



*Verified by Visa*<sup>®</sup> (VbV) Mark  
Merchant Guidelines



These specifications provide the information necessary to incorporate the *Verified by Visa (VbV) Mark* in online and print applications.

#### VERIFIED BY VISA MARK FOR ONLINE USE

The following guidelines provide placement and branding specifications for Merchants' display of the *Verified by Visa* Mark with "learn more" link (shown in Figure 1) and the *Verified by Visa* Mark without "learn more" link (for print advertising, shown in Figure 8) as part of the Visa Authenticated Payment Program.

To use the *Verified by Visa* Mark(s) as outlined in this document, Merchants must first have:

- 1) Operational and certified 3-D Secure software on their website; and
- 2) Agreed to the terms and conditions of the *Verified by Visa* Trademark License Agreement

Merchants participating in the *Verified by Visa* program must display the *Verified by Visa* Mark with "learn more" link on the checkout or payment page of their website and in so doing, must adhere to the usage guidelines below.

Additionally, as a result of research studies completed by Visa Canada, it is recommended that Merchants participating in the *VbV* program show customers their support of the Visa Authenticated Payment Program (using 3-D Secure technology) by placing the *Verified by Visa* Mark with "learn more" link early in the shopping experience on their home or login page and on their security information page. Use of the Mark is limited to a single time per page.

Research<sup>1</sup> shows that 55% of consumers who see the *Verified by Visa* Mark have increased trust in the Merchant, encouraging the customer to do business with that *VbV*-enabled Merchant.

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**Figure 1:**  
*Verified by Visa* Mark  
with "learn more" Link



[learn more](#)

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### Verified by Visa Mark Reproduction Specifications

Consistent, accurate reproduction of the *Verified by Visa* Mark with “learn more” link is essential.

The following reproduction specifications will provide Merchants with all the information they need to use the Mark on their website.

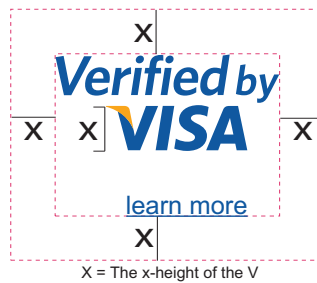
The *Verified by Visa* Mark with “learn more” link must always appear exactly as shown in Figure 1.

Never alter the arrangement or proportion of the individual elements, or contain the *Verified by Visa* Mark in a shape. The letters, elements and spacing are shown in Figure 1 in the correct design and proportions.

### Clear Space

The *Verified by Visa* Mark with “learn more” link must be surrounded by sufficient clear space. The Mark should be clearly separated from other marks, graphic elements, text or photographic background elements. For clear space requirements ( $x$  = height of the V in Visa), see Figure 2.

**Figure 2:**  
Clear Space Specifications



### Size Requirements

The *Verified by Visa* Mark with “learn more” link may be reproduced in a range of sizes, from a minimum of 60 pixels wide to a maximum of 155 pixels wide.

### Full Colour Reproduction

The *Verified by Visa* Mark with “learn more” link must appear in full-colour Visa Blue and Visa Gold whenever displayed on Merchant websites.

There are two different colour versions of the *Verified by Visa* Mark with “learn more” link to accommodate the variety of Merchant web page background colours as shown in Figure 3. Use the version of the *Verified by Visa* Mark with “learn more” link that best corresponds to the background colour of the Merchant web pages.

**Figure 3:**  
Full Colour Reproduction



On a white or light background, the *Verified by Visa* Mark appears in Visa Blue. The “learn more” link appears in Visa Blue.



On a dark background, the *Verified by Visa* Mark appears in white. The “learn more” link appears in white.

### Language Translation

The Web provides a worldwide medium for Members to access a global Merchant base. The Visa brand derives significant value from its global presence and consistency. For this reason, Visa recommends displaying the *Verified by Visa* Mark with “learn more” link in English.

If necessary, the *Verified by Visa* Mark with “learn more” link may be accompanied by a translated version as shown in Figure 4. The translation must appear in proximity to the English-language *Verified by Visa* Mark, and comply with the Clear Space rules.

The “learn more” link and the text of the *Verified by Visa* pop-up Service Description page may also be translated into the local language. The “learn more” link must be presented in Arial font.

Translated versions of the *Verified by Visa* Mark must be approved by a Visa representative. The name “Visa” cannot be translated, and must always appear in English. If “Verified by” is presented using Roman characters, the terms should be set in Whitney bold italic (the descender on the letter “f” will need to be modified to stop at the baseline). If “Verified by” is set in non-Roman characters, the recommended font is Arial bold italic. Examples shown in Figure 4 accommodate local language conventions and format limitations.

**Figure 4:**  
Language Translation

Example 1:

**Verified by  
VISA**

[learn more](#)

**VISA 認証サービス**

Example 2a: Horizontal Arrangement

**Verified by  
VISA**

[learn more](#)

**Vérfifié par  
VISA**

[pour en savoir plus](#)

Example 2b: Vertical Arrangement

**Verified by  
VISA**

[learn more](#)

**Vérfifié par  
VISA**

[pour en savoir plus](#)

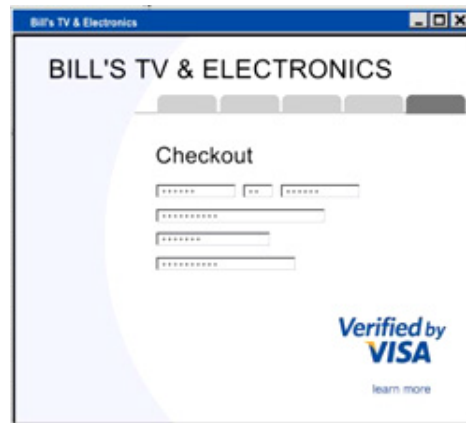
### Placement on Web Pages

Use of the *Verified by Visa* Mark with “learn more” link is limited to a single placement per web page as illustrated in Figure 5.

**Figure 5:**  
Placement on Web Pages



Home page or store front



Checkout page(s)

Here the *Verified by Visa* Mark must be placed away from Card Acceptance Marks at a minimum distance equalling the height of the *Verified by Visa* Mark as it appears on a checkout page(s)



Security information page

along with security information text

### Placement on Security Information Page

If a Merchant has a security information page, Visa recommends placing the *Verified by Visa* Mark with “learn more” link next to the text provided, as shown in Figure 6.

Figure 6:  
Recommended Layout  
and Text Information  
on Security  
Information Page



[learn more](#)

Committed to providing the most advanced online security features, we support the *Verified by Visa* security service. To learn more, click on the “learn more” link.

### Service Description Page

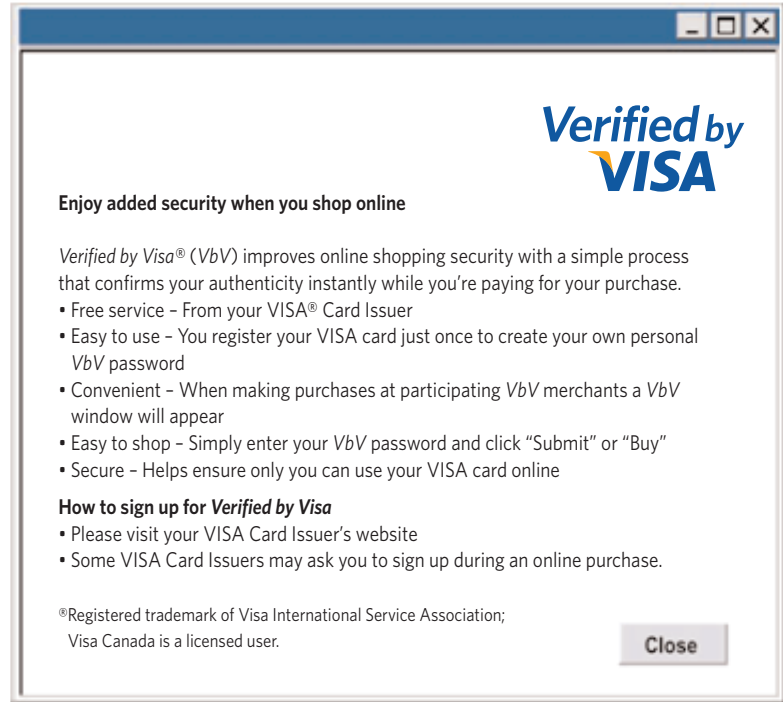
The *Verified by Visa* Mark with “learn more” link is a clickable Mark, as indicated to customers by the “learn more” link. Each use of the *Verified by Visa* Mark with “learn more” must link to a Visa-provided *Verified by Visa* Service Description page as shown in Figure 7, hosted by the Merchant. As a Merchant, you can host this Service Description page yourself, or, if you prefer, you can simply provide a link to the Description page hosted on the Visa Canada server at

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<a href="Javascript:window.open('http://www.visa.ca/verified/infopane/index.html', 'InfoPane', 'height=550,width=450,channelmode=0,dependent=0,directories=0,fullscreen=0,location=0,menubar=0,resizable=0,scrollbars=0,status=0,toolbar=0', 'InfoPane');" >clickable graphic</a>
```

No active links are permitted from the *Verified by Visa* Service Description page to other web pages or websites.

If you choose to host the *Verified by Visa* Service Description page on your company's server, please be aware that you **must** use the text provided below.

Figure 7:  
*Verified by Visa* Service  
Description Page



### Reproduction Artwork

For reproduction artwork of the *Verified by Visa* Mark, please visit [www.visa.ca/verified](http://www.visa.ca/verified). Then, under the section "for Merchants," select Marketing Materials.

### Mobile and other Handheld Device Brand Guidelines

For mobile and other handheld devices, the recommended placement and specifications of the *Verified by Visa* Mark apply. However, to accommodate the varying degrees of colour, graphic capabilities and messaging method, the highest graphical version of the *Verified by Visa* Mark that can be supported should be used:

First: *Verified by Visa* Mark in full colour

Second: *Verified by Visa* Mark in black and white

Third: *Verified by Visa* in text

*Verified by Visa* Mark in text form must only be displayed when a graphic representation of the Mark is not possible. For these types of devices, use of the "learn more" link is optional.

**VERIFIED BY VISA MARK FOR PRINT USE**

The following guidelines provide recommended placement and branding specifications for Merchants' display of the *Verified by Visa* Mark shown in Figure 8.

**Figure 8:**  
*Verified by Visa* Mark



Merchants participating in the *Verified by Visa* program must display the *Verified by Visa* Mark on printed materials and in so doing, must adhere to the usage guidelines below.

To use the *Verified by Visa* Mark, Merchants must first agree to the terms and conditions of the *Verified by Visa* Trademark License Agreement.

Merchants may show customers that they support the Visa Authenticated Payment Program by placing the *Verified by Visa* Mark on printed materials.

The *Verified by Visa* Mark must not be used to imply endorsement of any product or service.

The *Verified by Visa* Mark must not be used as an Acceptance Mark in any application.

**Verified by Visa Mark Reproduction Specifications**

The following reproduction specifications provide Merchants with the information they need to use the *Verified by Visa* Mark in print.

The *Verified by Visa* Mark must always appear exactly as shown in Figure 8. The arrangement or proportion of the individual elements must never be altered, and the *Verified by Visa* Mark must not be contained in a shape. The letters, elements and spacing are shown in the correct design and proportions.

**Clear Space**

The *Verified by Visa* Mark must be surrounded by sufficient clear space. The Mark should be clearly separated from other marks, graphic elements, text or photographic background elements. For clear space requirements (x = height of the V in *Visa*), see Figure 9.

**Figure 9:**  
Clear Space Specifications



X = The x-height of the V



**Full-Colour Reproduction**

The *Verified by Visa* Mark should always appear in full-colour Visa Blue and Visa Gold whenever possible, as shown in Figure 10.

**Figure 10:**  
Full-Colour Reproduction



On a white, light or neutral background, the *Verified by Visa* Mark appears in Visa Blue and the wing appears in Visa Gold.



On a dark background, the *Verified by Visa* Mark appears in white and the wing appears in Visa Gold.

There are different colour versions of the *Verified by Visa* Mark to accommodate a variety of light and dark background colours. Use the version of the *Verified by Visa* Mark that best corresponds to the background colour being used.

**Single-Colour Reproductions**

The *Verified by Visa* Mark may appear in single-colour Visa Blue or black, as shown in Figure 11.

**Figure 11:**  
Single-Colour Reproduction



On a white or light background, the *Verified by Visa* Mark appears in Visa Blue or black.



On a dark background, the *Verified by Visa* Mark appears in white.

**Language Translation**

If necessary, the *Verified by Visa* Mark may be accompanied by a translated version, as shown in Figure 12. The translation must appear in proximity to the English-language *Verified by Visa* Mark, and comply with the clear space rules.

Translated versions of the *Verified by Visa* Mark must be approved by a Visa representative. The name “Visa” cannot be translated, and must always appear in English. If “Verified by” is presented using Roman characters, the terms should be set in Whitney bold italic (the descender on the letter “f” will need to be modified to stop at the baseline). If “Verified by” is set in non-Roman characters, the recommended font is Arial bold italic. Examples shown in Figure 12 accommodate local language conventions and format limitations.

**Figure 12:**  
Language Translation

*Example 1: Non-Roman Characters*



*Example 2a: Horizontal Arrangement*



*Example 2b: Vertical Arrangement*



**Advertising, Collateral and Promotional Guidelines**

To increase awareness and recognition of the Visa Authenticated Payment Program among cardholders, Visa recommends using the *Verified by Visa* Mark in all advertising, collateral materials and related communications. The Mark is meant to convey reliability and trust, building on the strong equities of the Visa brand.

On consumer communications concerning the *Verified by Visa* program, the Visa Brand Mark should appear at least once in close proximity to the *Verified by Visa* Mark to affirm that it is a Visa program used with VISA® card products. When placing the two symbols close to each other, avoid the appearance of a composite logo by maintaining clear space equal to the height of the “V” in the word “Visa” on all four sides of the Visa Brand Mark. No other marks, graphic elements or text may appear within the clear space.

**Specifications for *Verified by Visa* in Text**

The name *Verified by Visa* is generally not registered as a trademark and thus, no trademark symbol is required at this time. After *Verified by Visa* is registered in a significant number of countries, new trademark symbol rules may be implemented.

**Reproduction Artwork**

For reproduction artwork of the *Verified by Visa* Mark, please visit [www.visa.ca/verified](http://www.visa.ca/verified). Then, under the section “for Merchants,” select Marketing Materials.

**Vendor and Internet Payment Services Providers (IPSPs) Brand Guidelines**

To increase awareness and recognition of their *Verified by Visa* capabilities, vendors may use the *Verified by Visa* name in text only in advertising, collateral, press releases and tradeshow. The *Verified by Visa* Mark may also be used for these purposes at Visa’s discretion. The Brand Management department in each region must approve vendor use of the *Verified by Visa* Mark.

Vendor names for their *Verified by Visa* services must not include the *Verified by Visa* name (as text or Mark), or any portion of it.

**More information?**

For more information on the *Verified by Visa* service, please visit [www.visa.com](http://www.visa.com), or [www.visa.ca/verified](http://www.visa.ca/verified) in Canada.

For shopping online, All You Need\* is a VISA card.