

Cirrus[®]

Branding requirements for Canada



Version 2.0 | June 2019

Table of contents

Top five things you need to know	3
Configurations	4
Color specifications	5
Minimum sizes and clear space	6
Using the Cirrus name in text	7
Using with other logos	8
Use on ATMs	9
Common mistakes to avoid	10

If after reading the branding requirements you still haven't found the answer to your query, please contact us.

Email the Brand Manager

ask.brand.manager@mastercard.com

Top five things you need to know

1. There are multiple configurations and versions of the Brand Mark. Use the correct one for your needs. [See configurations](#). Registered trademarks are available in English or French.
2. Always surround the Brand Mark with sufficient clear space, based on "x", which is equal to the width of the "c" in the "cirrus" Logotype. [See clear space specifications](#)
3. Always reproduce the Brand Mark at a size that is clear and legible (depending on screen/print resolution). [Get minimum size specifications](#)
4. Always provide sufficient contrast with the background against which the Brand Mark appears.
5. When referencing Cirrus® in text, use an uppercase "C." [See using the Cirrus name in text.](#)

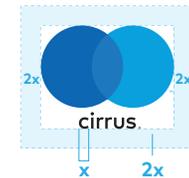
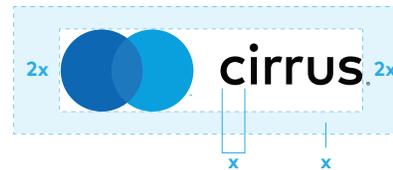
Note: For information about using the Cirrus name/Brand Mark on cards, refer to the Card Design Standards at mastercardconnect.com

[Download artwork](#) and [order decals](#) from the Mastercard Brand Center.

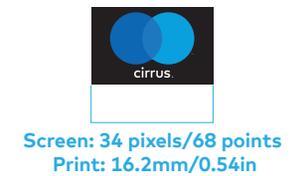
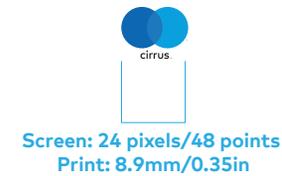
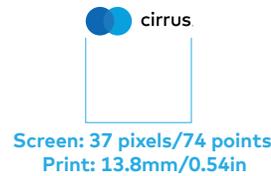
Brand Mark



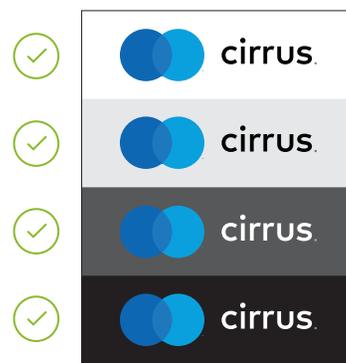
Minimum clear space



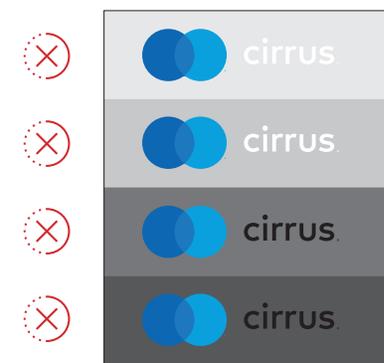
Minimum size



Background contrast



Sufficient contrast



Insufficient contrast

Configurations

Cirrus Brand Mark

The Cirrus Brand Mark is comprised of the Cirrus circles and associated trademark symbol (™ or ™C) and the word "Cirrus" followed by a registered trademark symbol (® or ®C). The Cirrus Brand Mark is used in materials created by Mastercard, its issuers, acquirers, and co-brand partners to market and promote Cirrus products and services.

- The Cirrus Brand Mark available in horizontal and vertical configurations. There are full-color, grayscale, and solid versions of each configuration. Registered trademarks are available in English or French. Choose the one that best fits your application.
- Full-color, grayscale, and solid versions are available for use on white or light backgrounds ("positive") and black or dark backgrounds ("reverse"). See [color specifications](#).
- Grayscale and solid versions must never be used on card fronts.
- Artwork is available for [download](#) and should not be altered. (Artwork for cards is available at mastercardconnect.com)

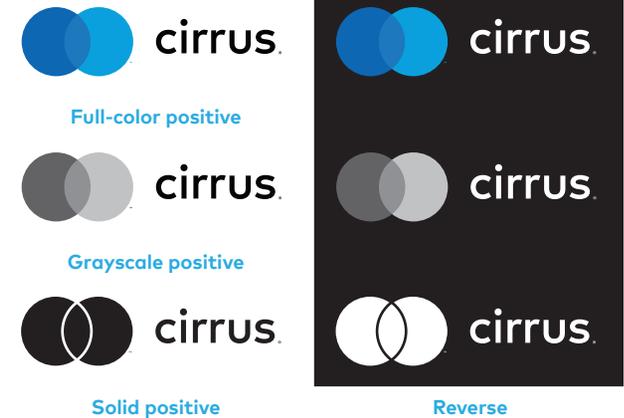
Cirrus decal sticker

The decal sticker is comprised of the full-color Cirrus Brand Mark on a black background and is used to indicate acceptance at physical point-of-sale.

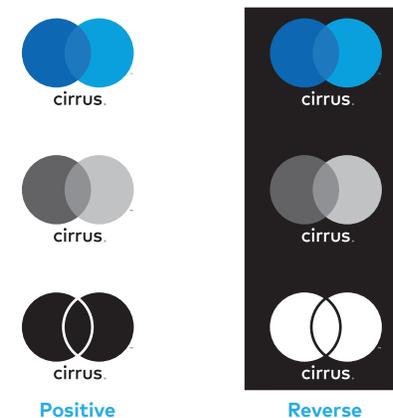
- Decal stickers and other signage must not be printed in grayscale.
- Decal stickers are physically printed signage used to signify acceptance at retail locations such as on door decals, card terminals, or ATMs.
- Artwork is available for [download](#) and should not be altered.

Note: The ™ and/or ® trademark symbols (or their local law equivalents of MC and MD) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Mark even though their legibility may be compromised when the Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.

Horizontal Brand Mark



Vertical Brand Mark



Cirrus decal sticker



Color specifications

Cirrus Brand Mark

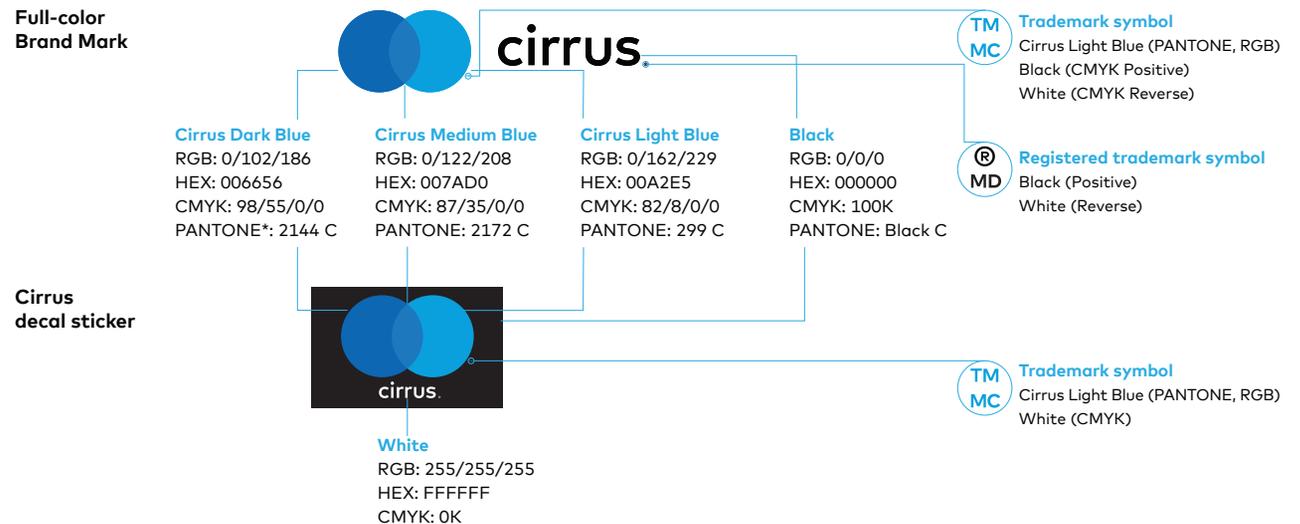
The Cirrus® Brand Mark is available in full-color, grayscale, and solid versions, for both positive and reverse treatments. Full-color is required on card fronts and on screen, and is preferred in print and on card backs. When technical limitations prohibit the use of full-color (except on cards), use the grayscale or solid version. These color specifications apply to both the horizontal and vertical configurations.

In Canada, artwork is available with trademark symbols in English or French. The trademark symbol (™ or ™C) next to the blue circle should be reproduced in Cirrus Light Blue in RGB and PANTONE. In CMYK the trademark symbol (™ or ™C) should be black for the positive Mark or white for the reverse Mark. The registered trademark symbol (® or ®D) to the right of the word "cirrus" should be black for the positive Mark or white for the reverse Mark.

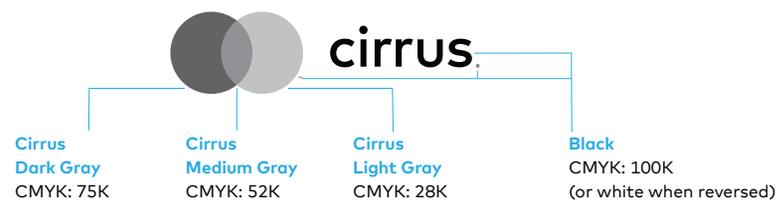
The solid version may appear in black, white, or any single color as long as there is sufficient contrast between the background color and the Mark.

Cirrus decal sticker

The Cirrus decal sticker must be reproduced in full-color only. The trademark symbol (™ or ™C) next to the blue circle should be reproduced in Cirrus Light Blue in RGB and PANTONE. In CMYK the trademark symbol (™ or ™C) should be white. The registered trademark symbol (® or ®D) to the right of the word "cirrus" should be white.



Grayscale Brand Mark



Solid Brand Mark

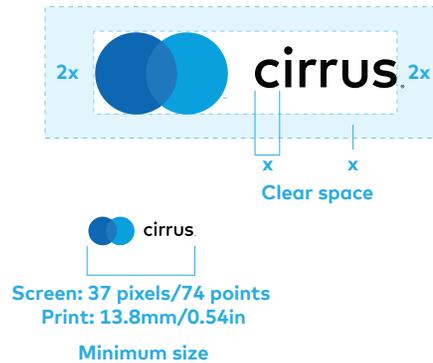


* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

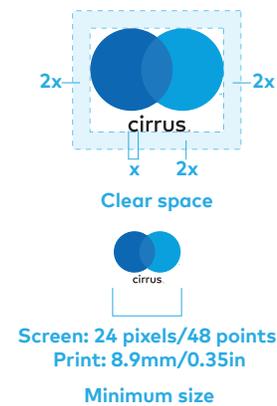
Minimum sizes and clear space

To ensure the greatest legibility of the Cirrus® Brand Mark, follow the minimum size and free clear space specifications (size may depend on screen/print resolution).

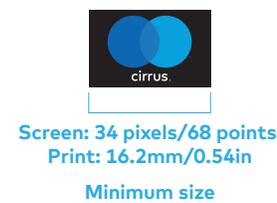
Horizontal Brand Mark



Vertical Brand Mark



Cirrus decal sticker



Using the Cirrus name in text

Lettercase

When referencing the Cirrus® name in text, use an uppercase "C." The Cirrus name should appear in the same font as the surrounding text.

Registered trademark symbols (® or ™)

In the first or most prominent text use of Maestro on a page or screen (after use, if any, in a headline), the ® or ™ trademark symbols is required. In subsequent use on that page or screen, the ® or ™ trademark symbols may be omitted.

Read-through

The Brand Mark may be used as a read-through in a headline, but may not be used as a read-through in the body of a communication. When used in text, it should be set in the same typeface as the surrounding text.

Trademark attribution notice

When the Cirrus name in text and/or Mark is used, the following trademark attribution notice (in a very small type size) should be included once in the communication: "Cirrus is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated."

Note: On digital communications and small-size marketing communications, the above trademark attribution notice is not required.

Translations

The Cirrus name must not be translated into other languages.

Parity

In communications that promote more than one payment/network brand, the Cirrus name and/or Brand Mark must be presented with prominence and frequency equal to that of all other payment/network brand names and/or marks.

✓ Cirrus

✗ CIRRUS

✗ cirrus

✓ Acceptance Worldwide
Be sure that Cirrus is one of the logos on your ATM or debit card for worldwide cash access.



✗ Acceptance Worldwide
Be sure that  **cirrus** is one of the logos on your ATM or debit card for worldwide cash access.

Using with other logos

All Cirrus® branding, including decal stickers, must be displayed at size, color, and frequency with all comparable product logos.

Mastercard family of brands

When more than one Mastercard brand is accepted, display the Marks horizontally or vertically in the approved sequence:

1. Mastercard®
2. Maestro®
3. Cirrus®



Use on ATMs

All ATM locations must display the appropriate decal sticker for the brands which are accepted on or near the main entrance. Mastercard branding may also appear on ATM screens.

Decal stickers must be:

- Clearly visible on or near the cash machine and must not appear only on the ATM screen.
- Displayed horizontally or vertically following the approved sequence: Mastercard, Maestro, Cirrus, along with other brand(s).
- Displayed at equal size, frequency, and color parity with all other acceptance brands.



Common mistakes to avoid

Consistent presentation of Cirrus® Brand Marks and decal stickers benefits issuers, acquirers, and merchants, by promoting consumer recognition and card use that builds business. Do not alter approved artwork in any way. Always apply the Brand Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not:

1. Omit the blue center shape
2. Recolor the circles
3. Outline the circles
4. Recolor the Logotype
5. Display or reproduce at insufficient resolution
6. Reconfigure or reposition elements of the Brand Mark
7. Individually resize components of the Brand Mark
8. Create a grayscale decal sticker
9. Recolor the decal sticker background
10. Position the Logotype within the circles
11. Omit the Logotype unless explicitly given permission by ask.brand.manager@mastercard.com
12. Alter, add, or combine other text to the Logotype

