



# Visa Secure Remote Commerce

Messaging Tools and Guidelines for Merchants

Revised March 2020



# Notice of confidentiality and disclaimers

This presentation is furnished to you solely in your capacity as a customer of Visa Inc. and/or a participant in the Visa payments system. By accepting to view this presentation, you acknowledge that the information contained herein and associated discussion (the "Information") is confidential and subject to the confidentiality restrictions contained in Visa's operating regulations and/or other confidentiality agreements, which limit your use of the Information and address feedback provided by you, patents, proprietary rights, joint development and disclaimers of warranty. You agree to keep the Information confidential and not to use the Information for any purpose other than in your capacity as a customer of Visa Inc. or as a participant in the Visa payments system. The Information may only be disseminated within your organization on a need-to-know basis to enable your participation in the Visa payments system. Please be advised that the Information may constitute material non-public information under U.S. federal securities laws and that purchasing or selling securities of Visa Inc. while being aware of material non-public information would constitute a violation of applicable U.S. federal securities laws.

Note: These materials are provided for informational purposes only and should not be relied upon for marketing, legal, regulatory or other advice. You should independently evaluate all content and recommendations in light of your specific business needs, operations and policies as well as any applicable laws and regulations. Visa is not responsible for your use of these materials, including errors of any kind, or any assumptions or conclusions you might draw from their use.

Whenever you see [credit/debit] in suggested call to actions, it is to allow an issuer or merchant the option to highlight the card type for their issuance and/or acceptance, as merchants in the U.S. have the ability to accept credit, debit or both.

The recommended messaging in this guide is intended solely as a resource for Visa Issuers to consult when developing their individual card programs. Visa recommends that you utilize this recommended copy. Issuers are responsible for all legal and regulatory compliance of their Visa card programs, including their use of marketing materials or specific marketing practices in connection with their Visa cards. Issuers should consult with their Legal Department when creating their Visa marketing programs and materials. A copy of all issuer-produced materials must be submitted to Visa for inventory control purposes only.

It is required that Visa and our client partners fully comply with EMV Co's SRC Payment Icon Reproduction Guidelines when using the icon in marketing or other materials. A copy of EMV Co's SRC Payment Icon Reproduction Guidelines is available at <https://www.emvco.com/emv-technologies/src/>

# What is the purpose of this document?

[Introduction](#)[Asset overview](#)[Guidelines](#)[Messaging](#)[Marketing assets](#)[Contact info](#)

- Purpose
- Opportunity
- What is Visa SRC?
- Communicating

This interactive document is your one-stop shop to promote use of Visa Secure Remote Commerce. Just click the tabs above or on the left to access the materials you need.

Inside you will find:

**Brand guidelines:** Understand how to properly configure and use the Visa brand mark and how and when to use the EMV® Secure Remote Commerce (EMV SRC) payment icon.

**Marketing assets:** Utilize turnkey asset templates and messaging to let Visa cardholders know that we support use of Visa Secure Remote Commerce for eCommerce transactions.

**Legal Note:** Nothing in this document constitutes legal advice. Before any of the turnkey promotional assets contained in this section are produced or distributed, it is your responsibility to have all materials reviewed and approved by your legal counsel.

1. EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

# Opportunity

## Introduction

- Purpose
- Opportunity
- What is Visa SRC?
- Communicating

## Asset overview

## Guidelines

## Messaging

## Marketing assets

## Contact info

## Background


Digital commerce is growing rapidly, with card-not-present transactions projected to rise three times faster than card-present transactions in the next four years. But there are several challenges with this eCommerce growth:

High shopping cart abandonment rates, especially on mobile devices.

Lower approval rates online than in stores.

Increased fraud, which is growing faster than online sales.

The friction created by having to complete multiple form fields at checkout.

Fortunately, online payments are evolving to address these challenges. In June 2019, EMVCo released a set of new industry-wide standards for eCommerce transactions. EMV® Secure Remote Commerce will serve as a framework for solutions that can help make online buying easy and smart. EMV SRC based solutions will be available everywhere the EMV SRC payment icon  appears<sup>1</sup>.

Visa is applying the new standards through Visa Secure Remote Commerce, which incorporates our proprietary technologies for tokenization of primary account numbers, fraud prevention, and real-time transaction risk analysis.

1. The EMV SRC payment icon, consisting of a pentagon design oriented on its side with a stylized depiction of a fast forward symbol on the right, formed by a continuous line, is a trademark owned by and used with permission of EMVCo, LLC.

# What is Visa Secure Remote Commerce?

## Introduction

- Purpose
- Opportunity
- What is Visa SRC?
- Communicating

## Asset overview

## Guidelines

## Messaging


## Marketing assets

## Contact info

## Visa Secure Remote Commerce is designed to:

Reduce the need to enter primary account numbers and passwords during purchase flows:

Consumers will need to enter Visa credit, debit, or reloadable prepaid card information the first time they engage or click to pay at participating merchant sites or when new cards are used or added. Issuing banks can also have their cardholders' cards pre-provisioned for easier access.

Once they have entered their Visa card information, consumers can choose "trust this device," during checkout. As long as they use the same browser, they will be able to use that card with just a few clicks when they see this icon  where Visa is accepted.

Existing Visa Checkout users will only need to authenticate their Visa cards upon first-time use.

Provide a simpler, more consistent digital checkout experience:

Uses a single payment profile across various participating merchants and devices.

Make payment credentials less vulnerable to fraud:

Initially, a consumer's identity can be protected with one-time passcodes, and payment data will remain protected by Visa's multi-layer approach to security and Decision and Fraud Management tools.

As the adoption of Visa Tokens expands, tokens will replace sensitive cardholder credentials, including 16-digit primary account number and expiration dates, at participating merchants that utilize Visa Token Service.

This evolution can help accelerate the growth of eCommerce while potentially reducing risks for consumers, merchants, issuers, and partners. In short, enabling consumers to buy remotely with more ease and confidence is a win for everyone.

# Communicating to consumers

## Introduction

- Purpose

- Opportunity

- What is Visa SRC?

- Communicating

## Asset overview

## Guidelines

## Messaging

## Marketing assets

## Contact info

Communications about Visa Secure Remote Commerce should convey how it can make a consumer's life easier by providing an easy and smart way to make payments online.

Consumers are often overwhelmed by or resistant to new technology. You have an important role to play in educating consumers about the benefits of Visa Secure Remote Commerce in a simple and accessible way, while also demonstrating how it can be relevant to their online shopping experience.

## Consumer benefits:

### Easy

You no longer have to enter 16-digit primary account numbers, look up passwords, or fill out long forms to make a purchase.

### Smart

Wherever you see this icon  and Visa is accepted, you'll enjoy the same time-saving digital checkout.

### Secure

When you click to pay with Visa, you can be assured that our global payment network is always looking out for you - fighting fraud, reducing risk, and helping to make transactions fast and worry-free. We use multiple layers of payment security, and our anti-fraud detection system monitors every payment in real time, analyzing more than 500 unique risk attributes. Visa also works closely with merchants and your issuing bank to protect your card against unauthorized use. With Visa, you can buy with confidence.

# Asset details

[Introduction](#)[Asset overview](#)[Guidelines](#)[Messaging](#)[Marketing assets](#)[Contact info](#)[— Asset details](#)[— How to use](#)[— How to access](#)

## Availability

Assets are available on Visa Brand Asset Manager

## File Types

Videos: ProRes, H.264

Sizes: 3840x2160, 1920x1080, 16:9

Digital assets: PSD

## Shoot Asset Usage

21 months unlimited, unrestricted, worldwide, all media excluding TV.  
Press/trade is ok. No print media.

Expires October 21, 2021

Available for Visa marketing and Visa client co-marketing

## Talent Usage

21 months unlimited, unrestricted, worldwide, all media excluding TV.  
Press/trade is ok. No print media.

Expires October 21, 2021

Available for Visa marketing and Visa client co-marketing

## Stock usage

All media worldwide in perpetuity

# How to use the assets

## Introduction

### Asset overview

- Asset details
- How to use
- How to access

## Guidelines

## Messaging

## Marketing assets

## Contact info

Executions should include the elements on the right to ensure consistency across communications. These creative elements will work together to highlight the speed and convenience of using Visa cards with Secure Remote Commerce to shop online.

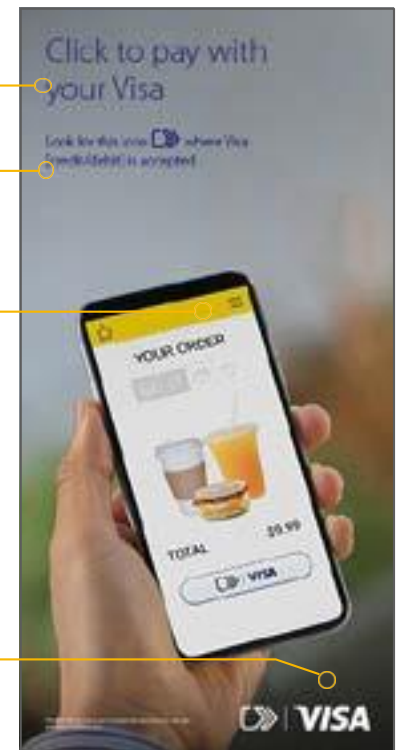
The assets available in Visa Brand Asset Manager will give you the base for these creative elements. Before any promotional assets based on this document are produced or distributed they must be reviewed and approved by your respective legal counsel.

### Messaging

Use a prominent CTA in digital banners

Key visual should focus on the payment moment

Always include the SRC icon and Visa logo. This combination shall always include the icon, positioned first, then the vertical separator line, and finally an SRC participant mark or SRC System Operating Images. Don't crop the SRC payment icon, button or Visa logo





# How to access the assets

[Introduction](#)[Asset overview](#)[Guidelines](#)[Messaging](#)[Marketing assets](#)[Contact info](#)

- [Asset details](#)
- [How to use](#)
- [How to access](#)

**Visa Brand Asset Manager or VBAM** is Visa's new enterprise digital asset management platform where you can access Visa Brand and Marketing assets like logos, guidelines, images, and other creative materials you need for doing business with Visa.

Visa Brand Asset Manager is accessible securely through Visa Online, the Visa B2B portal for business information and services used by clients and partners doing business with Visa.

To enroll into Visa Online, you'll need:

— Your Business Email Address (Users are required to use their business email address not personal.)

— Your Organization Business ID (BID)

— Your Manager's Information

Please include your manager's information to verify your access to Visa Brand Asset Manager.

# How to access the assets

Introduction

Asset overview

Guidelines

Messaging

Marketing assets

Contact info

— Asset details

— How to use

— How to access

## What do I need to do?



1. Go to [visaonline.com](https://visaonline.com) and click **Enroll Today!** to start the process. Fill in your name and email and click **Continue**.

2. Enter your business information and click on **Confirm and Proceed** once done.

3. Request VisaBrand Access Management service - select **Request Service** next to VisaBrand Asset Manager (under Working with Visa). Check the box and click **Submit**.

In most cases you will receive an email with your temporary password within minutes. If not, you will be contacted by the Client Support team for additional information.



4. Log into [visaonline.com](https://visaonline.com) with your Visa Online username and temporary password.

Visa Brand Asset Manager should be listed under **My Services**.

5. Click on the link to open it in a new window.

## Who can I contact for help?

If you have issues accessing the site or would like to provide feedback, please email [vbam@visa.com](mailto:vbam@visa.com).

# Visa brand elements

Introduction

Asset overview

Guidelines

— Visa brand elements

— SFCicon

— Usage

— Do's + don'ts

Messaging

Marketing assets

Contact info

We use the Visa Brand Mark as the main representation of our brand, our payment methods, and our organization. Our brand mark is our most enduring and recognizable asset around the world. It's recognized in any language and adaptable to any scale. And it always serves a promise to get people closer to their goals by making life easier along the way.

The Visa brand mark is always in Visa blue or white and placed on a background that provides adequate contrast between the mark and the background. A copy of the Visa Brand Guidelines is available at <https://visabrandcentral.com/assets/visa-brand-style-guidelines>.

## Minimum clear space

X = Height of the V

Apply 1X clear space around all sides of the Visa brand mark when possible.

## Minimum size

To ensure clarity and legibility of the Visa brand mark, it must never appear smaller than 11 mm, (32 px) in length.

## Color specification

- Use the Visa Blue RGB colors
- Visa Blue: R26G31B113; HEX1A1F71

## Visa Brand Mark




## Color Specification

RGB	Web/Hex
 26/13/113	1A1F71

# EMVCo Secure Remote Commerce (SRC): Payment icon reproduction requirements

## Introduction

## Asset overview


- Guidelines
  - Visa brand elements
  - SRC icon
  - Usage
  - Do's + don'ts

## Messaging

## Marketing assets

## Contact info

It is required that Visa and our client and merchant partners fully comply with EMVCo's SRC Payment Icon Reproduction Guidelines when using the icon in marketing or other materials. The following materials on pages 12-14 come from such Guidelines as of June 2019. A copy of EMVCo's SRC Payment Icon Reproduction Guidelines is available at <https://www.emvco.com/emv-technologies/src/>

These standards govern the use of (  ), referred to herein as the 'EMVCo SRC payment icon', 'SRC payment icon', 'payment icon' or 'icon', a trademark of EMVCo, LLC ('EMVCo').

This document includes the requirements for use of the icon that will signal that a payment is enabled by the EMVCo Secure Remote Commerce Specification. The icon may be used for a visual representation of SRC functionality on websites, mobile phones for in-app, within, or in immediate proximity of, a payment trigger or non-payment form factors, such as marketing collateral. Following these requirements will help ensure an optimal SRC user experience.

A written Trademark License Agreement shall be in place with EMVCo for the right to use the payment icon. For more information on entering into a Trademark License Agreement with EMVCo, please visit [www.emvco.com/about/trademark-centre/](https://www.emvco.com/about/trademark-centre/). EMVCo reserves the right to terminate the Trademark License Agreement in instances of non-compliance with these requirements.

## Elements of Imagery

The SRC payment icon is comprised of a pentagon design oriented on its side with a stylized depiction of a fast forward symbol on the right, formed by a continuous line. Except as discussed within this document, the icon shall always appear exactly as shown in the image below and shall never be broken apart or visually altered in any way.

Examples of unacceptable usage are as follows:



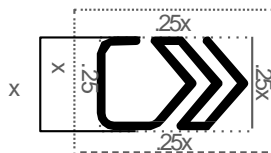
Exceptions to the above standards require pre-approval from EMVCo. To receive pre-approval, please submit a request through the EMVCo Query System on [EMVCo.com](https://www.emvco.com).

# EMVCo Secure Remote Commerce (SRC): Payment icon reproduction requirements

[Introduction](#)
[Asset overview](#)
[Guidelines](#)
[Visa brand elements](#)
[SRC icon](#)
[Usage](#)
[Do's + don'ts](#)
[Messaging](#)
[Marketing assets](#)
[Contact info](#)

## Clear Space Requirements

As a general requirement, the minimum clear space around all four sides of the icon shall be equal to one quarter (.25x) of the full height of the icon (x), as shown below.



### Exceptions to Clear Space Requirements

In certain use cases (e.g. mobile), where space may be extremely limited, the clear space requirement above does not apply in full. When the height of the icon is less than or equal to 32px, 2mm/8px clear space is required on all surrounding sides of the icon. When the height of the icon is greater than 32px, one quarter (.25x) of clear space is required around the icon.

### Size Requirements

For most use cases, the icon shall appear at a height no smaller than 5mm/20px. Where space may be extremely limited, the icon shall appear at a height no smaller than 3mm/12px.

In addition to these minimum size requirements, it is expected that the icon will appear at a size equal to any other brand imagery displayed.

## Icon Color Options

The SRC payment icon shall appear as a solid, monochromatic color that provides the best color contrast and legibility against the selected background. Background colors should be neutral and shall provide sufficient contrast for the icon to be clear and visible. For best reproduction results, the black version of the icon should appear against a white or light color background. The white (reverse) version of the icon should appear against a medium or dark color background. The background shall always be a solid color and the icon shall never be presented against an image, texture or other graphic element.

For digital, refer to applicable web accessibility guidelines to determine appropriate color contrast.



# Use with other marks

Introduction

Asset overview

Guidelines

Visa brand elements

SRCicon

Usage

Do's + don'ts

Messaging

Marketing assets

Contact info

The icon may be used other marks subject to the following criteria:

The icon cannot be given a proprietary name.

The icon may be combined with an SRC participant mark for marketing to reinforce participation in SRC—referred to, herein as the “icon with SRC participant mark.”

For marketing purposes, the icon may be combined with an SRC participant mark\* to reinforce participation in SRC—referred to, herein as the “icon with SRC participant mark.” The icon with SRC participant mark shall always include the icon, positioned first, followed by the vertical separator line, and finally an SRC participant mark.

SRC System Operating Images\*\* spaced and sized accordingly should be included in immediate proximity, leveraging the call to action descriptive language to indicate action to be taken to enable the system operating network cards in the SRC payment system.



\*SRC participant is an entity that is configured to participate in an SRC ecosystem. This can include issuers, merchants, entities playing the role of SRC Initiators, digital card facilitators, digital payment applications and payment service providers.

\*\*SRC System Operating Images are the unique images referring to an SRC System that will be displayed in association to the SRC trigger and payment icon.

## Specifications

Determining size parity between the SRC payment icon and Marks/images

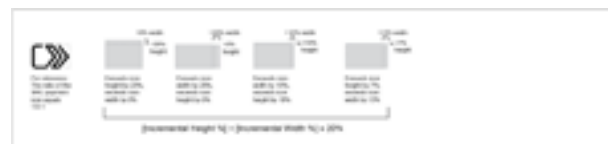


A mark/image may exceed a dimension of the SRC icon by 20% within these parameters:

$[\text{Incremental Height \%}] + [\text{Incremental Width \%}] \leq 20\%$ , where:

$[\text{Incremental Height \%}]$  is the percentage by which the height of the SRC System Operating Image or Participant Mark exceeds the height of the SRC icon; and  $[\text{Incremental Width \%}]$  is the percentage by which the width of the SRC System Operating Image or Participant Mark exceeds the width of the SRC icon.

All SRC System Operating Images or Participant Marks may meet or exceed the dimension of the SRC icon by up to 20% incremental percentage defined by the sum of incremental Height % + incremental Width %.



Acceptable and unacceptable examples of the icon with other marks are as follows:



# Do's and Don'ts for the EMVCO's SRCIcon

Introduction

Asset overview

Guidelines

Visa brand elements

SRCIcon

Usage

Do's + don'ts

Messaging

Marketing assets

Contact info

## Do's

- When possible use the provided messaging and graphics
- Always use the Visa brand mark as the primary sign for Visa branding
- The SRC payment icon should only be used to show the payment option available at a merchant site or as the issuer-supported method to pay on a merchant site
- Use the same visual treatment (font, size and color) for the SRC payment icon as the surrounding headline or text information
- Show the button in situation
- The color bars should appear in full color value, but can show details of photography underneath by combining differently affected layers
- When layouts include the use of typography over photography, carefully consider imagery that allows legibility
- Shared photography should be a blended balance between Visa and partner photography
- Share finalized assets with your local Visa account representative before going live

## Don'ts

- Don't make unsubstantiated claims about Visa Secure Remote Commerce ("fastest")
- Don't use the SRC payment icon as a stand-alone brand mark outside of the merchant checkout environment
- Don't make additional claims about Visa Secure Remote Commerce outside of the provided messaging
- Don't alter the proportions or elements of the SRC payment icon in anyway
- Don't use the Visa primary flat colors in the color bars
- Don't use gradients over photography
- Don't use overly stylized or hyper-realistic photography

# Do's and Don'ts for "click to pay"

Introduction

Asset overview

Guidelines

Visa brand elements

SRC icon

Usage

Do's + don'ts

Messaging

Marketing assets

Contact info

## EMVCO parameters:

- "Click to pay" is not a programme name, therefore, it shall be used in sentence case only
- Upper case "C" if used in the beginning of the sentence or in the call to action (e.g., "Click to pay for an easy, smart and secure checkout experience.")
- Lower case "c" if used within a sentence (e.g. "Simply click to pay for an easy, smart and secure checkout experience.")

## Do's:

- Use "click to pay" descriptively in copy as part of a natural conversation instructing the consumer how to make a payment when choosing to pay using a Secure Remote Commerce payment trigger for Card Not Present transactions.
- Click to pay with Visa when you see this icon [show icon] where Visa is accepted
- Click to pay with Visa for an easy, smart and secure online checkout when you see this icon [show icon] where Visa is accepted
- Merchant: Click to pay when you see this icon [show icon] to complete your online purchase at [Merchant]
- Issuer: Click to pay with your [Issuer Name] Visa Debit when you see this icon

[show icon] for your online purchases where Visa is accepted

- Use "Click to pay" as the call to action on an SRC enabled payment trigger where the icon graphics are not supported (e.g., radio buttons or drop down menu selections)
- ADA:
- Click to pay with card: for all use cases of the icon, including the button
- Click to pay: tool tip (when you hover over elements on a page, text shows up in a rectangular box next to it)

## Don'ts

- Make "click to pay" look like a Visa product, trademark, slogan or tagline with standalone or emphasized copy
- Use different text treatment (bold, all caps, italics, etc.) from the surrounding text
- Refer to "click to pay" as a Visa product or sub-brand (e.g., Visa click to pay, Use Visa click to pay)
- Join or hyphen the words "click to pay" (e.g., clicktopay, click-to-pay)
- Use acronyms for "click to pay" (e.g., CTP or ctp)
- Convert the "to" to the number 2 (e.g., click 2 pay, c2p)



# Messaging architecture


[Introduction](#)[Asset overview](#)[Guidelines](#)[Messaging  
Architecture  
Matrix](#)[Marketing assets](#)[Contact info](#)

A guide for communicating how Visa Secure Remote Commerce offers an easy and smart way for consumers to pay online with their Visa card:

## Messaging

Online buying is evolving so you can pay with fewer clicks. Paying online with your [issuer name] Visa card is:

### Easy

This icon  means you no longer have to enter 16-digit primary account numbers, look up passwords, or fill out long forms to make a purchase online where Visa [credit/debit] is accepted.

### Smart

Wherever you see this icon  and Visa [credit/debit] is accepted, you'll enjoy the same time-saving digital checkout.

### Secure

When you click to pay with Visa, you can be assured that Visa's global payment network is always looking out for you - fighting fraud, reducing risk, and helping to make transactions fast and worry-free. Visa uses multiple layers of payment security, and its anti-fraud detection system monitors every payment in real time, analyzing more than 500 unique risk attributes. We will continue working closely with Visa to safeguard your sensitive payment information and prevent unauthorized use of your card. Protecting you is our top priority.

### Call to Action

Click to pay with your [issuer name] Visa when you see this icon  where Visa [credit/debit]\* is accepted

\*This bracketed text is here to allow an issuer or merchant the option to highlight the card type for their issuance and/or acceptance, as merchants in the Canada have the ability to accept credit, debit or both.

# Messaging matrix

Introduction

Asset overview

Guidelines

Messaging  
Architecture  
Matrix

Marketing assets

Contact info

## Retail/Travel



Download Link: [Digital assets](#) Format: PSD

## Retail/Entertainment



Download Link: [Digital assets](#) Format: PSD

## Retail/Fashion



Download Link: [Digital assets](#) Format: PSD

## Quick Service



Download Link: [Digital assets](#) Format: PSD

**Headline:** Overall guidance for headlines is to link the lines to the scene in an iconic image and clearly communicate the benefit/RTB in a short and succinct way, without losing the brand personality. The lines shouldn't feel forced.

**Call to Action:** Click to pay with your [issuer name] Visa when you see this icon  where Visa [credit/debit] is accepted

**Call to Action:** Learn more

**Disclaimer:** The EMV@SRC payment icon, consisting of a pentagon design oriented on its side with a stylized depiction of a fast forward symbol on the right, formed by a continuous line, is a trademark owned by and used with permission of EMVCo, LLC.

**Abbreviated Disclaimer for Assets with Limited Space:** The EMV@SRC payment icon is a trademark owned by and used with permission of EMVCo, LLC.

Digital banners, social posts, and email communications should link to a Visa Secure Remote Commerce webpage hosted on your own site, or to the Visa Secure Remote Commerce webpage at <https://usa.visa.com/pay-with-visa/checkout.html>

# Video

## Introduction

## Asset overview

## Guidelines

## Messaging

## Marketing assets

## Contact info

- Video
- Email
- Digital banners
- Social media

Every video asset has four variations of talent so you can choose the ones that best serve your needs. Note the numbers in the file names correspond to the talent variant. For example, "Retail/Travel 3" will feature talent variant 3. Suggested messaging is provided for each video asset, and project files are also available in case new messaging needs to be created to address whatever consumer benefits and features you wish to highlight.

## Retail/Travel



### ASSETS

Variant	Size	Download Format
Variant 1	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 2	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 3	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 4	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>

Project Files [Download](#)

## Retail/Entertainment



Variant	Size	Download Format
Variant 1	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 2	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 3	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 4	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>

Project Files [Download](#)

## Retail/Fashion



Variant	Size	Download Format
Variant 1	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 2	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 3	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 4	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>

Project Files [Download](#)

## Quick Service



Variant	Size	Download Format
Variant 1	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 2	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 3	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>
Variant 4	3840x2160	<a href="#">H.264</a> <a href="#">ProRes</a>
	1920x1080	<a href="#">H.264</a> <a href="#">ProRes</a>

Project Files [Download](#)

# Email

[Introduction](#)
[Asset overview](#)
[Guidelines](#)
[Messaging](#)
[Marketing assets](#)
[Contact info](#)
[Video](#)
[Email](#)
[Digital banners](#)
[Social media](#)

Market-ready creative assets are modular and can be mixed and matched in different ways to design a variety of emails.

## Email Guidance

Emails should be simple in layout, utilizing an image and headline above the fold to entice the recipient to scroll down and read more. The design should be split into three sections: the header area (above the fold), the body, and the footer.

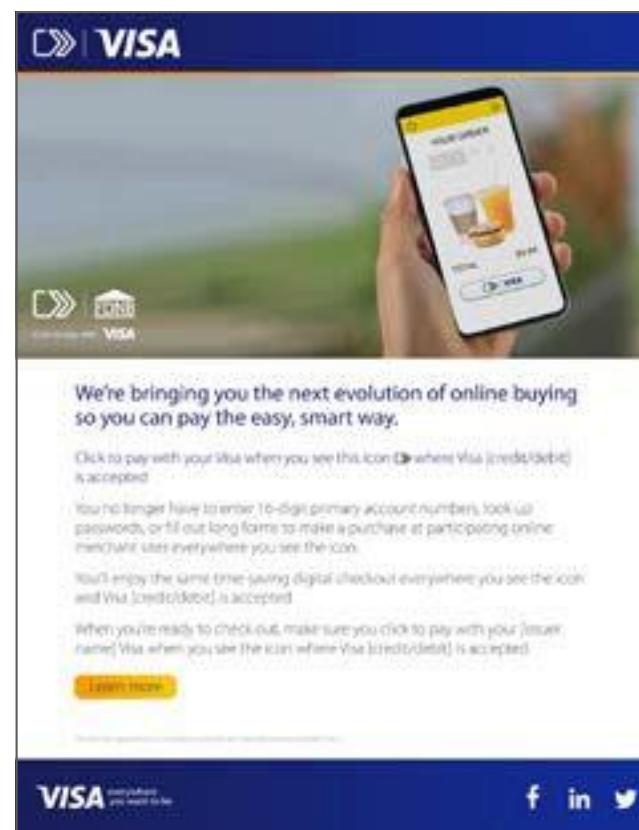
Use the “Learn more” call to action to link consumers to the Visa Secure Remote Commerce webpage at

<https://usa.visa.com/pay-with-visa/checkout.html>

You can refer to the Visa Brand Style Guide for more detailed guidance on creating emails.

### ASSETS

Download Link	Format
<a href="#">Digital assets - Travel</a>	PSD
<a href="#">Digital assets - Entertainment</a>	PSD
<a href="#">Digital assets - Fashion</a>	PSD
<a href="#">Digital assets - Quick Service</a>	PSD



# Digital banners

Introduction

Asset overview

Guidelines

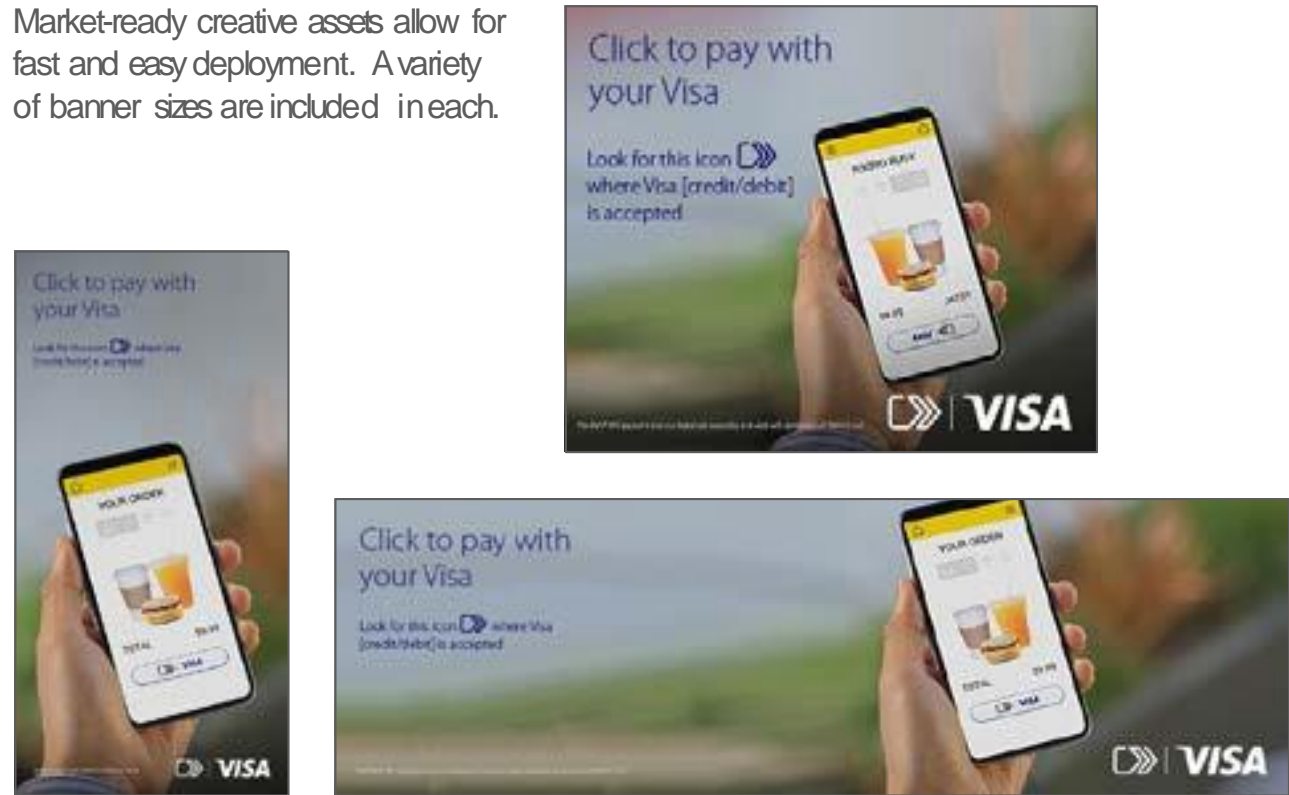
Messaging

Marketing assets

Contact info

- Video
- Email
- Digital banners
- Social media

Market-ready creative assets allow for fast and easy deployment. A variety of banner sizes are included in each.



## ASSETS

Dimensions	Download Link	Format
250 × 360	<a href="#">Digital assets - Travel</a>	PSD
300 × 250	<a href="#">Digital assets - Entertainment</a>	PSD
320 × 320	<a href="#">Digital assets - Fashion</a>	PSD
300 × 600	<a href="#">Digital assets - Quick Service</a>	PSD
800 × 250		
970 × 1080		
980 × 240		

Digital banners should link to a Visa Secure Remote Commerce webpage at

<https://usa.visa.com/pay-with-visa/checkout.html>

# Social media

Introduction

Asset overview

Guidelines

Messaging

Marketing assets

Contact info

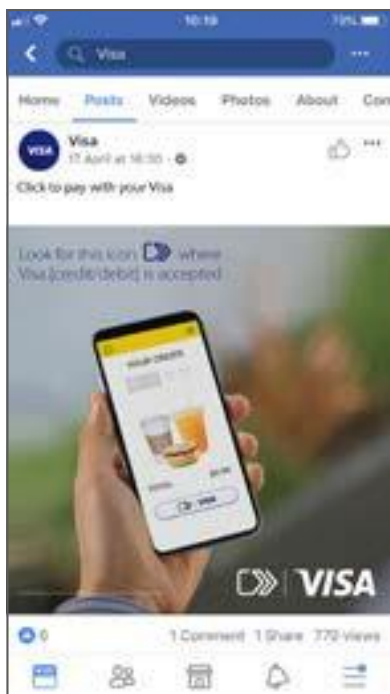
Video

Email

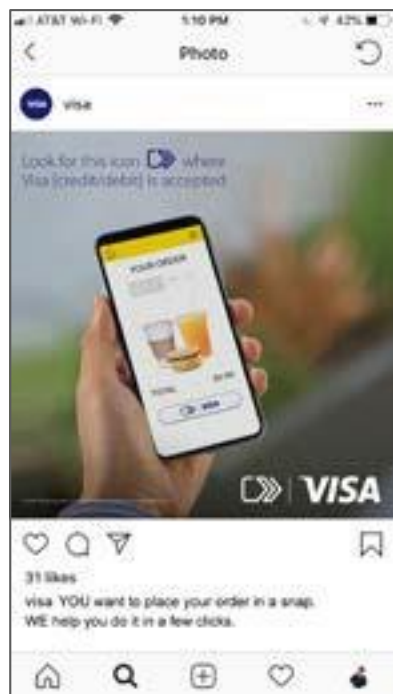
Digital banners

Social media

Market-ready creative assets are available to allow for fast and easy deployment on all social media channels. You may select from any of the still images provided on the digital banners to create social media posts.



Facebook example



Instagram example

## Social Media Guidance

Recommendation for social is to continue to feature You+ We construct within the channel copy only, while keeping the post itself to an image.

The length of post copy can vary but should be scannable without having to scroll—between 3 and 4 lines is ideal.

You can refer to the Visa Brand Style Guide for more detailed guidance on creating social assets.

A copy of the Visa Brand Guidelines is available at

<https://visabrandcentral.com/assets/visa-brand-style-guidelines>

All social posts should link to the VisaSecure Remote Commerce webpage at

<https://usa.visa.com/pay-with-visa/checkout.html>

### ASSETS

Download Link	Format
<a href="#">Digital assets - Travel</a>	PSD
<a href="#">Digital assets - Entertainment</a>	PSD
<a href="#">Digital assets - Fashion</a>	PSD
<a href="#">Digital assets - Quick Service</a>	PSD

---

# Thank you

---

Email any questions, concerns or submission of assets for inventory control to your local Visa account representative.

All assets need to be submitted to your local Visa account representative for inventory control purposes only.

Nothing in this document constitutes legal advice. Before any of the turnkey promotional assets contained in this section are produced or distributed, it is your responsibility to have all materials reviewed and approved by your legal counsel. Visa is not responsible for your use of the Toolkit, creative recommendations, or other information, including errors of any kind, contained in this document.

A copy of all merchant produced materials must be submitted to Visa for inventory control purposes only.