Optimized web artwork and use

The Maestro® Brand Mark is used to market or promote our products and programs, for example on a cardholder statement, card program advertising, brand marketing, or sponsorship.

Both positive and reverse versions are included in the download. **This document is for quick reference only. For complete guidelines, refer to the Maestro Brand Mark Branding requirements document.**

Instructions

Correct display of the Maestro Brand Mark can be achieved by using our optimized artwork. Simply use our provided files and then follow the instructions below. Two different file formats and multiple sizes are available. Use files that contain "pos" for white and light backgrounds. Use files that contain "rev" for black or dark backgrounds.

Please choose the format and size that best meets your needs. You may find it helpful to make this choice with your web developer.

SVG

All browsers* support the use of SVG files and its use is preferred. You or your developer may place them on a web page the same as you would any other image file type such as PNG or GIF using the <img> element with the size you would like it displayed. See below example:

```
<img src="ms_hrz_pos.svg"
alt="" width="50">
```

PNG

If you or your developer are unable to work with SVG files, you may use the PNG artwork instead.

A PNG should not be used at a size larger than its actual pixel dimensions. Instead use the next larger image size or an SVG file.

PNG files are not scalable, and may appear pixelated or blurry on high resolution devices, such as those with Retina® displays. To ensure that the Mark is displayed properly on every device we recommend using the <srcset> attribute:

```
<img src="ms_hrz_opt_rev_62_3x.png"
alt="" width="62"
srcset="ms_hrz_opt_rev_62_1x.png,
ms_hrz_opt_rev_62_2x.png,
ms_hrz_opt_rev_62_3x.png">
```

*Except Internet Explorer 8 or lower.

Artwork and complete guidelines are available at
brand.mastercard.com/brandcenter-ca/other-marks.html

	Horizontal Positive	Vertical Positive
SVG	ms_hrz_pos.svg	ms_vrt_pos.svg
PNG	**63px × 18px** ms_hrz_opt_pos_63_1x.png ms_hrz_opt_pos_63_2x.png ms_hrz_opt_pos_63_3x.png	**45px × 37px** ms_vrt_opt_pos_45_1x.png ms_vrt_opt_pos_45_2x.png ms_vrt_opt_pos_45_3x.png
	75px × 21px ms_hrz_opt_pos_75_1x.png ms_hrz_opt_pos_75_2x.png ms_hrz_opt_pos_75_3x.png	**53px × 44px** ms_vrt_opt_pos_53_1x.png ms_vrt_opt_pos_53_2x.png ms_vrt_opt_pos_53_3x.png
	81px × 22px ms_hrz_opt_pos_81_1x.png ms_hrz_opt_pos_81_2x.png ms_hrz_opt_pos_81_3x.png	**63px × 52px** ms_vrt_opt_pos_63_1x.png ms_vrt_opt_pos_63_2x.png ms_vrt_opt_pos_63_3x.png
	87px × 25px ms_hrz_opt_pos_87_1x.png ms_hrz_opt_pos_87_2x.png ms_hrz_opt_pos_87_3x.png	**73px × 61px** ms_vrt_opt_pos_73_1x.png ms_vrt_opt_pos_73_2x.png ms_vrt_opt_pos_73_3x.png

	Horizontal Reverse	Vertical Reverse
SVG	ms_hrz_rev.svg	ms_vrt_rev.svg
PNG	**63px × 18px** ms_hrz_opt_rev_63_1x.png ms_hrz_opt_rev_63_2x.png ms_hrz_opt_rev_63_3x.png	**45px × 37px** ms_vrt_opt_rev_45_1x.png ms_vrt_opt_rev_45_2x.png ms_vrt_opt_rev_45_3x.png
	75px × 21px ms_hrz_opt_rev_75_1x.png ms_hrz_opt_rev_75_2x.png ms_hrz_opt_rev_75_3x.png	**53px × 44px** ms_vrt_opt_rev_53_1x.png ms_vrt_opt_rev_53_2x.png ms_vrt_opt_rev_53_3x.png
	81px × 22px ms_hrz_opt_rev_81_1x.png ms_hrz_opt_rev_81_2x.png ms_hrz_opt_rev_81_3x.png	**63px × 52px** ms_vrt_opt_rev_63_1x.png ms_vrt_opt_rev_63_2x.png ms_vrt_opt_rev_63_3x.png
	87px × 25px ms_hrz_opt_rev_87_1x.png ms_hrz_opt_rev_87_2x.png ms_hrz_opt_rev_87_3x.png	**73px × 61px** ms_vrt_opt_rev_73_1x.png ms_vrt_opt_rev_73_2x.png ms_vrt_opt_rev_73_3x.png

mastercard

Optimized web artwork and use

The Maestro® Acceptance Mark is used by Mastercard, its issuers, acquirers, accepting merchants, co-brand partners, and their communications resources to signify acceptance (such as on door decals, card terminals, ATMs, or merchant websites). **This document is for quick reference only. For complete guidelines, refer to the Maestro Brand Mark Branding requirements document.**

Instructions

Correct display of the Maestro Acceptance Mark can be achieved by using our optimized artwork. Simply use our provided files and then follow the instructions below. Two different file formats and multiple sizes are available.

Please choose the format and size that best meets your needs. You may find it helpful to make this choice with your web developer.

SVG

All browsers support the use of SVG files and its use is preferred. You or your developer may place them on a web page the same as you would any other image file type such as PNG or GIF using the <img> element with the size you would like it displayed. See below example:

```
<img src="ms_acc.svg"
alt="" width="50">
```

PNG

If you or your developer are unable to work with SVG files, you may use the PNG artwork instead.

A PNG should not be used at a size larger than its actual pixel dimensions. Instead use the next larger image size or an SVG file.

PNG files are not scalable, and may appear pixelated or blurry on high resolution devices, such as those with Retina® displays. To ensure that the Mark is displayed properly on every device we recommend using the <srcset> attribute:

```
<img src="ms_acc_opt_62_3x.png"
alt="" width="62"
srcset="ms_acc_opt_62_1x.png,
ms_acc_opt_62_2x.png,
ms_acc_opt_62_3x.png">
```

*Except Internet Explorer 8 or lower.

Artwork and complete guidelines are available at
brand.mastercard.com/brandcenter-ca/other-marks.html

Acceptance Mark

SVG	ms_acc.svg
PNG	**46px × 30px** ms_acc_opt_46_1x.png ms_acc_opt_46_2x.png ms_acc_opt_46_3x.png **54px × 35px** ms_acc_opt_54_1x.png ms_acc_opt_54_2x.png ms_acc_opt_54_3x.png **62px × 40px** ms_acc_opt_62_1x.png ms_acc_opt_62_2x.png ms_acc_opt_62_3x.png **70px × 45px** ms_acc_opt_70_1x.png ms_acc_opt_70_2x.png ms_acc_opt_70_3x.png

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