS signage.** Decals and other signage can be updated as part of regular maintenance and replacement cycles. Merchants developing new materials or updating web sites should begin to incorporate the new Visa Brand Mark into those efforts.

While both the Visa Brand Mark and the Visa Flag will coexist in the marketplace for many years, research has confirmed that consumers will not be confused by seeing both marks at the point-of-sale.

## Changes in the Visa Card Design

The Visa card design options reflect many elements that exist on the card design with the Visa Flag. However, all card design options incorporate a holographic dove element in one of three ways:

- Card design with Dove Hologram on back
- Card design with Dove Hologram on front
- Card design with holographic magnetic stripe on back

**Please refer to the Card Design Flyer (V06476-01-03cf) for more details.**

## Key Notes for Merchants

- Same technology. Merchants will be able to use their existing technology to accept cards incorporating the new Visa Brand Mark and updated card designs.
- Same procedures. The current Visa card acceptance procedures and best practices still apply. Refer to the updated Card Design Flyer (V06476-01-03cf) for more details.
- Same fraud detection procedures. Merchants who suspect fraud should do as they always do: make a code 10 call. They should call their voice authorization center and say, "I have a code 10 authorization request," and then follow the operator's instructions if they can do so safely.
- New Visa Brand Mark artwork and decals are ready to order. The new Visa Brand Mark artwork and acceptance decals may be ordered from [www.visa.com/merchant](http://www.visa.com/merchant) by **clicking here**.

**For more information on accepting Visa, please visit [visa.com/merchant](http://www.visa.com/merchant).**

