



Masterpass™ branding requirements

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1

Introduction

Masterpass™ is a digital payment service built to ease friction at checkout across channels and devices.

This document introduces the types of Masterpass branding assets and details how, where, and when they should be used in a user interface (web/mobile/app) and in marketing communications. Adherence to these requirements will help ensure effective integration of the Masterpass brand assets so that the Masterpass consumer experience is consistent, quick, and easy.

This document replaces version 3.0 of the Masterpass Branding Requirements. The information is subject to change, always reference the latest update.

For further questions on Masterpass brand asset requirements, email the Brand Manager at ask.brand.manager@mastercard.com, or call the Brand Identity Hotline at 1-914-249-1326.

Internal audiences: To access the artwork or templates detailed throughout, visit mastercardconnect.com.

External audiences: To access the artwork or templates detailed throughout, visit brand.mastercard.com.

2

Masterpass branding assets

There are two primary Masterpass™ branding asset types:

- Masterpass Mark
- Masterpass Button

Masterpass Mark

The Masterpass Mark is made up of the red and yellow Circles Design, and the “masterpass™” logotype. The Mark must not be modified in any way.

The Masterpass Mark must:

- Be used to promote the overall Masterpass product
- Be used to communicate that Masterpass is a payment option and to convey acceptance
- Never be used to launch the Masterpass wallet user interface unless used in a carousel where the payment brand options signal acceptance as well as launch the Masterpass wallet experience

Configurations

The Mark is available in a horizontal or vertical configuration. The horizontal configuration is preferred, especially in the header of a user interface. However, you may select the configuration that works best for your communication.

Masterpass Mark



Circles Design Logotype

Horizontal configuration
(Preferred)



Vertical configuration

2.1

Masterpass Mark

Versions

The Masterpass™ Mark must be used in full-color on a web user interface and in marketing communications.

A grayscale or one-color Mark is available; however, these only are permitted in one-color print communications or for mobile interfaces where all other payment options also appear in grayscale or one-color.

Always provide sufficient contrast with the background against which the Mark appears. The Mark is available in positive (for use on white/light backgrounds) and reverse (for use on black/dark backgrounds).

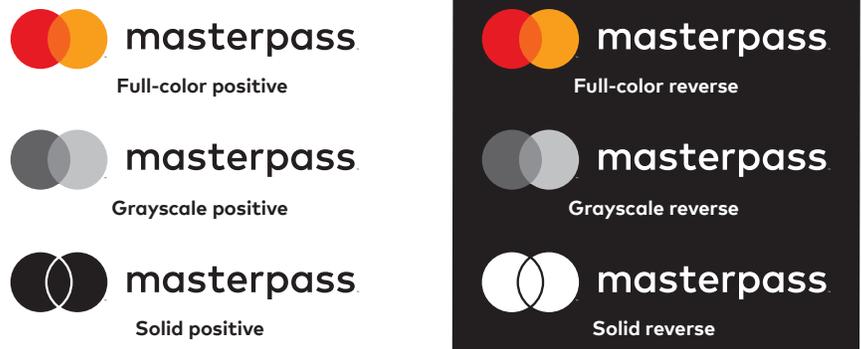
Positive artwork

The "masterpass" logotype, including trademark designations, must be black when appearing on light image/background color values that range from the equivalent of 0%–45% black.

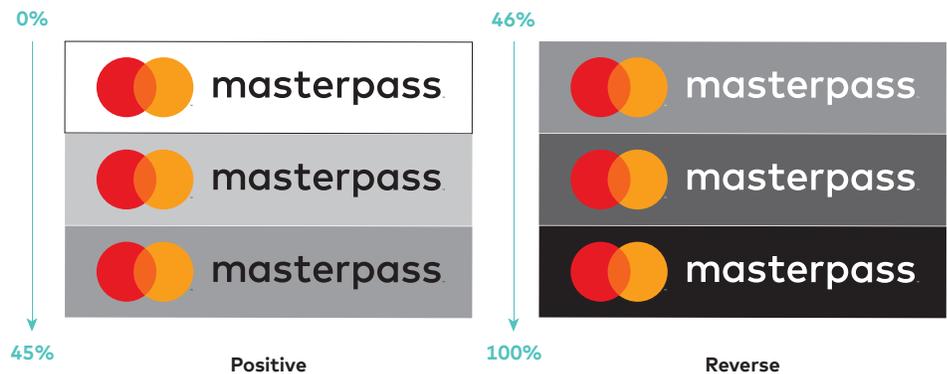
Reverse artwork

The "masterpass" logotype, including trademark designations must be white when appearing on dark image/background color values that range from the equivalent of 46%–100% black.

Versions



Background contrast



2.1a

Masterpass Mark

Parity

Masterpass™ Marks must:

- Appear at a size that is at least equal to the largest other payment options also displayed
- Appear at color parity
- Appear at color parity with other brands

Minimum clear space

Always surround the Mark with sufficient clear space, based on "x", which is equal to the width of the "m" in the "masterpass" logotype.

Minimum size

The Mark must be used at a size that is clear and legible. Appropriate sizing depends on screen resolution and print quality. A good general rule is to follow the minimum sizes as indicated below.

Small scale use on a user interface

When the Masterpass Mark is used on a user interface where the display of the logotype is less than 48 points wide, the "masterpass" logotype may be omitted from the artwork and replaced with the word "Masterpass" set in the same type font used through the user interface. The word must:

- Feature an upper case "M" and a lowercase "p"
- Appear directly to the right, or in close proximity to, the circles
- Appear at a size that is clear and legible

Omitting the logotype is not permitted on any non-digital communications.

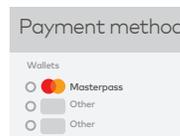
Minimum clear space



Minimum size

			
Screen: 45 pixels 90 points	Print: 16.8mm 0.66"	Screen: 24 pixels 48 points	Print: 8.9mm 0.35"

Small scale use on a user interface



Parity



2.1b

Masterpass™ by Mastercard® Mark

This endorsed version of the Masterpass Mark is used for the Masterpass by Mastercard wallet, the wallet designed, built, powered by, and available directly from Mastercard, and also may be used in marketing to reinforce that Masterpass is from Mastercard. The endorsed Mark must never appear on a user interface unless in a header of a Masterpass by Mastercard wallet or for a marketing function. Only the horizontal configuration is available.

All standards apply as described for the Masterpass Mark.

Endorsed
Masterpass
Mark



2.2

Partner/Program Masterpass™ Lockup Logo

The Partner/Program Masterpass Lockup Logo includes the partner or program logo and the Masterpass Mark positioned adjacent to, and separated by, a separator line. The "program" may be the name used with, or instead of, the partner name.

The Partner/Program Masterpass Lockup Logo must:

- Be used to brand **all** Partner Masterpass wallets in the wallet user interface and in **all** marketing
- Be made from Mastercard-provided templates available at mastercardconnect.com for internal audiences and brand.mastercard.com for external audiences
- Follow the core requirements for the Masterpass Mark as referenced earlier in this section

Configurations and versions

The Lockup Logo is available in a horizontal or vertical configuration. The horizontal configuration is preferred. The vertical configuration must not be used in the header of a user interface.

The Lockup Logo must be used in full-color on a web user interface and in marketing communications. It is available in positive, for use on white/light backgrounds, and reverse, for use on black/dark backgrounds.

Parity

Size parity with partner/program logos of different proportions is determined by area. The approximate area (height by width) of the partner/program logo should be equal to the approximate area of the fixed size Masterpass Mark.

Endorsed Lockup Logo

A version of the Lockup Logo that includes the "by mastercard®" endorsement may be used in marketing to reinforce that Masterpass is from Mastercard, however, is never used in a Masterpass user interface.

Configurations and versions



Horizontal positive



Vertical positive



Horizontal reverse



Vertical reverse

Parity



Endorsed Lockup Logos



2.3

Masterpass Button

The Masterpass™ Button must be used:

- As an actionable, directly clickable asset that immediately launches the Masterpass checkout flow/wallet experience
- In marketing communications only when specifically referencing clickable functionality as in "Use where you see" [+ Button]
- Only in full-color

The Masterpass Button is available in a standard size. A range of extended sizes only is available in a merchant checkout page to accommodate a longer horizontal footprint. The extended Button is **never** used in marketing.

Masterpass Dynamic Button

The Masterpass Dynamic Button is an additional button available to select wallet partners and is made up of the partner/program logo positioned side by side with the Masterpass circles design (additional variations exist). It may be created by the partner using base design artwork/templates provided by Mastercard at mastercardconnect.com for internal audiences and brand.mastercard.com for external audiences.

Masterpass Button



Standard



Extended

Masterpass Dynamic Button



Standard



Extended

2.3a

Masterpass Button

Parity

The Masterpass Button must:

- Appear at a size that is at least equal to the largest buttons displayed (generally matched by height)
- Be in full-color
- Be placed in line with other buttons if shown horizontally, or if shown vertically

Minimum clear space

Surround the Button with sufficient clear space, which at a minimum should equal $\frac{1}{4}$ the height (x) of the Button.

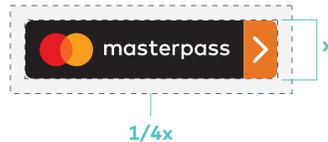
Minimum size

Use the Button at a size that is clear and legible. Appropriate sizing depends on screen resolution and print quality. A good general rule is to follow the minimum sizes as indicated below.

Background contrast

Always provide sufficient contrast with the background against which the Button appears. A thin 1 pixel or 1mm outline may be added around the Button to create contrast on backgrounds that don't provide sufficient contrast.

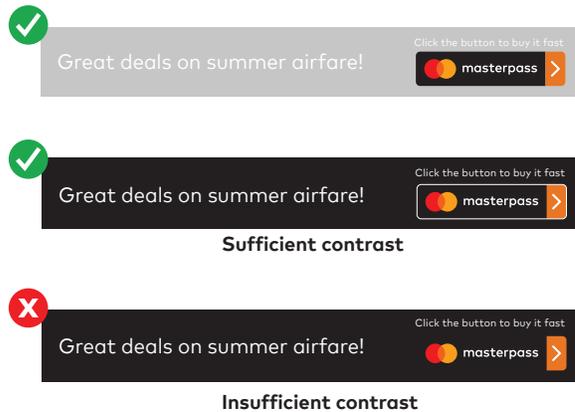
Minimum clear space



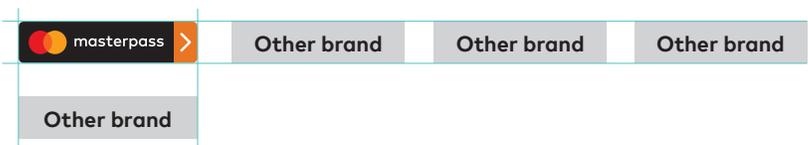
Minimum size



Background contrast



Parity



Referring to Masterpass and Mastercard in text

When Masterpass™ and Mastercard® are used in text:

- They should be typeset in the same typeface as the surrounding copy, as a single word with no space between "Master" and "pass" or "Master" and "card". The "M" should be a capital letter. The "p" and "c" must be in lower case
- The entire word "MASTERPASS" and "MASTERCARD" may be in all upper case only if the font style of the user interface or communication also is all upper case
- "Masterpass" and "Mastercard" must not be translated (exceptions may be granted by contacting ask.brand.manager@mastercard.com)
- In the first or most prominent text use of "Masterpass" and "Mastercard" on a page or screen (after use, if any, in a headline), the ™ and ® respectively are required. In subsequent use on that page or screen, the ™ and ® symbols may be omitted
- When a merchant or partner uses the Masterpass Mark or "Masterpass" in text in marketing, the following trademark attribution (in a very small size) should be included once in the communication: "Masterpass and the circles design are trademarks of Mastercard International Incorporated."
- When Mastercard also is used, the attribution reads: "Mastercard is a registered trademark, and Masterpass and the circles design are trademarks of Mastercard International Incorporated."
- In a user interface, digital communications, and small-size marketing communications, the above trademark attributions are not required



Introducing
Masterpass™

New. Now. Fast.



INTRODUCING
MASTERPASS™

NEW. NOW. FAST.



Introducing
masterpass™

New. Now. Fast.



PARTNER |  **masterpass**
by mastercard.

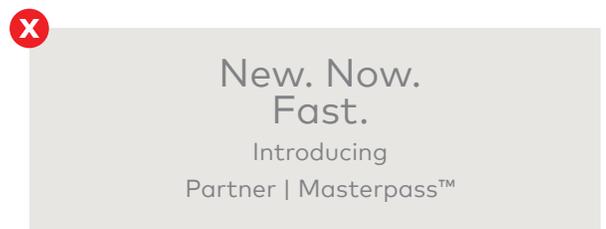
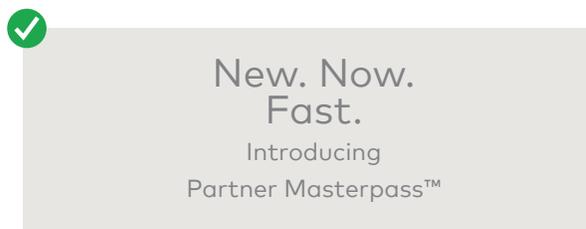
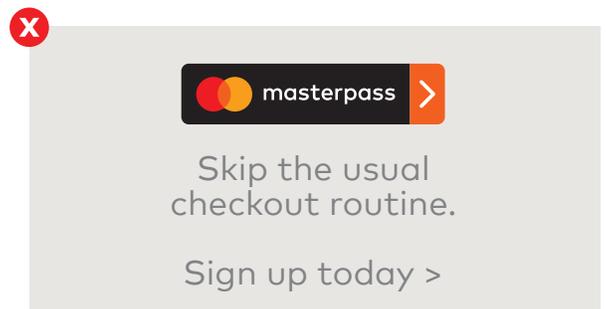
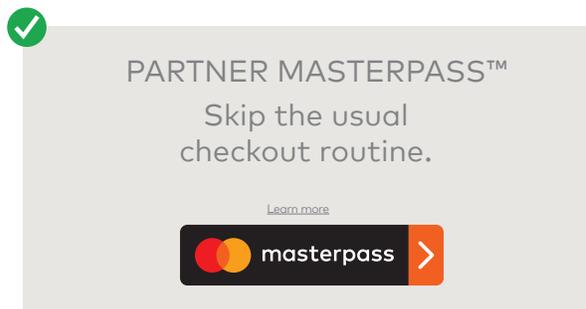
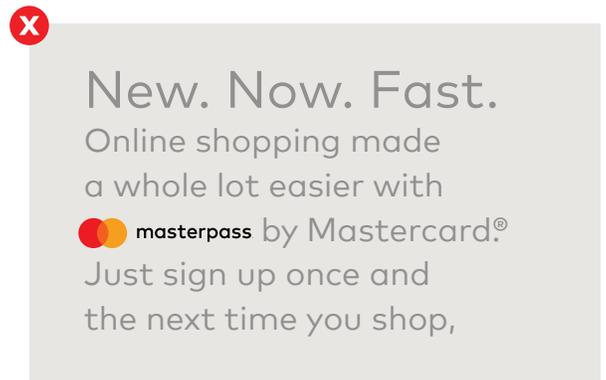
New. Now. Fast.
Introducing Partner Masterpass™ from Mastercard®

Mastercard is a registered trademark, and Masterpass and the circles design are trademarks of Mastercard International Incorporated.

Branding in marketing and promotions

Partners may use the brand elements (with the exception of the extended Buttons) detailed throughout this document in marketing to promote their partnership with Masterpass™ and to promote Masterpass acceptance.

- The 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
- In marketing, a Masterpass Button only may be used when clickable such as in "Click to learn more" [+ Button] within a web banner or when specifically referencing clickable functionality/merchant acceptance such as in "Use where you see" [+ Button]
- When featuring the wallet name within a headline or text, use the same typeface as the surrounding copy. Do not include a separating device between the Partner/Program Name and "Masterpass"



4.1

Branding in marketing and promotions

To help build Masterpass™ awareness through stronger linkage to Mastercard, some form of Mastercard attribution is encouraged. Either the Masterpass by Mastercard (endorsed) Mark or a prominent reference that Masterpass is by/from Mastercard may be used.

New. Now. Fast.
Introducing Partner Masterpass™ by Mastercard®
Use wherever Masterpass is accepted.



The logo features the word "PARTNER" in white, uppercase letters with a blue and green swoosh above the "N". Below it is a horizontal line, followed by the Mastercard logo (two overlapping circles, red and yellow) and the word "masterpass" in lowercase.

Sign up for
Partner
Masterpass™

[learn more >](#)



The logo features the word "PARTNER" in white, uppercase letters with a blue and green swoosh above the "N". To its right is a vertical line, followed by the Mastercard logo (two overlapping circles, red and yellow) and the word "masterpass" in lowercase, with "by mastercard." in smaller text below it.

4.2

Branding in marketing and promotions

FF Mark[®] is the font used in the Masterpass[™] logotype, Masterpass by Mastercard wallet user interface, and Masterpass-provided marketing. Wallet partners may, but are not required to, use FF Mark in their own marketing communications.

FF Mark may be licensed only from Monotype at:

<https://www.fonts.com/font/fontfont/ff-mark/collection>

1. Checkout instructions for font license
2. Select "Desktop" option from drop down menu
3. Go to cart
4. Select "Open Type Pro TTF" under Format
5. Select correct amount of desktop users under "Computers"
6. *For Mastercard employees and their agencies, use Mark for MC, which is available for download on the [Mastercard Design Center](#)

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()

Hairline

Hairline Italic

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Heavy

Heavy Italic

Black

Black Italic

5

Mastercard branding in Masterpass wallets

When a Mastercard account is represented in a Masterpass wallet, specific requirements must be followed. These requirements are available at brand.mastercard.com.

