Maestro® Brand Mark Standards

Version 7.5
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Maestro Brand Mark Overview

The Maestro® Brand Mark may appear only in approved versions. Choice of version depends on application, budget constraints, technical limitations, and reproduction size.

Who Should Use Maestro Brand Marks
The Maestro Brand Mark is used by MasterCard, issuers, acquirers, co-brand partners, and their communications resources.

NOTE: For all applications signifying Maestro acceptance, use the Maestro Acceptance Mark. Refer to the Acceptance Mark Standards for additional information.

1. **Color Versions**
   Whether in print or on-screen, use the Color Versions of the Brand Mark whenever possible. The color versions are printed in match colors, process colors, process plus match colors, or used on-screen in RGB or hexadecimal color. Color versions printed on cards must be printed in match colors.

2. **Grayscale Version**
   Use the Grayscale Version of the Brand Mark in print only when technical limitations prohibit the use of full-color reproduction.

3. **Solid & Outline Versions**
   When it's not possible to use either the color or grayscale versions of the Brand Mark because of limited reproduction capabilities, use either the Solid or Outline Version.

Ensuring Consistent Presentation
Standards and artwork for the Maestro Brand Mark have been developed for use by MasterCard, its merchants, issuers, acquirers, co-brand partners, and their communication resources. No other standards or artwork should be used to represent the Maestro brand.

1. Color versions

2. Grayscale version

3. Solid version

3. Outline version

Color Versions

When communicating "I market Maestro® products and programs" or "I issue Maestro cards," in print or on-screen, use the color version of the Brand Mark whenever possible.

Elements
The color versions shown here are produced using different methods, but all include the same five essential Elements: the Interlocking Circles Device, the Maestro name in custom lettering, the Maestro Drop Shadow, the registered trademark symbols, and the minimum free space area.

1. **Match Colors**
   The Match Color version of the Maestro Brand Mark is preferred for reproduction in all print media when the brand does not signify acceptance, and is required when the Brand Mark is printed in color on cards.

2. **Process Colors**
   The Four-color Process version of the Maestro Brand Mark may be used when match colors are not available.

3. **RGB Colors**
   The RGB Color version of the Maestro Brand Mark must be used for websites and all other on-screen applications. Hexadecimal values are provided to assist with color matching of other text to the Brand Mark.

Minimum Size
Because of reproduction limitations, minimum sizes for the Brand Marks have been created for print and on-screen use. Standards provided for Minimum Size must be followed carefully.

Background Colors
The Brand Marks may be used on a wide range of Background Colors provided there is sufficient contrast between the background color and the Brand Mark.

Avoiding Common Mistakes
Consistent reproduction of the Maestro Brand Mark is vital for recognition. Common Mistakes have a negative impact on the Maestro brand.

Special Considerations
For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, Contact Us.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

1 Match colors

Color	Match Color Equivalent
Maestro Blue	PANTONE 299C
Maestro Red	PANTONE 485C
MasterCard Dark Blue	PANTONE 2758C

2 Process colors

Color	Process Color Equivalent
Maestro Blue	C100/M9/Y0/K0
Maestro Red	C0/M100/Y100/K0
Black	C0/M0Y0/K100

3 RGB colors

Color	RGB	Hex
Maestro Blue	R0/G102/B204	#0066CC
Maestro Red	R204/G0/B0	#CC0000
MasterCard Dark Blue	R0/G0/B102	#000066

The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Elements

The color versions of the Maestro® Brand Mark consist of five elements, whose relationship must not be altered.

1. **The Interlocking Circles Device**
   The Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a feature common to the MasterCard family of Brand Marks. This distinguishing device, combined with a unified color palette, enhances the visual link between our brands.

2. **The "Maestro" Name in Custom Lettering**
   The "Maestro" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the Maestro brand. This custom-drawn artwork must not be altered in any way.

3. **The Maestro Drop Shadow**
   In advertising, marketing, and communications materials not signifying acceptance, the drop shadow may appear in MasterCard Dark Blue or Black. Black is the preferred color for the drop shadow when printing in four-color process, but MasterCard Dark Blue may be simulated in an approved Four-color Process printing situation.

4. **The ® and/or ™ Trademark Symbols**
   The ® and/or ™ trademark symbols (or their local law equivalents) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Brand Mark even though their legibility may be compromised when the Brand Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.

5. **Minimum Free Space**
   The Maestro Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.
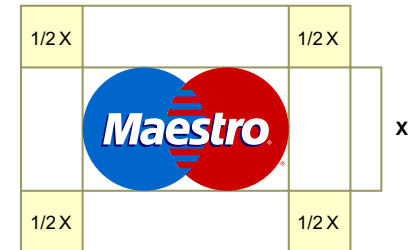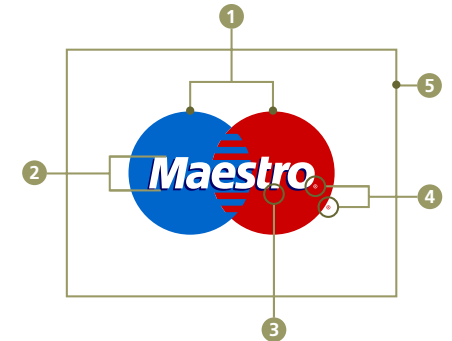
⑤ Minimum free space illustrated

Match Colors

These standards should be used for the preferred match color reproduction of the Maestro® Brand Mark.

Whenever possible, the Maestro Brand Mark should be printed in match colors.

Color Reproduction
The left circle is 100% Maestro Blue. The right circle is 100% Maestro Red.

The name "Maestro," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% Maestro Red.

The Maestro Drop Shadow is either 100% MasterCard Dark Blue or 100% Black, depending on the specific application and the type of media used. For all cards, Black must be specified. For advertising, marketing, and communications materials not signifying acceptance, MasterCard Dark Blue or Black may be specified.

In lieu of Maestro Blue, Maestro Red, and MasterCard Dark Blue, the PANTONE®* colors shown in the chart at right may be used.

Trapping Information
When printing the match color version of the Maestro Brand Mark, care must be taken to ensure accurate reproduction by trapping the artwork correctly and achieving proper registration on press.

When printing any of the Maestro family of Brand Marks or Acceptance Marks, please refer to the Trapping Standards that are applicable to all match color versions.

*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Element	Color
Left circle	Maestro Blue
Right circle	Maestro Red
Maestro name	White
Maestro Drop Shadow	MasterCard Dark Blue or Black
® inside circles	White
® outside circles	Maestro Red

Color	Match Color Equivalent
Maestro Blue	PANTONE 299C
Maestro Red	PANTONE 485C
MasterCard Dark Blue	PANTONE 2758C

Trapping Standards

These standards should be used for trapping the preferred match color versions of the Maestro® Brand Mark and Acceptance Mark.

Color Trapping Standards *(follow the trapping steps below, from left to right)*

	Step 1	Step 2	Step 3 (Acceptance Marks only)
	(1) Maestro Blue and Red Interlocking Circles trap to each other. (2) Maestro Red spreads to trap Maestro Blue. (3) Maestro Blue maintains correct size and shape of trapped area.	Maestro brand name and interior ® reverse out to White.	Maestro Blue and Red Interlocking Circles spread to trap MasterCard Dark Blue Acceptance Rectangle.

Drop Shadow	**Decals and signs** *greater than 63.5 mm (2.5")*	**Decals and signs** *63.5 mm (2.5") and smaller*
	Drop shadow reverses out to White, then prints 100% MasterCard Dark Blue.	Drop shadow overprints Interlocking Circles in 100% MasterCard Dark Blue.

	Communication materials *not signifying acceptance (Brand Marks only)*
	If Blue, the drop shadow reverses out to White, then prints in 100% MasterCard Dark Blue. If Black, drop shadow overprints Interlocking Circles in 100% Black.

Process Colors

These standards should be used for process color reproduction of the Maestro® Brand Mark. Whenever possible, printing in match colors is preferred.

When budget or technical limitations prohibit the use of match color, the Maestro Brand Mark may be printed in four-color process (except on cards).

Color Reproduction
The left circle is 100% cyan + 9% magenta. The right circle is 100% magenta + 100% yellow.

The name "Maestro," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% Black or reverses out to White, whichever provides the best contrast with the background.

The Maestro Drop Shadow is 100% Black or may simulate MasterCard Dark Blue, reproducing as 100% cyan + 80% magenta + 35% Black depending on the specific application and the type of media used. For all cards, Black must be specified. For advertising, marketing, and communications materials not signifying acceptance, MasterCard Dark Blue or Black may be specified.

Printing with a Fifth Color
In instances where budget and reproduction methods allow four-color process printing plus a fifth color, the preferred color is Maestro Red. In this case, the right circle and the ® symbol outside the right circle print in Maestro Red. The rest of the Brand Mark prints in four-color process as specified.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

*The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Element	Color
Left circle	Maestro Blue
Right circle	Maestro Red
Maestro name	White
Maestro Drop Shadow	Black (preferred) or MasterCard Dark Blue
® inside circles	White
® outside circles	Black, White, or
Printing a fifth color	*Maestro Red (PANTONE 485C)*

Color	Process Color Equivalent
Maestro Blue	C100/M9/Y0/K0
Maestro Red	C0/M100/Y100/K0
MasterCard Dark Blue	C100/M80Y0/K35

RGB Colors

These standards should be used for on-screen color reproduction of the Maestro® Brand Mark.

When using the Maestro Brand Mark on websites and all other on-screen applications, but not signifying acceptance, use the RGB color version of the Brand Mark. The drop shadow appears in MasterCard Dark Blue.

NOTE: Do not convert the match or process versions of the Brand Mark to RGB colors. The color values in approved RGB artwork files have been optimized to achieve the closest possible match to the specified colors. Hexadecimal values have been provided to allow for color matching of HTML text to the Brand Mark colors.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Element	Color
Left circle	Maestro Blue
Right circle	Maestro Red
Maestro name	White
Maestro Drop Shadow	MasterCard Dark Blue
® inside circles	White
® outside circles	Maestro Red

Color	RGB	Hex
Maestro Blue	R0/G102/B204	#0066CC
Maestro Red	R204/G0/B0	#CC0000
MasterCard Dark Blue	R0/G0/B102	#000066

Minimum Size

To ensure the greatest legibility and impact at small sizes, a minimum size has been determined for both printing and on-screen reproduction of the Brand Mark.

1. **Minimum Size for Printing**
   The match and process color versions of the Maestro® Brand Mark may not be reproduced in sizes smaller than 9.5 mm (0.375") in width.

2. **Minimum Size for On-Screen**
   The on-screen color versions of the Maestro Brand Mark should be reproduced as follows:

   • Pixel dimension: The Maestro Brand Mark may not be used in a pixel dimension smaller than 35px wide, and

   • Optical dimension: The Maestro Brand Mark must not appear smaller than 7.0 mm (0.28") in width on any screen display, regardless of screen quality or resolution.

Special Considerations
For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, Contact Us.

1 Minimum size for printing
9.5 mm (0.375") wide

2 Minimum pixel dimensions
35px wide

7.0 mm (.28")

51.6 mm (2.0")
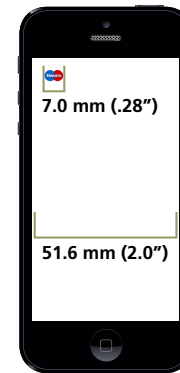
2 Minimum optical dimensions
7.0 mm (0.28") wide

Background Colors

To ensure high visibility of the Brand Mark, sufficient contrast between background color and Brand Mark must be used.

Print and electronic media not signifying acceptance—such as advertising, sales promotion, marketing, and video—may use any color as a background, provided it offers adequate contrast, giving the Maestro® Brand Mark appropriate visual prominence.

Common Mistakes

The Maestro® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

The Maestro Brand Mark:

1. Always must be reproduced in its entirety, using full-strength inks.

2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.

3. Must not be used in a headline or sentence; instead, use the name "Maestro" in the same type style as the rest of the headline or sentence.

4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.

5. Must not be printed or displayed at insufficient resolution.

6. Must not be used as a decorative device or in a repeat pattern.

7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.

8. Must not be used on a background that doesn't provide sufficient contrast.

9. Must not use color artwork converted to grayscale. Always use the authorized Grayscale artwork.

Downloading Authorized Materials

Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Grayscale Version

If technical limitations prohibit the use of full-color, the grayscale version of the Maestro® Brand Mark may be used—but only in media other than acceptance decals, signs, websites, and digital/online communications.

Elements
The grayscale version of the Maestro Brand Mark includes these four essential Elements: the Interlocking Circles Device, the Maestro name in custom lettering, the registered trademark symbols, and the minimum free space area.

Grayscale values
The Match Color version of the Maestro Brand Mark is preferred for reproduction in all print media. The grayscale version of the Maestro Brand Mark is an acceptable substitute when technical limitations prohibit the use of the color versions.

The grayscale version of the Maestro Brand Mark is an acceptable alternate for use on card backs (where permitted), and for limited use by merchants to communicate "brand acceptance" on sales receipts and one-color ads. The grayscale version must not be used on acceptance decals, signs, websites, and digital/online communications.

The grayscale version of the Maestro Brand Mark is printed in Black ink only.

Minimum Size
Because of reproduction limitations, a minimum size for the grayscale version of the Maestro Brand Mark has been created for print use. Standards provided for Minimum Size must be followed carefully.

Background Colors
The grayscale version of the Brand Mark only may be used on white or light-colored Background Colors to ensure there is sufficient contrast between the background color and the Brand Mark.

Avoiding common mistakes
Consistent reproduction of the Maestro Brand Mark is vital for recognition. Common Mistakes have a negative impact on the Maestro brand.

Special Considerations
For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, Contact Us.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Element	Color
Left circle	100% Black
Right circle	40% Black
Maestro name	White
® inside circles	White
® outside circles	100% Black

Elements

The grayscale version of the Maestro® Brand Mark consists of four elements, whose relationship must not be altered.

1. **The Interlocking Circles Device**
   The Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a feature common to the MasterCard family of Brand Marks. This distinguishing device enhances the visual link between our brands.

2. **The "Maestro" Name in Custom Lettering**
   The "Maestro" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the Maestro brand. This custom-drawn artwork must not be altered in any way.

3. **The ® and/or ™ Trademark Symbols**
   The ® and/or ™ trademark symbols (or their local law equivalents) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Brand Mark even though their legibility may be compromised when the Brand Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.

4. **Minimum Free Space**
   The Maestro Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.

   NOTE: Unlike color versions of the Brand Mark, the grayscale version has no Maestro Drop Shadow.
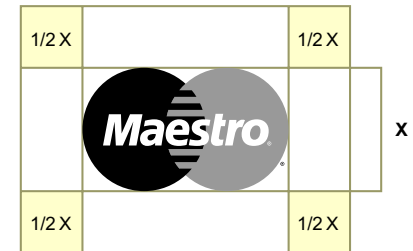
④ Minimum free space illustrated

**The grayscale version
has no drop shadow**

Grayscale Values

These standards should be used for grayscale reproduction of the Maestro® Brand Mark.

When technical limitations prohibit the use of the color versions, use the grayscale version of the Maestro Brand Mark.

Color Reproduction
The grayscale version reproduces in Black only. The left circle is 100% Black. The right circle is 40% Black.

The name "Maestro," as well as the ® symbol inside the right circle, reverse out to White. The ® symbol outside the right circle is 100% Black.

Element	Color
Left circle	100% Black
Right circle	40% Black
Maestro name	White
® inside circles	White
® outside circles	100% Black

Minimum Size

To ensure the greatest legibility and impact at small sizes, a minimum size has been determined for print reproduction of the grayscale Maestro® Brand Mark.

Minimum Size for Printing
The grayscale version of the Maestro Brand Mark may not be reproduced in sizes smaller than 9.5 mm (0.375") in width. For single-color reproduction in sizes smaller than 9.5 mm (0.375") in width, use the Solid or Outline Versions of the Brand Mark.

Special Considerations
For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, Contact Us.

**Minimum size for printing
9.5 mm (0.375") wide**

Background Colors

To ensure high visibility of the Brand Marks, sufficient contrast between background color and Brand Mark must be used.

For the greatest possible clarity and visibility, the grayscale version of the Maestro® Brand Mark should appear against a white or light-colored background only—one that offers adequate contrast. This version of the Brand Mark must not be reversed out of a dark background or used against medium-value backgrounds or patterns.

Common Mistakes

The Maestro® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

The Grayscale Version of the Maestro Brand Mark:

1. Always must be reproduced in its entirety, using full-strength Black ink.

2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.

3. Must not be used in a headline or sentence; instead, use the name "Maestro" in the same type style as the rest of the headline or sentence.

4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.

5. Must not be printed or displayed at insufficient resolution.

6. Must not be used as a decorative device or in a repeat pattern.

7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.

8. Must not be used on a background that doesn't provide sufficient contrast.

9. Must not be printed in tints of colored inks. It always must be printed in Black ink.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Solid and Outline Versions

The solid and outline versions of the Maestro® Brand Mark have the most varied acceptable applications. Special care must be taken to understand and use these marks correctly.

The solid and outline versions of the Maestro Brand Mark were developed for use at very small sizes and for limited one-color applications. These versions also may be used for special reproduction methods like etching, embossing, or embroidering.

Elements
The solid and outline versions of the Maestro Brand Mark include these four essential Elements: the Interlocking Circles Device, the Maestro name in custom lettering, the registered trademark symbols, and the minimum free space area.

Solid & Outline Color
The Match Color version of the Maestro Brand Mark is preferred for reproduction in all print media. The solid and outline versions of the Maestro Brand Mark are acceptable alternates for limited use by merchants to communicate "brand acceptance" on sales receipts and one-color ads. The solid and outline versions must not be used on cards or acceptance decals and signs.

Minimum Sizes
Because of reproduction limitations, minimum sizes for the Brand Marks have been created for print use. Standards provided for Minimum Sizes must be followed carefully.

Background Colors
The Brand Marks may be used on a wide range of Background Colors provided there is sufficient contrast between the background color and the Brand Mark.

Avoiding Common Mistakes
Consistent reproduction of the Maestro Brand Mark is vital for recognition. Common Mistakes have a negative impact on the Maestro brand.

Special Considerations
For detailed information on size limitations in special reproduction situations such as etching, embossing, or embroidering, Contact Us.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Solid version

Element	Color
Solid circles	100% color
Maestro name	Knockout to background
® inside circles	Knockout to background
® outside circles	100% color

Outline version

Element	Color
Outline circles	100% color
Maestro name	100% color
® inside circles	100% color
® outside circles	100% color

Elements

The solid and outline versions of the Maestro® Brand Mark consist of four elements, whose relationship must not be altered.

1. **The Interlocking Circles Device**
   The Interlocking Circles Device, a registered trademark of MasterCard International Incorporated, is a feature common to the MasterCard family of Brand Marks. This distinguishing device, combined with a unified color palette, enhances the visual link between our brands.

2. **The "Maestro" Name in Custom Lettering**
   The "Maestro" brand name is a registered trademark of MasterCard International Incorporated. It is comprised of custom-drawn letterforms, in a size relationship designed to heighten the impact of the Maestro brand. This custom-drawn artwork must not be altered in any way.

3. **The ® and/or ™ Trademark Symbols**
   The ® and/or ™ trademark symbols (or their local law equivalents) must be used. They should remain at the relative size provided in the authorized artwork files and be scaled proportionally with the Brand Mark even though their legibility may be compromised when the Brand Mark is at very small sizes or reproduced in certain media. The symbols should not be enlarged independently to increase legibility.

4. **Minimum Free Space**
   The Maestro Brand Mark is a valuable asset that always must appear in an uncluttered space free of text, taglines, logotypes, shapes, and strong background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal one-half the height of one of the circles in the Brand Mark.

   NOTE: Unlike the color versions of the Brand Mark, the solid and outline versions have no Maestro Drop Shadow.
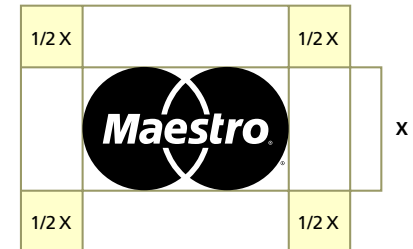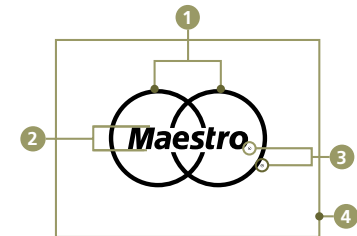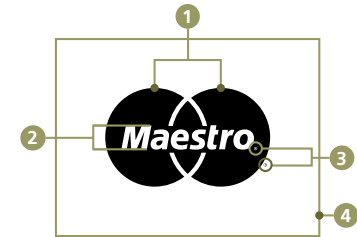
4. Minimum free space illustrated
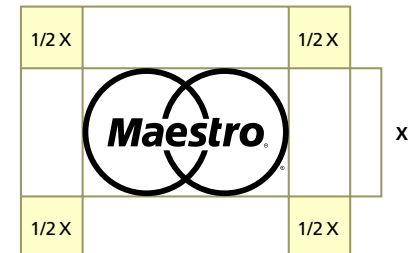
4. Minimum free space illustrated

Solid and Outline Color

These standards should be used for solid or outline reproduction of the Maestro® Brand Mark.

Solid & Outline Reproduction
The solid and outline versions of the Maestro Brand Mark may be reproduced in any single color, preferably 100% Black.

Reversing These Marks
To make reversed versions of the solid or outline Brand Marks, select what is currently Black in the artwork and convert it to White.

Element	Color
Solid circles	100% color or White in reverse
Maestro name	Knockout to background
® inside circles	Knockout to background
® outside circles	100% color or White in reverse

Element	Color
Solid circles	100% color or White in reverse
Maestro name	100% color or White in reverse
® inside circles	100% color or White in reverse
® outside circles	100% color or White in reverse

Minimum Sizes

To ensure the greatest legibility and impact at small sizes, minimum sizes have been determined for print reproduction of the solid and outline versions of the Brand Marks.

1. **Solid Version Minimum Size**
   The solid version of the Maestro® Brand Mark may not be reproduced in sizes smaller than 6.4 mm (0.25") in width.

2. **Outline Version Minimum Size**
   The outline version of the Maestro Brand Mark may not be reproduced in sizes smaller than 6.4 mm (0.25") in width.

1 **Solid version**
Minimum size
6.4 mm (0.25") wide

2 **Outline version**
Minimum size
6.4 mm (0.25") wide

Background Colors

To ensure high visibility of the Brand Marks, sufficient contrast between background color and Brand Mark must be used.

For the greatest possible clarity and visibility, the solid and outline versions of the Maestro® Brand Mark must appear on backgrounds that provide adequate contrast.

When the solid and outline versions print in a light color or reverse to White, they must appear on a dark-colored background. When the solid and outline versions print in Black or a dark color, they must appear on a white or light-colored background.

Solid version, positive   **Solid version, reversed**
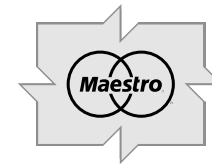
Outline version, positive   **Outline version, reversed**

Common Mistakes

The Maestro® Brand Mark is a major asset—the mark of a brand that is known, trusted, and respected worldwide. It always must be applied thoughtfully, carefully, and appropriately.

The Solid or Outline Version of the Maestro Brand Mark:

1. Always must be reproduced in its entirety, using full-strength inks.

2. Must not be cropped, disassembled, or altered in any way; neither the lettering nor the circles may appear separately.

3. Must not be used in a headline or sentence; instead, use the name "Maestro" in the same type style as the rest of the headline or sentence.

4. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.

5. Must not be printed or displayed at insufficient resolution.

6. Must not be used as a decorative device or in a repeat pattern.

7. Always must be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently of the others.

8. Must not be used on a background that doesn't provide sufficient contrast.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

Brand Mark Uses

Increasing customer awareness of the MasterCard family of brands requires consistent presentation and communication.

Increasing customer awareness of the MasterCard family of brands requires absolute consistency in the way several key elements—Brand Marks, cards, brand names, and correct language—are used in all product, service, and media applications.
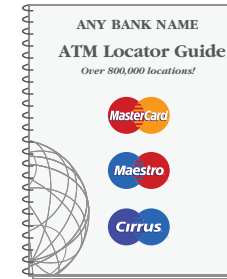
1. **Using Our Brand Marks**
   The MasterCard®, Maestro®, and Cirrus® Brand Marks must appear prominently and consistently—in the correct order, in match color when possible, and at size, color, and frequency parity with all other brands.

2. **Using Our Brand Marks with Other Marks**
   When used with Other Brand Marks, it is essential that the MasterCard, Maestro, and Cirrus Brand Marks appear at size, color, and frequency parity with those brands.

3. **Depicting Cards in Communications**
   Actual or "mock-up" MasterCard Cards must display the entire Brand Mark and at least must be at size, color, and frequency parity with other cards depicted.

1 Using our Brand Marks

2 Using our Brand Marks with other marks

3 Depicting cards in communications

Increasing customer awareness of the MasterCard family of brands requires consistent presentation and communication.
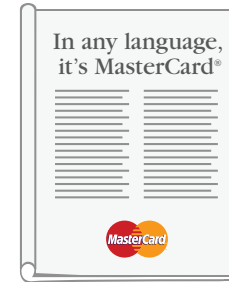
4. Using Our Brand Names

The MasterCard®, Maestro®, and Cirrus® Brand Names must be used prominently and consistently in all communications.

5. Using Correct Language

Consistent and Correct Language in communications reinforces customer awareness of the MasterCard branded programs and services.

Avoiding Common Mistakes

Consistent reproduction of the Brand Marks is vital for recognition. Common Mistakes can compromise the integrity of our Brand Marks and reduce their impact among consumers. Do not use Brand Marks in place of Acceptance Marks when communicating acceptance, unless technical limitations require the use of either the grayscale, solid, or outline Brand Mark.

4 Using our brand names

5 Using correct language

Using our Brand Marks

The MasterCard®, Maestro®, and Cirrus® Brand Marks must be represented accurately and displayed consistently when used.

All materials that promote the MasterCard, Maestro, or Cirrus brands must display the appropriate Brand Marks prominently, and in the approved sequence.

1. **Approved Sequence**
   If multiple Brand Marks appear together, the marks must be displayed in accordance with the following horizontal or vertical sequence:

   1. MasterCard

   2. Maestro

   3. Cirrus

   The MasterCard Brand Mark always appears to the left of or above all other Brand Marks displayed.

2. **Signifying Acceptance**
   Always use our specially designed, authorized artwork and standards for Acceptance Marks—combined marks which include a Brand Mark placed on the MasterCard Dark Blue Acceptance Rectangle in order to provide a consistent neutral background for acceptance situations.

   NOTE: Brand Marks must not be used to signify acceptance in any applications other than limited, one-color exceptions. Visit www.mastercardbrandcenter.com for more information about Acceptance Marks and one-color exceptions.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.

1 Approved sequence   **2** Signifying acceptance

Using with Other Marks

The MasterCard®, Maestro®, and Cirrus® Brand Marks must be displayed at size, color, and frequency parity with all comparable product marks appearing in the same communication piece.

To Ensure Parity, Always Follow These Standards:

1. **Size parity with marks of similar proportions**

   When the MasterCard, Maestro, and Cirrus Brand Marks are displayed with the brand marks of other brands, they must appear in a size at least equal to the largest brand mark displayed.

   In horizontal formats, the height of the Brand Mark must be at least equal to the height of the largest other brand mark.

   In vertical formats, the width of the Brand Mark must be at least equal to the width of the largest other brand mark.

2. **Size parity with marks of different proportions**

   Size parity with marks of different proportions is determined by area. The area (height by width) of the Brand Mark should at least equal the approximate area (maximum height by maximum width) of the largest brand mark displayed.

   NOTE: Never enlarge or reduce individual elements of the artwork independently of the others. Always enlarge or reduce the artwork as a unit. Authorized artwork in approved combinations is available for downloading at www.mastercardbrandcenter.com.

Downloading Authorized Materials
Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.
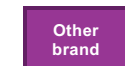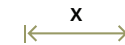
1 Size parity with marks of similar proportions

2 Size parity with marks of different proportions

Using with Other Marks (continued)

The MasterCard®, Maestro®, and Cirrus® Brand Marks must be displayed at size, color, and frequency parity with all comparable product marks appearing in the same communication piece.
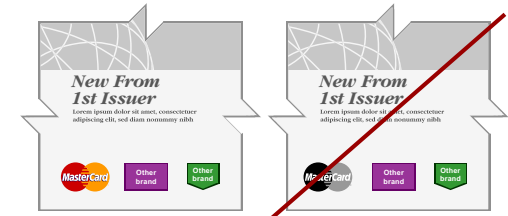
3. **Color Parity**

   When the MasterCard, Maestro, and Cirrus Brand Marks are displayed with the marks of other brands, they must appear using the same level of color reproduction as the other brands.

   When other brands' marks are reproduced in full-color, MasterCard, Maestro, and/or Cirrus Brand Marks also must be reproduced in full-color. Use of grayscale, solid, and outline versions does not represent color parity with full-color marks.

4. **Frequency Parity**

   When the MasterCard, Maestro, and Cirrus Brand Marks are displayed with the marks of other brands, they must appear in the same frequency as the other brands.

3 Color parity
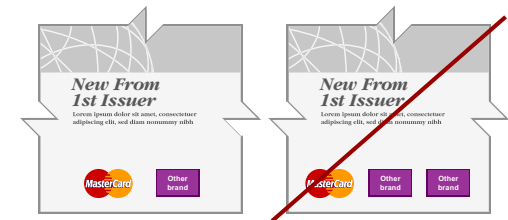
4 Frequency parity

Depicting Cards in Communications

When actual or "mock-up" cards are used, they must follow these guidelines and must be at size, color, and frequency parity with other cards depicted.

MasterCard® Cards

When depicting MasterCard®, Maestro®, or Cirrus® cards, use an actual financial institution card or a mock-up card approved by MasterCard. Card artwork is available to registered vendors and issuers through the Card Design Standards System located at www.mastercardconnect.com.

1. **Displaying Single Cards**

   When displaying a single card, the entire card face must appear and must not be distorted.

2. **Displaying Multiple Cards**

   When displaying multiple cards, the entire Brand Mark must be visible on at least one of the cards depicted.

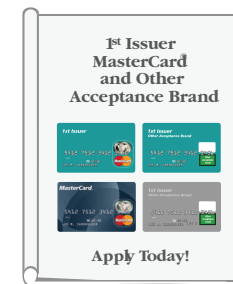3. **Size, Color, and Frequency Parity with Other Card Products**

   All MasterCard, Maestro, or Cirrus cards must be depicted at Size, Color, and Frequency Parity—appearing in the same size, color, and frequency treatment—with all other cards depicted in the same communication.
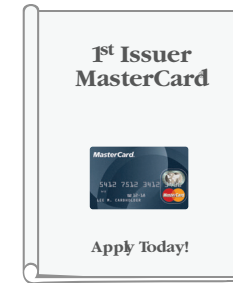
1 Displaying single cards
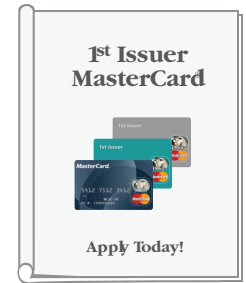
2 Displaying multiple cards

3 Size, color, and frequency parity with other card products

The entire Brand Mark must be visible on communications with other card products

Using Our Brand Names

The MasterCard®, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.

The brand name(s) must be used at least once in all communications that promote the MasterCard, Maestro, and Cirrus brands, respectively.

1. **Using Uppercase and Lowercase Letters**
   The MasterCard brand name always must appear as one word with uppercase letters "M" and "C," with lowercase used for the remaining letters.

   The Maestro brand name always must appear with an uppercase letter "M," with lowercase used for the remaining letters.

   The Cirrus brand name always must appear with an uppercase letter "C," with lowercase used for the remaining letters.

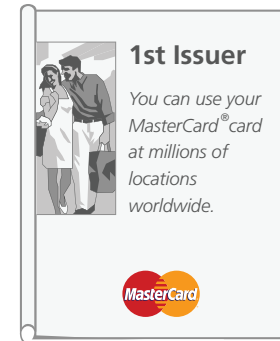   **NOTE:** The brand names should not appear in all uppercase letters.

2. **Using Our Brand Names as Adjectives**
   In general, the MasterCard, Maestro, and Cirrus brand names should be used as adjectives, as in, "Use your ATM card wherever you see the Cirrus® brand."
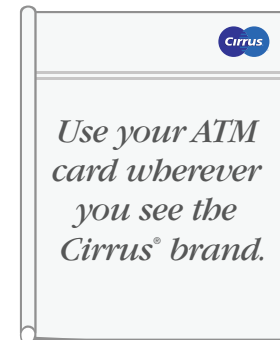
   At a minimum, the brand names must be used as adjectives in their first or most prominent mention subsequent to any use in the title, headline, signature, or cover page of a communication.
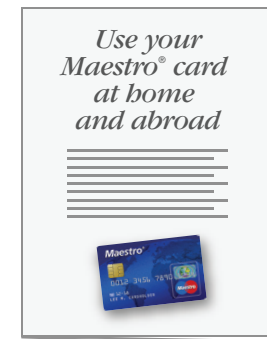
3. **Using the Registered Trademark Symbols**
   The ® and/or ™ trademark symbols (or their local law equivalents, as designated within the respective sections of the MasterCard Brand Center located at www.mastercardbrandcenter.com) always should appear after the first or most prominent use of the MasterCard, Maestro, and Cirrus brand names on each page.

1st Issuer

You can use your MasterCard® card at millions of locations worldwide.

1 **Using uppercase and lowercase letters**

Use your ATM card wherever you see the Cirrus® brand.

2 **Using our brand names as adjectives**

Use your Maestro® card at home and abroad

3 **Using the registered trademark symbols**

The MasterCard®, Maestro®, and Cirrus® brand names must be used prominently and consistently in all relevant communications.

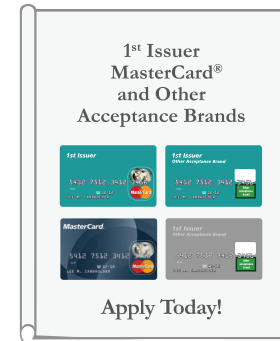**4. Use with Other Brand Names**

In all communications that promote more than one brand, the MasterCard, Maestro, and Cirrus brand names always must be presented with prominence and frequency equal to that of all other brand names.

Using The Brand Names To Signify Acceptance

The brand name also must be used whenever a reference is made to acceptance at the point of interaction—"You can use your MasterCard® card at millions of locations worldwide."

Brand Name Translation

The names "MasterCard," "Maestro," and "Cirrus" may appear only in English. Our brand names must not be translated into other languages nor appear in another alphabet.

1st Issuer
MasterCard®
and Other
Acceptance Brands

Apply Today!

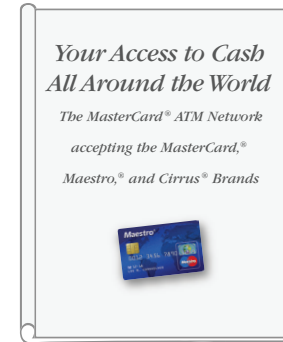**4 Use with other brand names**

Using Correct Language

Consistent and correct language in all communications reinforces customer awareness of the MasterCard branded programs and services.

1. **Referring to the Global ATM Network**
   The global ATM network must be referred to as the "MasterCard® ATM Network accepting the MasterCard, Maestro®, and Cirrus® brands."

2. **Using Approved Program Names**
   When promoting a MasterCard branded program in a communication, the full program name must be used, including the registered trademark symbol ®, and the generic term associated with the trademark, such as the word "card."

*Your Access to Cash
All Around the World*

The MasterCard® ATM Network

accepting the MasterCard,®

Maestro,® and Cirrus® Brands

1 Referring to the global ATM network

**The [Bank Name]
MasterCard® card
is here.**
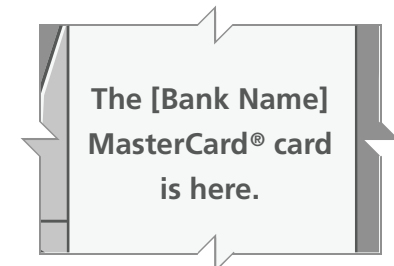
2 Using approved program names

Common Mistakes

The MasterCard family of brands are major assets—brands known, trusted, and respected worldwide. They always must be applied thoughtfully, carefully, and appropriately.
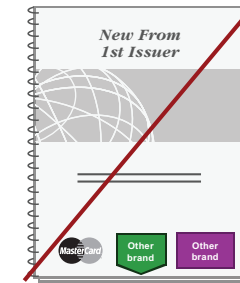
The Brand Marks:

1. Always must be shown at parity—equivalent in size, level of color reproduction, and frequency—when used with other brand marks.

2. Always must be shown at size parity and in the approved sequential order—MasterCard®, Maestro®, and Cirrus®—when used together.

3. Must not be used on a background that does not provide sufficient contrast.

4. Must not appear within a partially obscured Brand Mark. The Brand Mark must be fully visible when cards overlap.
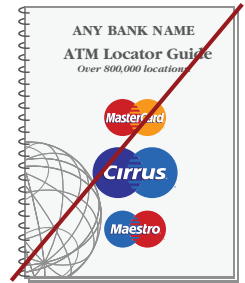
The Brand Names:

5. Should not appear in all uppercase letters, nor in all lowercase letters. Uppercase and lowercase is preferred. The ® and/or ™ symbol always must appear after the brand name in its first or most prominent use on a page. It also must be used once on every subsequent page of print.

6. Must not be used without the generic product descriptor (i.e., card) when listing MasterCard branded products.
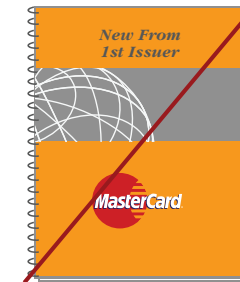
Downloading Authorized Materials

Authorized digital artwork and standards may be downloaded from MasterCard Brand Center at www.mastercardbrandcenter.com.
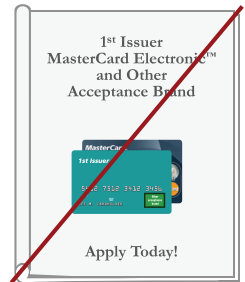
Contact Us

If after reading the standards and searching the FAQs at www.mastercardbrandcenter.com, you still haven't found the answer to your query, please contact us in one of two ways.

Email the Brand Manager
ask_brand_manager@mastercard.com

MasterCard Brand Hotline
1-914-249-1326