

# Optimized web artwork and use

An optional Acceptance Mark is available for merchants who want to underscore Debit Mastercard.

This document is for quick reference only. For complete guidelines, refer to [brand.mastercard.com/debit.html](https://brand.mastercard.com/debit.html)

## Instructions

Correct display of the Acceptance Marks 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:

```

```

## 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:

```

```

Artwork and complete guidelines are available at

[brand.mastercard.com/debit/mastercard-brand-mark/downloads.html](https://brand.mastercard.com/debit/mastercard-brand-mark/downloads.html)

	 Standard Acceptance Mark	 Debit Acceptance Mark
SVG	mc_acc.svg	mc_deb_acc_web.svg
PNG	<b>46px × 30px</b> mc_acc_opt_46_1x.png mc_acc_opt_46_2x.png mc_acc_opt_46_3x.png	<b>46px × 39px</b> mc_deb_acc_opt_web_46_1x.png mc_deb_acc_opt_web_46_2x.png mc_deb_acc_opt_web_46_3x.png
	<b>54px × 35px</b> mc_acc_opt_54_1x.png mc_acc_opt_54_2x.png mc_acc_opt_54_3x.png	<b>54px × 45px</b> mc_deb_acc_opt_web_54_1x.png mc_deb_acc_opt_web_54_2x.png mc_deb_acc_opt_web_54_3x.png
	<b>62px × 40px</b> mc_acc_opt_62_1x.png mc_acc_opt_62_2x.png mc_acc_opt_62_3x.png	<b>62px × 51px</b> mc_deb_acc_opt_web_62_1x.png mc_deb_acc_opt_web_62_2x.png mc_deb_acc_opt_web_62_3x.png
	<b>70px × 45px</b> mc_acc_opt_70_1x.png mc_acc_opt_70_2x.png mc_acc_opt_70_3x.png	<b>70px × 58px</b> mc_deb_acc_opt_web_70_1x.png mc_deb_acc_opt_web_70_2x.png mc_deb_acc_opt_web_70_3x.png

\*Except Internet Explorer 8 or lower.

# 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 [brand.mastercard.com/debit.html](https://brand.mastercard.com/debit.html)**

## 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 <img> element with the size you would like it displayed. See below example:

```

```

## 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:

```

```

Artwork and complete guidelines are available at

[brand.mastercard.com/debit/mastercard-brand-mark/downloads.html](https://brand.mastercard.com/debit/mastercard-brand-mark/downloads.html)

	 Horizontal Positive	 Vertical Positive
SVG	mc_hrz_pos.svg	mc_vrt_pos.svg
PNG	<b>76px × 18px</b> mc_hrz_opt_pos_76_1x.png mc_hrz_opt_pos_76_2x.png mc_hrz_opt_pos_76_3x.png	<b>45px × 37px</b> mc_vrt_opt_pos_45_1x.png mc_vrt_opt_pos_45_2x.png mc_vrt_opt_pos_45_3x.png
	<b>88px × 21px</b> mc_hrz_opt_pos_88_1x.png mc_hrz_opt_pos_88_2x.png mc_hrz_opt_pos_88_3x.png	<b>53px × 44px</b> mc_vrt_opt_pos_53_1x.png mc_vrt_opt_pos_53_2x.png mc_vrt_opt_pos_53_3x.png
	<b>97px × 22px</b> mc_hrz_opt_pos_97_1x.png mc_hrz_opt_pos_97_2x.png mc_hrz_opt_pos_97_3x.png	<b>63px × 52px</b> mc_vrt_opt_pos_63_1x.png mc_vrt_opt_pos_63_2x.png mc_vrt_opt_pos_63_3x.png
	<b>105px × 25px</b> mc_hrz_opt_pos_105_1x.png mc_hrz_opt_pos_105_2x.png mc_hrz_opt_pos_105_3x.png	<b>73px × 61px</b> 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	<b>76px × 18px</b> mc_hrz_opt_rev_76_1x.png mc_hrz_opt_rev_76_2x.png mc_hrz_opt_rev_76_3x.png	<b>45px × 37px</b> mc_vrt_opt_rev_45_1x.png mc_vrt_opt_rev_45_2x.png mc_vrt_opt_rev_45_3x.png
	<b>88px × 21px</b> mc_hrz_opt_rev_88_1x.png mc_hrz_opt_rev_88_2x.png mc_hrz_opt_rev_88_3x.png	<b>53px × 44px</b> mc_vrt_opt_rev_53_1x.png mc_vrt_opt_rev_53_2x.png mc_vrt_opt_rev_53_3x.png
	<b>97px × 22px</b> mc_hrz_opt_rev_97_1x.png mc_hrz_opt_rev_97_2x.png mc_hrz_opt_rev_97_3x.png	<b>63px × 52px</b> mc_vrt_opt_rev_63_1x.png mc_vrt_opt_rev_63_2x.png mc_vrt_opt_rev_63_3x.png
	<b>105px × 25px</b> mc_hrz_opt_rev_105_1x.png mc_hrz_opt_rev_105_2x.png mc_hrz_opt_rev_105_3x.png	<b>73px × 61px</b> 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.