

Optimized web artwork and use

The Mastercard® 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 Mastercard Brand Mark Branding requirements document.**

Instructions

Correct display of the Mastercard 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 element with the size you would like it displayed. See below example:

```

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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:

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Artwork and complete guidelines are available at

brand.mastercard.com/brandcenter/mastercard-brand-mark/downloads.html

| | | |
|-----|--|---|
| |  Horizontal Positive |  Vertical Positive |
| SVG | mc_hrz_pos.svg | mc_vrt_pos.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 | 45px × 37px mc_vrt_opt_pos_45_1x.png mc_vrt_opt_pos_45_2x.png mc_vrt_opt_pos_45_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 | 53px × 44px mc_vrt_opt_pos_53_1x.png mc_vrt_opt_pos_53_2x.png mc_vrt_opt_pos_53_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 | 63px × 52px mc_vrt_opt_pos_63_1x.png mc_vrt_opt_pos_63_2x.png mc_vrt_opt_pos_63_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 | 73px × 61px mc_vrt_opt_pos_73_1x.png mc_vrt_opt_pos_73_2x.png mc_vrt_opt_pos_73_3x.png |
| |  Horizontal Reverse |  Vertical Reverse |
| SVG | mc_hrz_rev.svg | mc_vrt_rev.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 | 45px × 37px mc_vrt_opt_rev_45_1x.png mc_vrt_opt_rev_45_2x.png mc_vrt_opt_rev_45_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 | 53px × 44px mc_vrt_opt_rev_53_1x.png mc_vrt_opt_rev_53_2x.png mc_vrt_opt_rev_53_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 | 63px × 52px mc_vrt_opt_rev_63_1x.png mc_vrt_opt_rev_63_2x.png mc_vrt_opt_rev_63_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 | 73px × 61px mc_vrt_opt_rev_73_1x.png mc_vrt_opt_rev_73_2x.png mc_vrt_opt_rev_73_3x.png |

*Except Internet Explorer 8 or lower.

Optimized web artwork and use

The Mastercard® 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 Mastercard Brand Mark Branding requirements document.**

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| | |
|---|--|
|  Acceptance Mark | |
| SVG | mc_acc.svg |
| PNG | 46px × 30px mc_acc_opt_46_1x.png mc_acc_opt_46_2x.png mc_acc_opt_46_3x.png |
| | 54px × 35px mc_acc_opt_54_1x.png mc_acc_opt_54_2x.png mc_acc_opt_54_3x.png |
| | 62px × 40px mc_acc_opt_62_1x.png mc_acc_opt_62_2x.png mc_acc_opt_62_3x.png |
| | 70px × 45px mc_acc_opt_70_1x.png mc_acc_opt_70_2x.png mc_acc_opt_70_3x.png |

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| | | | |
|---|--|---|--|
|  | |  | |
| Horizontal Mastercard / Visa | | Vertical Mastercard / Visa | |
| SVG | mcvs_acc_hrz.svg | mcvs_acc_vrt.svg | |
| PNG | 89px × 30px mcvs_acc_opt_89_1x.png mcvs_acc_opt_89_2x.png mcvs_acc_opt_89_3x.png | 46px × 59px mcvs_acc_opt_46_1x.png mcvs_acc_opt_46_2x.png mcvs_acc_opt_46_3x.png | |
| | 105px × 35px mcvs_acc_opt_105_1x.png mcvs_acc_opt_105_2x.png mcvs_acc_opt_105_3x.png | 54px × 69px mcvs_acc_opt_54_1x.png mcvs_acc_opt_54_2x.png mcvs_acc_opt_54_3x.png | |
| | 121px × 40px mcvs_acc_opt_121_1x.png mcvs_acc_opt_121_2x.png mcvs_acc_opt_121_3x.png | 62px × 79px mcvs_acc_opt_62_1x.png mcvs_acc_opt_62_2x.png mcvs_acc_opt_62_3x.png | |
| | 137px × 45px mcvs_acc_opt_137_1x.png mcvs_acc_opt_137_2x.png mcvs_acc_opt_137_3x.png | 70px × 90px mcvs_acc_opt_70_1x.png mcvs_acc_opt_70_2x.png mcvs_acc_opt_70_3x.png | |
|  | |  | |
| Horizontal Mastercard / Visa / American Express | | Vertical Mastercard / Visa / American Express | |
| SVG | mcvsax_hrz_rev.svg | mcvsax_vrt_rev.svg | |
| PNG | 124px × 30px mcvsax_acc_opt_124_1x.png mcvsax_acc_opt_124_2x.png mcvsax_acc_opt_124_3x.png | 46px × 92px mcvsax_acc_opt_46_1x.png mcvsax_acc_opt_46_2x.png mcvsax_acc_opt_46_3x.png | |
| | 144px × 35px mcvsax_acc_opt_144_1x.png mcvsax_acc_opt_144_2x.png mcvsax_acc_opt_144_3x.png | 54px × 108px mcvsax_acc_opt_54_1x.png mcvsax_acc_opt_54_2x.png mcvsax_acc_opt_54_3x.png | |
| | 165px × 40px mcvsax_acc_opt_165_1x.png mcvsax_acc_opt_165_2x.png mcvsax_acc_opt_165_3x.png | 62px × 124px mcvsax_acc_opt_62_1x.png mcvsax_acc_opt_62_2x.png mcvsax_acc_opt_62_3x.png | |
| | 185px × 45px mcvsax_acc_opt_185_1x.png mcvsax_acc_opt_185_2x.png mcvsax_acc_opt_185_3x.png | 70px × 170px mcvsax_acc_opt_70_1x.png mcvsax_acc_opt_70_2x.png mcvsax_acc_opt_70_3x.png | |