

Optimized web artwork and use

As of 1 November 2018, Mastercard announced the next step in its brand evolution. The full-color Mastercard® Brand Mark, without the word "mastercard" (referred to as the Mastercard Symbol), will be featured on merchant websites, cards, and decal stickers.

This document is for quick reference.

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

Which Mastercard branding do I use?

The Mastercard Brand Mark and Mastercard Symbol are not interchangeable. Refer to the headings in the chart at right. See the [Branding Requirements](#) for more detailed information.

Instructions

Correct display of Mastercard branding 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.

SVG

All browsers* support the use of SVG files. You or your developer may place SVG files using the element using your preferred size. See example below:

```

```

PNG

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

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. If scaled, a PNG may appear blurry on high resolution devices such as Retina® displays.

To ensure that the mark is displayed properly on every device we recommend using the <srcset> attribute:



```

```

*Except Internet Explorer 8 or lower.





Mastercard Symbol

For use on merchant websites and apps to signal acceptance

SVG				
				
PNG	45px × 37px mc_symbol_opt_45_1x.png mc_symbol_opt_45_2x.png mc_symbol_opt_45_3x.png	53px × 44px mc_symbol_opt_53_1x.png mc_symbol_opt_53_2x.png mc_symbol_opt_53_3x.png	63px × 52px mc_symbol_opt_63_1x.png mc_symbol_opt_63_2x.png mc_symbol_opt_63_3x.png	73px × 61px mc_symbol_opt_73_1x.png mc_symbol_opt_73_2x.png mc_symbol_opt_73_3x.png





Mastercard Brand Mark (Vertical)

For use in marketing materials to promote Mastercard products/services or when co-branding

SVG				
				
PNG	45px × 37px mc_vrt_opt_pos_45_1x.png mc_vrt_opt_pos_45_2x.png mc_vrt_opt_pos_45_3x.png	53px × 44px mc_vrt_opt_pos_53_1x.png mc_vrt_opt_pos_53_2x.png mc_vrt_opt_pos_53_3x.png	63px × 52px mc_vrt_opt_pos_63_1x.png mc_vrt_opt_pos_63_2x.png mc_vrt_opt_pos_63_3x.png	73px × 61px mc_vrt_opt_pos_73_1x.png mc_vrt_opt_pos_73_2x.png mc_vrt_opt_pos_73_3x.png
SVG				
				
PNG	45px × 37px mc_vrt_opt_rev_45_1x.png mc_vrt_opt_rev_45_2x.png mc_vrt_opt_rev_45_3x.png	53px × 44px mc_vrt_opt_rev_53_1x.png mc_vrt_opt_rev_53_2x.png mc_vrt_opt_rev_53_3x.png	63px × 52px mc_vrt_opt_rev_63_1x.png mc_vrt_opt_rev_63_2x.png mc_vrt_opt_rev_63_3x.png	73px × 61px mc_vrt_opt_rev_73_1x.png mc_vrt_opt_rev_73_2x.png mc_vrt_opt_rev_73_3x.png

Mastercard Brand Mark (Horizontal)

For use in marketing materials to promote Mastercard products/services or when co-branding

SVG				
				
PNG	76px × 18px mc_hrz_opt_pos_76_1x.png mc_hrz_opt_pos_76_2x.png mc_hrz_opt_pos_76_3x.png	88px × 21px mc_hrz_opt_pos_88_1x.png mc_hrz_opt_pos_88_2x.png mc_hrz_opt_pos_88_3x.png	97px × 22px mc_hrz_opt_pos_97_1x.png mc_hrz_opt_pos_97_2x.png mc_hrz_opt_pos_97_3x.png	105px × 25px mc_hrz_opt_pos_105_1x.png mc_hrz_opt_pos_105_2x.png mc_hrz_opt_pos_105_3x.png
SVG				
				
PNG	76px × 18px mc_hrz_opt_rev_76_1x.png mc_hrz_opt_rev_76_2x.png mc_hrz_opt_rev_76_3x.png	88px × 21px mc_hrz_opt_rev_88_1x.png mc_hrz_opt_rev_88_2x.png mc_hrz_opt_rev_88_3x.png	97px × 22px mc_hrz_opt_rev_97_1x.png mc_hrz_opt_rev_97_2x.png mc_hrz_opt_rev_97_3x.png	105px × 25px mc_hrz_opt_rev_105_1x.png mc_hrz_opt_rev_105_2x.png mc_hrz_opt_rev_105_3x.png

Optimized web artwork and use

Alternate marks are available for merchants who want to underscore the specific products they accept at the point-of-sale/point-of-interaction: "debit" or "credit & debit." These marks are available in English and French versions.

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To ensure that the mark is displayed properly on every device we recommend using the <srcset> attribute:

```

```

*Except Internet Explorer 8 or lower.

Product-specific configurations (English)

For use only at the point-of-sale/point-of-interaction to underscore specific products are accepted

			
SVG	mc_sym_debit_pos.svg	mc_sym_debit_rev.svg	
PNG	46px × 38px mc_sym_debit_pos_46_1x.png mc_sym_debit_pos_46_2x.png mc_sym_debit_pos_46_3x.png	54px × 44px mc_sym_debit_pos_54_1x.png mc_sym_debit_pos_54_2x.png mc_sym_debit_pos_54_3x.png	46px × 38px mc_sym_debit_rev_46_1x.png mc_sym_debit_rev_46_2x.png mc_sym_debit_rev_46_3x.png
	62px × 51px mc_sym_debit_pos_62_1x.png mc_sym_debit_pos_62_2x.png mc_sym_debit_pos_62_3x.png	70px × 57px mc_sym_debit_pos_70_1x.png mc_sym_debit_pos_70_2x.png mc_sym_debit_pos_70_3x.png	54px × 44px mc_sym_debit_rev_54_1x.png mc_sym_debit_rev_54_2x.png mc_sym_debit_rev_54_3x.png
	62px × 51px mc_sym_debit_rev_62_1x.png mc_sym_debit_rev_62_2x.png mc_sym_debit_rev_62_3x.png	70px × 57px mc_sym_debit_rev_70_1x.png mc_sym_debit_rev_70_2x.png mc_sym_debit_rev_70_3x.png	
			
SVG	mc_sym_crd-deb_pos.svg	mc_sym_crd-deb_rev.svg	
PNG	46px × 38px mc_sym_crd-deb_pos_46_1x.png mc_sym_crd-deb_pos_46_2x.png mc_sym_crd-deb_pos_46_3x.png	54px × 44px mc_sym_crd-deb_pos_54_1x.png mc_sym_crd-deb_pos_54_2x.png mc_sym_crd-deb_pos_54_3x.png	46px × 38px mc_sym_crd-deb_rev_46_1x.png mc_sym_crd-deb_rev_46_2x.png mc_sym_crd-deb_rev_46_3x.png
	62px × 51px mc_sym_crd-deb_pos_62_1x.png mc_sym_crd-deb_pos_62_2x.png mc_sym_crd-deb_pos_62_3x.png	70px × 57px mc_sym_crd-deb_pos_70_1x.png mc_sym_crd-deb_pos_70_2x.png mc_sym_crd-deb_pos_70_3x.png	54px × 44px mc_sym_crd-deb_rev_54_1x.png mc_sym_crd-deb_rev_54_2x.png mc_sym_crd-deb_rev_54_3x.png
	62px × 51px mc_sym_crd-deb_rev_62_1x.png mc_sym_crd-deb_rev_62_2x.png mc_sym_crd-deb_rev_62_3x.png	70px × 57px mc_sym_crd-deb_rev_70_1x.png mc_sym_crd-deb_rev_70_2x.png mc_sym_crd-deb_rev_70_3x.png	

Product-specific configurations (French)

For use only at the point-of-sale/point-of-interaction to underscore specific products are accepted

			
SVG	mc_sym_debit_pos_ca.svg	mc_sym_debit_rev_ca.svg	
PNG	46px × 38px mc_sym_debit_pos_ca_46_1x.png mc_sym_debit_pos_ca_46_2x.png mc_sym_debit_pos_ca_46_3x.png	54px × 44px mc_sym_debit_pos_ca_54_1x.png mc_sym_debit_pos_ca_54_2x.png mc_sym_debit_pos_ca_54_3x.png	46px × 38px mc_sym_debit_rev_ca_46_1x.png mc_sym_debit_rev_ca_46_2x.png mc_sym_debit_rev_ca_46_3x.png
	62px × 51px mc_sym_debit_pos_ca_62_1x.png mc_sym_debit_pos_ca_62_2x.png mc_sym_debit_pos_ca_62_3x.png	70px × 57px mc_sym_debit_pos_ca_70_1x.png mc_sym_debit_pos_ca_70_2x.png mc_sym_debit_pos_ca_70_3x.png	54px × 44px mc_sym_debit_rev_ca_54_1x.png mc_sym_debit_rev_ca_54_2x.png mc_sym_debit_rev_ca_54_3x.png
	62px × 51px mc_sym_debit_rev_ca_62_1x.png mc_sym_debit_rev_ca_62_2x.png mc_sym_debit_rev_ca_62_3x.png	70px × 57px mc_sym_debit_rev_ca_70_1x.png mc_sym_debit_rev_ca_70_2x.png mc_sym_debit_rev_ca_70_3x.png	
			
SVG	mc_sym_crd-dbt_pos_ca.svg	mc_sym_crd-dbt_rev_ca.svg	
PNG	46px × 38px mc_sym_crd-dbt_pos_ca_46_1x.png mc_sym_crd-dbt_pos_ca_46_2x.png mc_sym_crd-dbt_pos_ca_46_3x.png	54px × 44px mc_sym_crd-dbt_pos_ca_54_1x.png mc_sym_crd-dbt_pos_ca_54_2x.png mc_sym_crd-dbt_pos_ca_54_3x.png	46px × 38px mc_sym_crd-dbt_rev_ca_46_1x.png mc_sym_crd-dbt_rev_ca_46_2x.png mc_sym_crd-dbt_rev_ca_46_3x.png
	62px × 51px mc_sym_crd-dbt_pos_ca_62_1x.png mc_sym_crd-dbt_pos_ca_62_2x.png mc_sym_crd-dbt_pos_ca_62_3x.png	70px × 57px mc_sym_crd-dbt_pos_ca_70_1x.png mc_sym_crd-dbt_pos_ca_70_2x.png mc_sym_crd-dbt_pos_ca_70_3x.png	54px × 44px mc_sym_crd-dbt_rev_ca_54_1x.png mc_sym_crd-dbt_rev_ca_54_2x.png mc_sym_crd-dbt_rev_ca_54_3x.png
	62px × 51px mc_sym_crd-dbt_rev_ca_62_1x.png mc_sym_crd-dbt_rev_ca_62_2x.png mc_sym_crd-dbt_rev_ca_62_3x.png	70px × 57px mc_sym_crd-dbt_rev_ca_70_1x.png mc_sym_crd-dbt_rev_ca_70_2x.png mc_sym_crd-dbt_rev_ca_70_3x.png	