

Maestro®

Branding requirements for Canada



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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

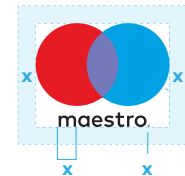
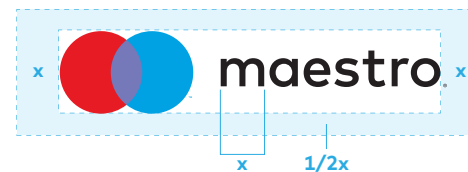
Top five things you need to know

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 "m" in the "maestro" 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 Maestro® in text, use an uppercase "M." [See using the Maestro name in text](#).

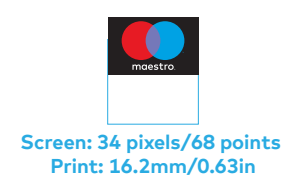
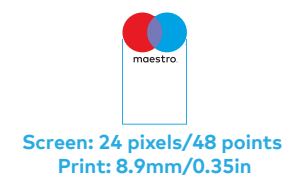
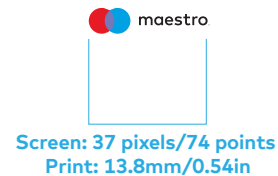
Brand Mark



Minimum clear space



Minimum size



Background contrast



Sufficient contrast



Insufficient contrast

Configurations

Maestro Brand Mark

The Maestro Brand Mark is comprised of the Maestro circles and associated trademark symbol (™ or ™C) and the word “maestro” followed by a registered trademark symbol (® or ®C). The Maestro Brand Mark is used in materials created by Mastercard, its issuers, acquirers, and co-brand partners to market and promote Maestro products and services. It is also used to indicate acceptance in websites and digital payments.

- The Maestro Brand Mark is 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](#))

Maestro decal sticker

The decal sticker is comprised of the full-color Maestro 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



Full-color positive



Grayscale positive



Solid positive



Reverse

Vertical Brand Mark



Positive



Reverse

Maestro decal sticker



Full-color

Color specifications

Maestro Brand Mark

The Maestro® 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.

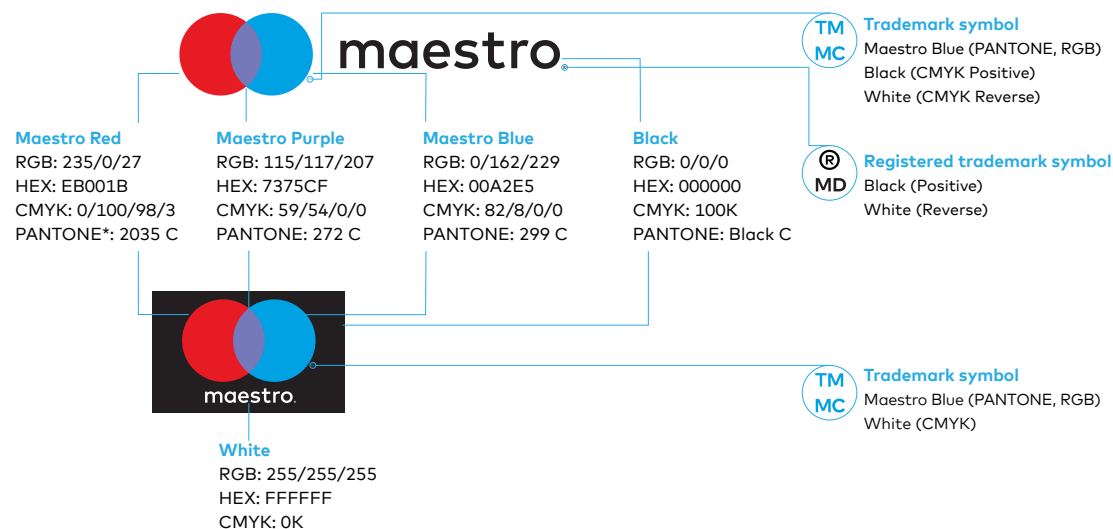
In Canada, artwork is available with trademark symbols in English or French. The trademark symbol (™ or ™C) next to the blue circle should be reproduced in Maestro Blue in RGB and PANTONE. In CMYK the trademark symbol (™ or ™C) should be black for the positive Mark or white for the reverse Mark. The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

Maestro decal sticker

The Maestro decal sticker must be reproduced in full-color only. The trademark symbol (™ or ™C) next to the blue circle should be reproduced in Maestro 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 “maestro” should be white.

Full-color Brand Mark

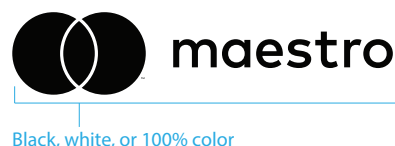


Maestro decal sticker

Grayscale Brand Mark



Solid Brand Mark

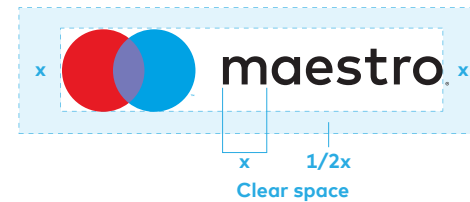



* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Minimum sizes and clear space

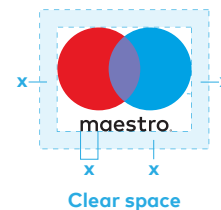
To ensure the greatest legibility of the Maestro®, follow the minimum size and free space specifications (size may depend on screen/print resolution).


Horizontal Brand Mark




Screen: 37 pixels/74 points
Print: 13.8mm/0.54in
Minimum size

Vertical Brand Mark




Screen: 24 pixels/48 points
Print: 8.9mm/0.35in
Minimum size

Maestro decal sticker



Screen: 34 pixels/68 points
Print: 16.2mm/0.63in
Minimum size

Using the Maestro name in text

Lettercase

When referencing the Maestro® name in text, use an uppercase "M." The Maestro 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 trademark symbol (™ or ™) and/or (® or ®) is required. In subsequent use on that page or screen, the 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 Maestro 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: "Maestro 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 Maestro name must not be translated into other languages.

Parity

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

✔ Maestro

✘ MAESTRO

✘ maestro

✔ Apply now

You can use your Maestro® card at home or abroad.



✘ Apply now

You can use your  maestro card at home or abroad.

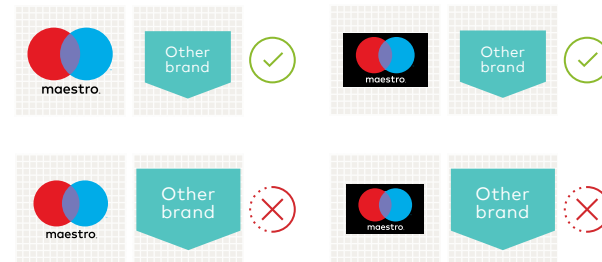
Using with other logos

All Maestro® 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 Brand Mark horizontally or vertically in the approved sequence:

1. Mastercard®
2. Maestro®
3. Cirrus®



Using on cards

Using card images in marketing

All cards used for marketing must comply with the requirements specified in the Mastercard Card Design Standards manual published on [mastercardconnect.com](https://www.mastercardconnect.com)

- Maestro branding must be featured on the card front in full-color and at the exact size as it would appear on the actual card plastic.
- The entire card front (including the entire Maestro branding) must be fully visible with minimal distortion.
- Include all personalization, including one of the following cardholder names: Lee M. Cardholder or M. Molina (in LAC).
- Use the appropriate program bank identification number (BIN) for the first six digits of the account number (PAN): For Maestro cards, customers must use 001234 followed by any combination of digits up to 16 digits.
- Card images must be used at a size that is clear and legible.

- When card art is not used, or the issuer name does not appear on the card face, the following statement must appear somewhere on the marketing material: "This card is issued by [Full Issuer Name] pursuant to license by Mastercard International Incorporated."
- Maestro cards must be depicted at size, color, and frequency parity with all cards depicted in the same communication.
- When a card account is featured in a digital payment application, refer to the brand requirements for [digital payments](#).

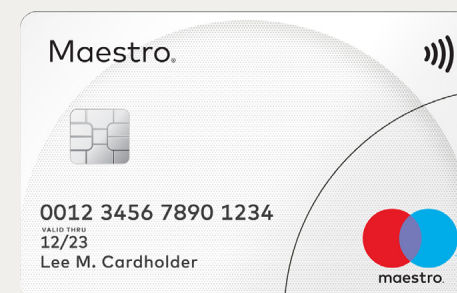
Use on physical cards

Refer to the Card Design Standards published on [mastercardconnect.com](https://www.mastercardconnect.com)

Depicting cards in digital wallets and other payment scenarios

Special rules apply. See [use in digital payments](#).

Use your Maestro® at home and abroad



Use at physical merchant locations

At entry into a merchant location

Display the Maestro® decal sticker on a main entry door or on a nearby window to signal acceptance. If these locations are not available, the decal sticker must be displayed so it is seen easily from the outside.

At the point of interaction

Also display Maestro branding at the point of interaction (POI) to encourage card use. Examples of POI branding include: cash register, terminal display, digital display, tent cards, card presenters, etc.

- Physical decal stickers may be used on cash registers and terminals.
- For digital cash register or terminal displays, optimized artwork is available for [download](#).

Note: For merchant decal stickers, the primary source to receive decals is the financial institution that processes the merchant's transactions. However, for convenience, merchants may [download](#) artwork to create custom signage or [order](#) limited quantities from Mastercard.



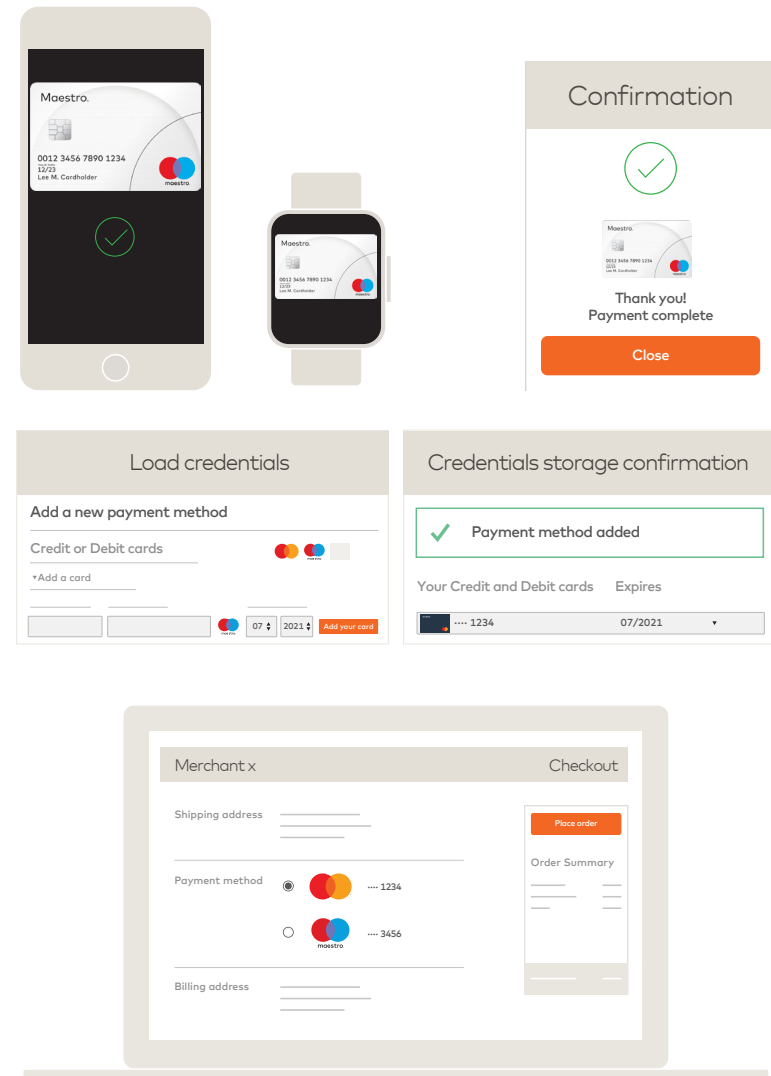
Use in digital payments and on contactless devices

Use in digital payments

For complete information, refer to the [use in digital payments](#) section of the Mastercard Branding Requirements.

Use on contactless devices

For complete information, refer to the [Mastercard Contactless Branding Guidelines](#).



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 Maestro® 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 purple 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



1



2



3



4



5



6



7



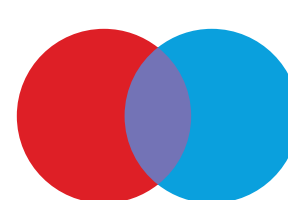
8



9



10



11



12