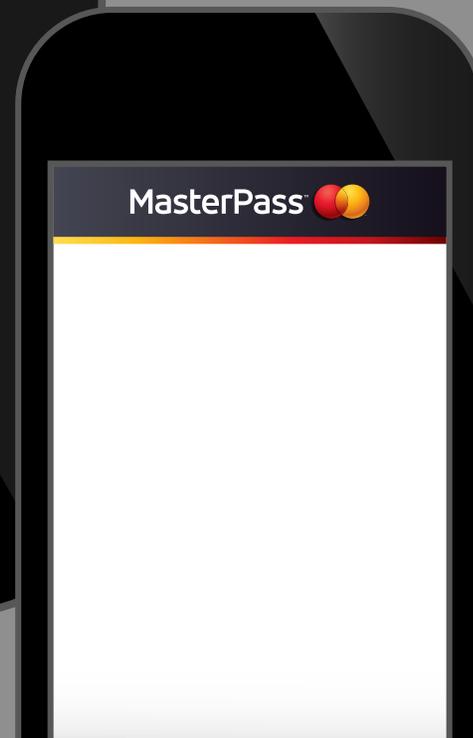


Version 1.0
February 2013

MasterPass™ Branding Requirements



Using MasterCard PDF Documents

This document is optimized for Adobe® Acrobat® Reader® version 7.0, or newer. Using earlier versions of Acrobat Reader may result in poor on-screen display of some graphics.

The latest version of Acrobat Reader may be downloaded for free from www.adobe.com.

Viewing PDF File

For best on-screen display using the latest Acrobat Reader software, select “Smooth Line Art” in Display Preferences, as illustrated. Access Preferences using the Edit menu at the top of your screen or by clicking the illustration at right.

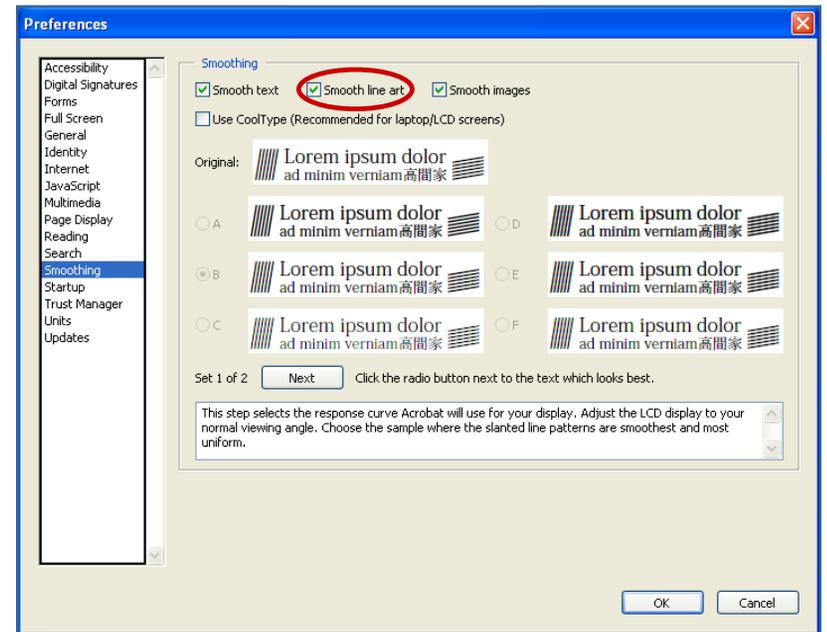
Printing PDF File

For best results when printing this document, select the “Shrink oversized pages to paper size” option in the Print dialogue box.

On-screen Navigation of PDF File

This Acrobat PDF file features “clickable” navigation. Clicking navigation links at left or text hyperlinks will help you find related information quickly and easily.

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MasterPass™ Brand Assets

Core Elements

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

This Branding Requirements document contains all approved MasterPass Brand Assets. Each asset is made up of the core elements described on this page.

Correct application of the unique MasterPass brand elements—Logotype, Brand Mark, Carrier Shape, and Reveal—helps ensure clear and consistent brand representation in all MasterPass communications.

Size and position of the Logotype in relation to the Brand Mark in all versions have been carefully considered to achieve the desired visual balance.

Do not alter the size or position of any elements in approved MasterPass artwork, except where indicated (e.g., header treatments). Never attach any additional graphic elements, including rules, boxes, drop shadows, or icons.

The MasterPass Mark generally should not appear without a form of the Carrier Shape and Reveal.



MasterPass™ Brand Assets

Overview

Core Elements

- **Brand Assets Overview**

- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

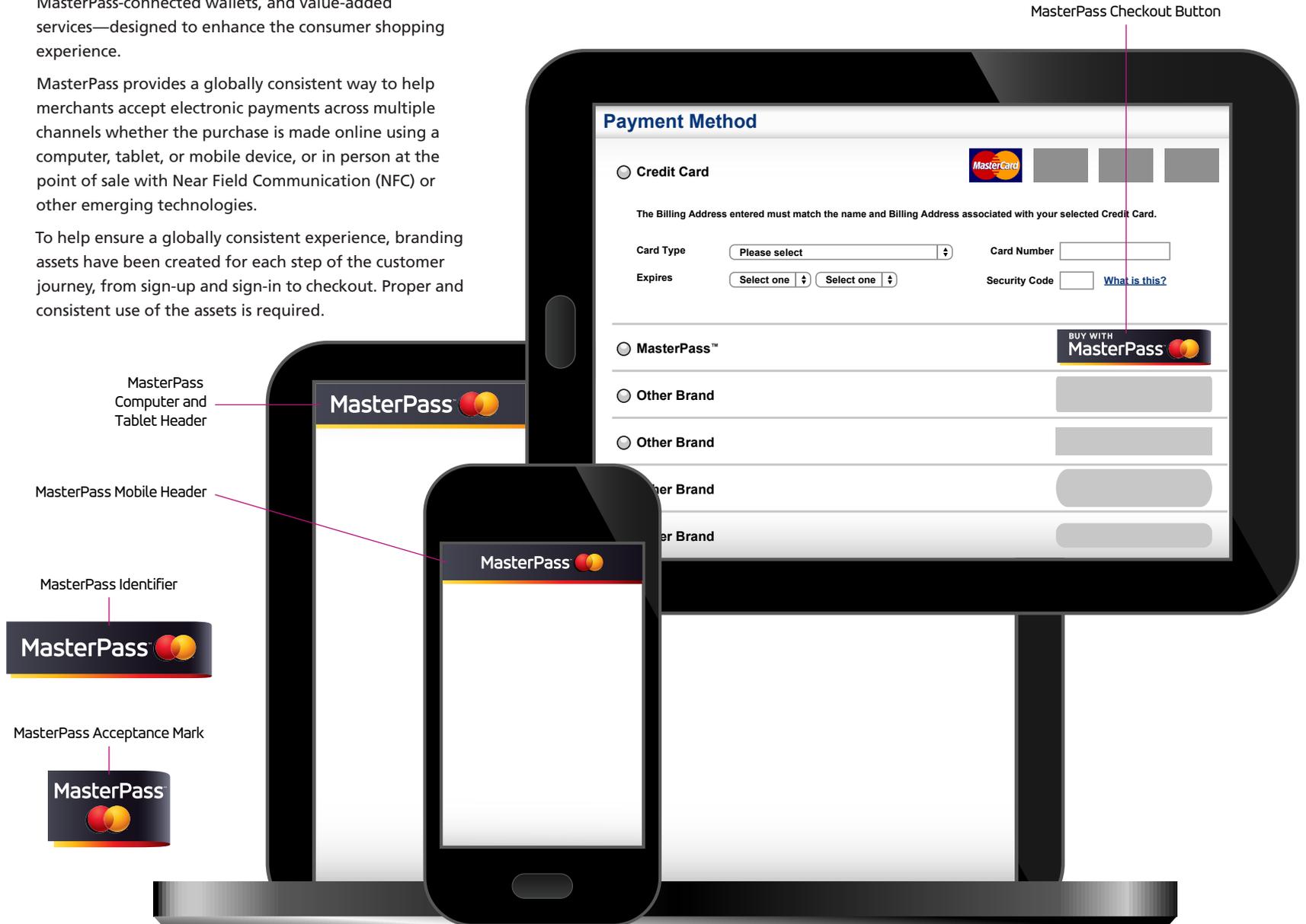
- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

MasterPass is a collection of services—checkout services, MasterPass-connected wallets, and value-added services—designed to enhance the consumer shopping experience.

MasterPass provides a globally consistent way to help merchants accept electronic payments across multiple channels whether the purchase is made online using a computer, tablet, or mobile device, or in person at the point of sale with Near Field Communication (NFC) or other emerging technologies.

To help ensure a globally consistent experience, branding assets have been created for each step of the customer journey, from sign-up and sign-in to checkout. Proper and consistent use of the assets is required.



MasterPass™ Brand Assets

Identifier

Core Elements

- Brand Assets Overview
- **Identifier**
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

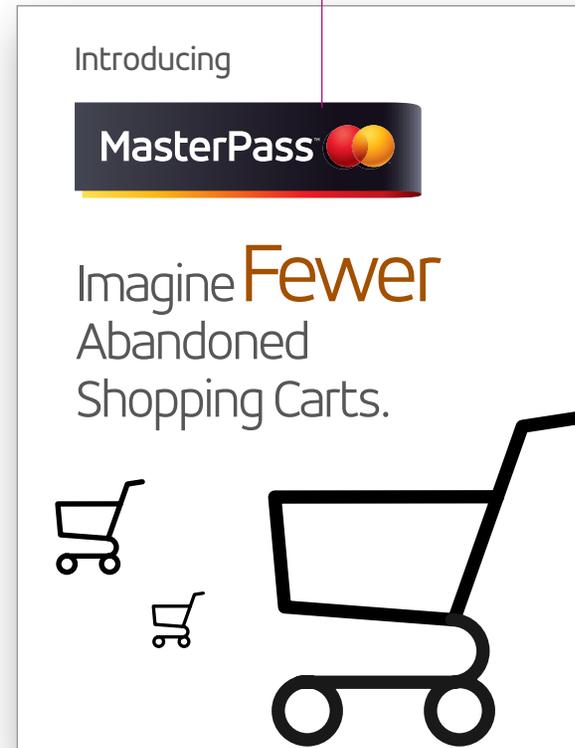
- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

The MasterPass Identifier is the asset that is used most symbolically to represent MasterPass and to refer to its suite of services.

- The MasterPass Identifier is used for marketing purposes and must not be used as a replacement for the Checkout Button.
- When the Identifier appears with other comparable marks, it should appear at least at size and color parity with the other mark(s). The full-color version must be used on-screen and for all other use.
- Always position the Identifier horizontally, not at an angle.
- Always position the Identifier on a background with sufficient contrast (at least 10% lighter than the lightest tint within the Carrier Shape, or 10% darker than the darkest tint).
- Always surround the Identifier with sufficient free space, which at a minimum must equal the width of the "M" in "MasterPass."
- Always reproduce the Identifier at a size that is clear and legible.
- The Identifier must be reproduced using authorized artwork from MasterCard. Do not modify the artwork in any way.
- Approved PNG artwork for on-screen use and EPS artwork for printing is provided with built-in minimum free space.

MasterPass Identifier



Full-color version

MasterPass™ Brand Assets

Acceptance Mark

Core Elements

- Brand Assets Overview
- Identifier
- **Acceptance Mark**
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

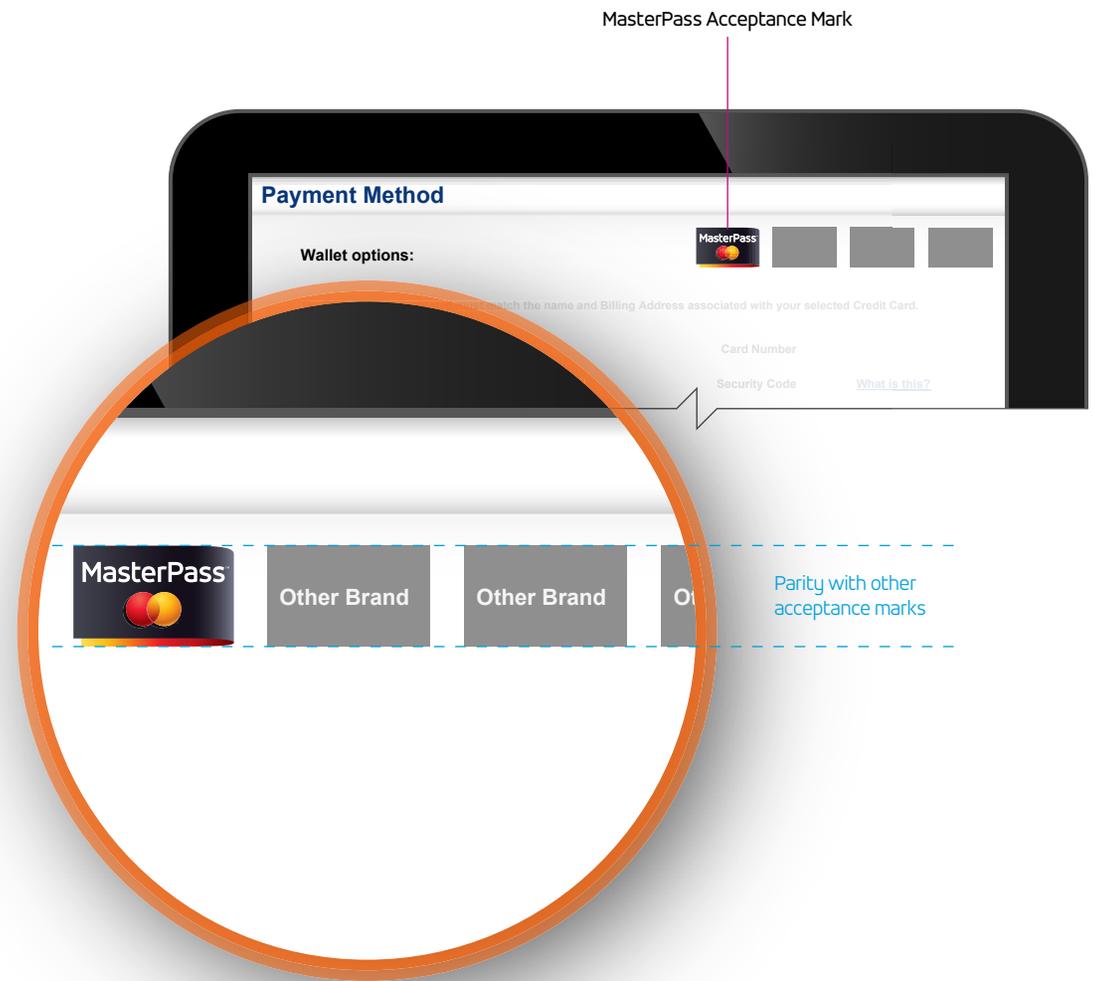
Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

The MasterPass Acceptance Mark is used on a merchant website and elsewhere to signal that merchant accepts MasterPass.

- The MasterPass Acceptance Mark is used on the merchant website in places where the payment options are displayed. This could be the home page, checkout page, or elsewhere. The Acceptance Mark also may be used for marketing purposes outside of the digital environment. It must not be used as a replacement for the Checkout Button.
- Always position the Acceptance Mark on a background with sufficient contrast (at least 10% lighter than the lightest tint within the Carrier Shape, or 10% darker than the darkest tint).
- The Acceptance Mark must appear in a size at least equal to the largest other acceptance mark also displayed. The full-color version must be used on-screen and for all other use. The full-color version must be used when displayed with other full-color acceptance marks.
- The Acceptance Mark must be reproduced using authorized artwork from MasterCard.



Full-color version

MasterPass™ Brand Assets

Checkout Button

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- **Checkout Button**
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

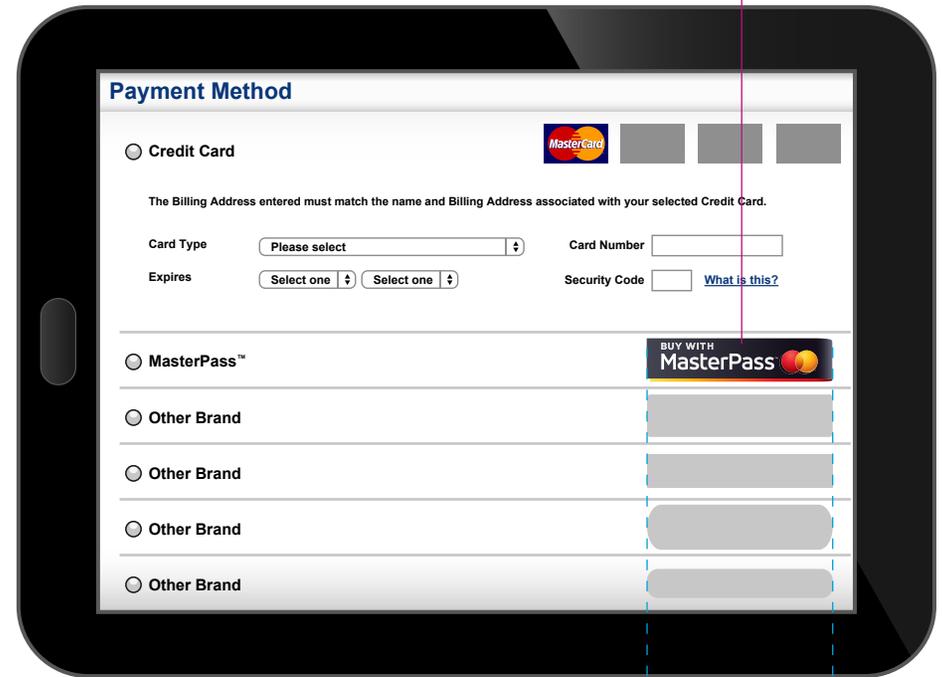
- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

The MasterPass Checkout Button, which includes “BUY WITH”, is used to represent the merchant checkout experience.

- The MasterPass Checkout Button is used on the merchant checkout page and can be used for marketing purposes outside of the digital environment.
- Always surround the Checkout Button with sufficient free space, which at a minimum must equal half the width of the “M” in “MasterPass.”
- The Checkout Button must be reproduced using authorized artwork from MasterCard.
- Always position the Checkout Button on a background with sufficient contrast (at least 10% lighter than the lightest tint within the Carrier Shape, or 10% darker than the darkest tint).
- The MasterPass Checkout Button must appear in a size at least equal to the largest other checkout button also displayed. The full-color version must be used on-screen and for all other use.
- The full-color version must be used when displayed with other full-color buttons.
- Some markets may require translation of “BUY WITH” (e.g., “ACHETEZ AVEC” button in Canada, at right). If a translation is needed, contact your MasterCard Representative.
- Beta versions are available for all Checkout Buttons, as needed.

MasterPass Checkout Button



Translated MasterPass Checkout Button



Full-color version



Full-color 'beta' version

MasterPass™ Brand Assets

App Button

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- **App Button**
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

The MasterPass App Button is available in a variety of pixel sizes for Apple®, Windows®, and Android™ interfaces. On Apple interfaces, the button's rounded corners are applied by the iOS during implementation. The half-moon highlight that is automatically applied by Apple must be deactivated with the coding.

- The MasterPass App Button can be used for marketing purposes, but should not be used as a replacement for the MasterPass Identifier.
- When the MasterPass App Button appears with other app buttons, it must appear at least at size and color parity with the other buttons. The full-color version must be used on-screen.
- Always position the App Button squarely, not at an angle.
- Whenever possible, position the App Button on a background with sufficient contrast (at least 10% lighter than the lightest tint within the Carrier Shape, or 10% darker than the darkest tint).
- Always surround the App Button with sufficient free space, which at a minimum must equal the width of the "M" in "MasterPass."
- Always reproduce the App Button at a size that is clear and legible.
- The App Button must be reproduced using authorized artwork from MasterCard. Do not modify the artwork in any way.



For Apple



For Windows



For Android

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Windows® is a registered trademark of Microsoft Corporation in the United States and other countries.

Android™ is a trademark of Google, Inc.

MasterPass™ Brand Assets

Computer and Tablet Header

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- **Computer and Tablet Header**
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

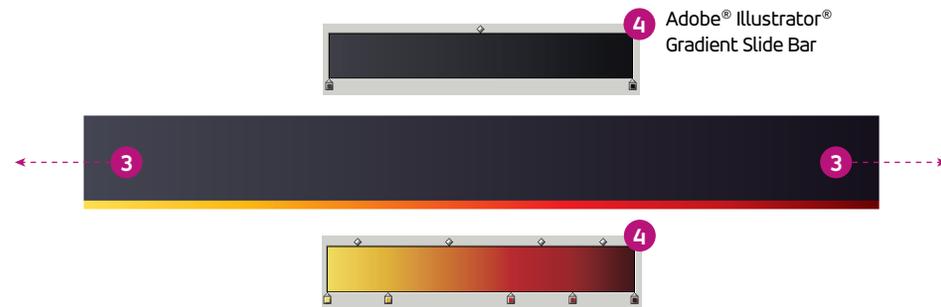
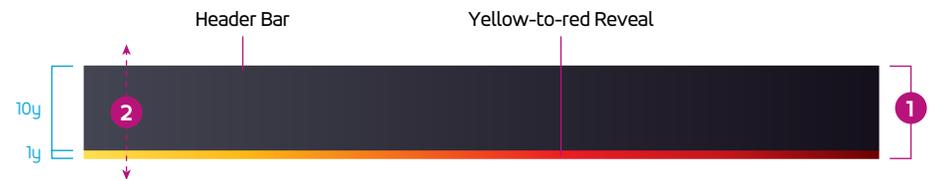
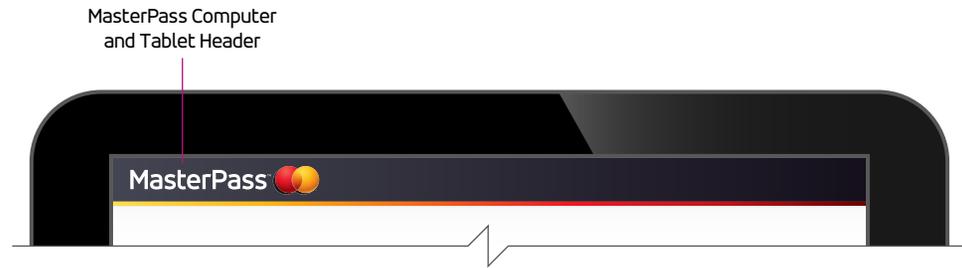
Contact Us

The MasterPass Computer and Tablet Header is made up of the MasterPass Mark (MasterPass™ + Brand Mark) positioned on top of a gray-to-rich black gradient Header Bar and a yellow-to-red gradient Reveal. It may also include navigation and co-branding.

The MasterPass Computer and Tablet Header always appears in full color and must be reproduced using artwork from MasterCard.

The MasterPass Computer and Tablet Header is meant to be scaled according to need. To do so, follow these steps:

1. Determine the header height.
2. Scale the Header Bar and Reveal vertically to fit the desired height, retaining the Header Bar:Reveal aspect ratio of 10:1.
3. Extend the Header Bar and Reveal horizontally to fit the desired length. The Header Bar and Reveal retain consistent gray-to-rich black and yellow-to-red gradients, respectively.
4. When scaling the Header Bar and Reveal horizontally, retain the exact color proportions as pictured in the gradient slider in the exhibit at right.
5. Size and vertically position the MasterPass Mark in the Header Bar such that it is appropriately prominent. The logotype must be at least a minimum of 70% of x from the top and bottom (where x is equal to the width of the letter "M" in "MasterPass").
6. Left-align the MasterPass Mark within the Header Bar, retaining at least a minimum of $1x$ free space between the Mark and left edge of the Header.



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MasterPass™ Brand Assets

Mobile Header

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- **Mobile Header**
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

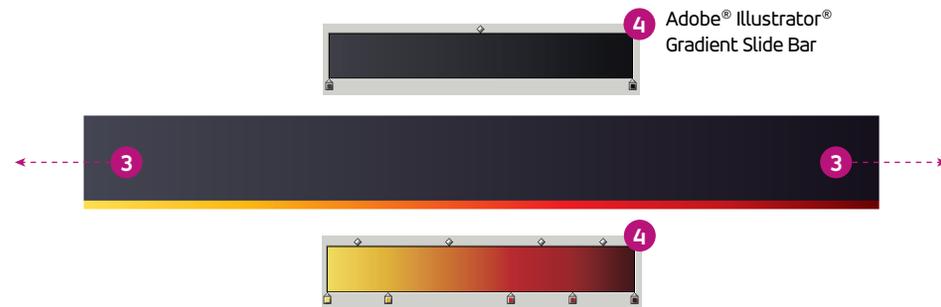
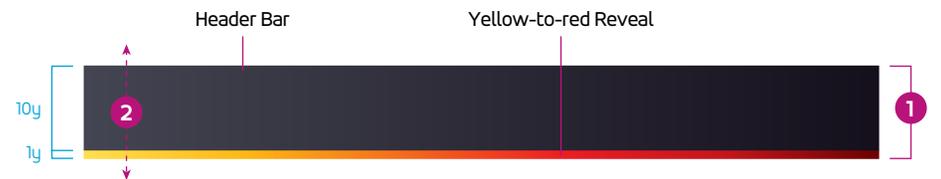
The MasterPass Mobile Header is used at the top (masthead area) of a MasterPass-branded mobile screen.

The MasterPass Mobile Header is made up of the MasterPass Mark (MasterPass™ + Brand Mark) positioned on top of a gray-to-rich black gradient Header Bar and a yellow-to-red gradient Reveal. It may also include forward and backward navigation.

The MasterPass Mobile Header always appears in full color and must be reproduced using artwork from MasterCard.

The MasterPass Mobile Header is meant to be scaled according to need. To do so, follow these steps:

1. Determine the header height.
2. Scale the Header Bar and Reveal vertically to fit the desired height, retaining the Header Bar:Reveal aspect ratio of 10:1.
3. Extend the Header Bar and Reveal horizontally to fit the desired length. The Header Bar and Reveal retain consistent gray-to-rich black and yellow-to-red gradients, respectively.
4. When scaling the Header Bar and Reveal horizontally, retain the exact color proportions as pictured in the gradient slider in the exhibit at right.
5. Size and vertically position the MasterPass Mark in the Header Bar such that it is appropriately prominent. The logotype must be at least a minimum of 70% of x from the top and bottom (where x is equal to the width of the letter "M" in "MasterPass").
6. Center the MasterPass Mark left and right within the Header Bar, allowing for left and right navigation buttons, if needed.
7. Maintain at least a minimum free space of 1x between the MasterPass Mark and navigation buttons.



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MasterPass™ Brand Assets

Footer/Call-to-action

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- **Footer/Call-to-action**
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

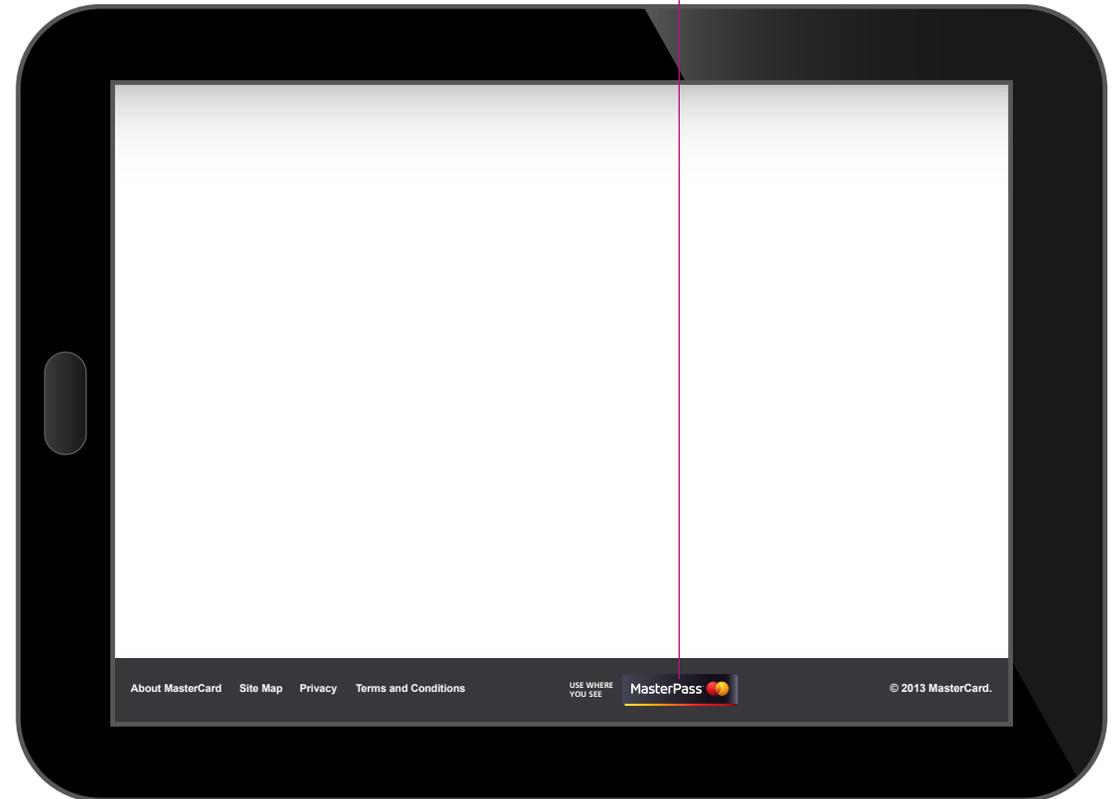
A footer/call-to-action is featured on MasterPass and partner wallets to remind users where MasterPass is accepted.

The footer is comprised of the MasterPass Identifier with an additional required call-to-action positioned to the left or above the Identifier, and appears in the default font used for the device operating system. See specifications below.

For MasterPass footer areas, a dark gray background with sufficient contrast (at least 10% lighter than the lightest tint within the Carrier Shape, or 10% darker than the darkest tint) is preferred with “USE WHERE YOU SEE” in white. However, the background color may also appear in the partners’ brand colors with “USE WHERE YOU SEE” in black or white, ensuring that it is clear and legible.

NOTE: Some markets may require translation for the “USE WHERE YOU SEE” call-to-action.

MasterPass Footer/Call-to-action



1x minimum free space from left edge

Centered

USE WHERE
YOU SEE

MasterPass™



Set the “USE WHERE YOU SEE” call-to-action in a medium-weight default font, all caps, aligned left. Size varies with translation; follow the visual for approximation of font size.

1/2x

USE WHERE
YOU SEE

MasterPass™



Set the “USE WHERE YOU SEE” call-to-action in a medium-weight default font, all caps, aligned left. Size varies with translation; follow the visual for approximation of font size.

MasterPass™ Brand Assets

Wallet Selector

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- **Wallet Selector**

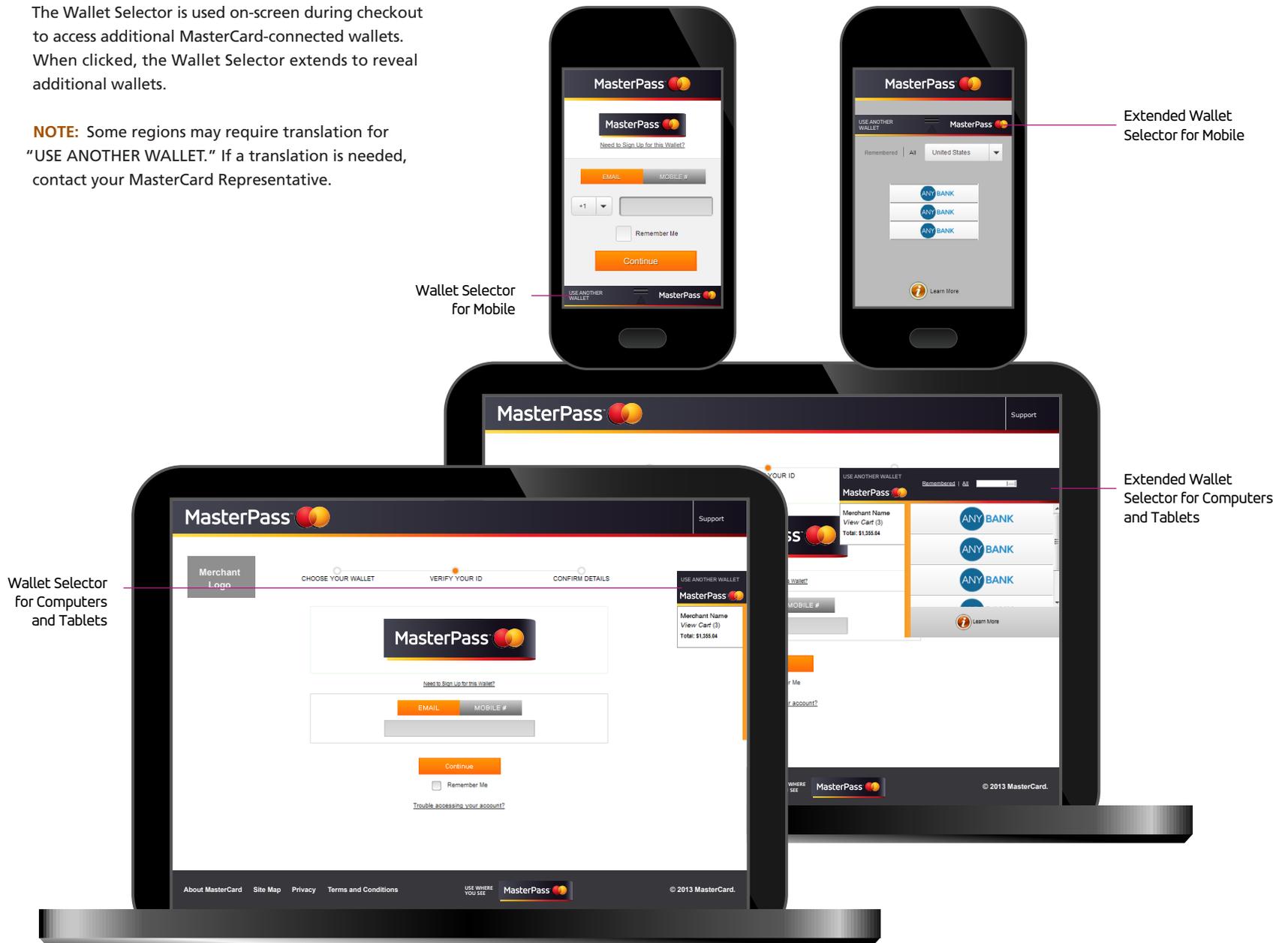
Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

The Wallet Selector is used on-screen during checkout to access additional MasterCard-connected wallets. When clicked, the Wallet Selector extends to reveal additional wallets.

NOTE: Some regions may require translation for "USE ANOTHER WALLET." If a translation is needed, contact your MasterCard Representative.



Wallet Selector for Computers and Tablets

Wallet Selector for Mobile

Extended Wallet Selector for Mobile

Extended Wallet Selector for Computers and Tablets

MasterPass™ Wallets

Types of Wallets

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

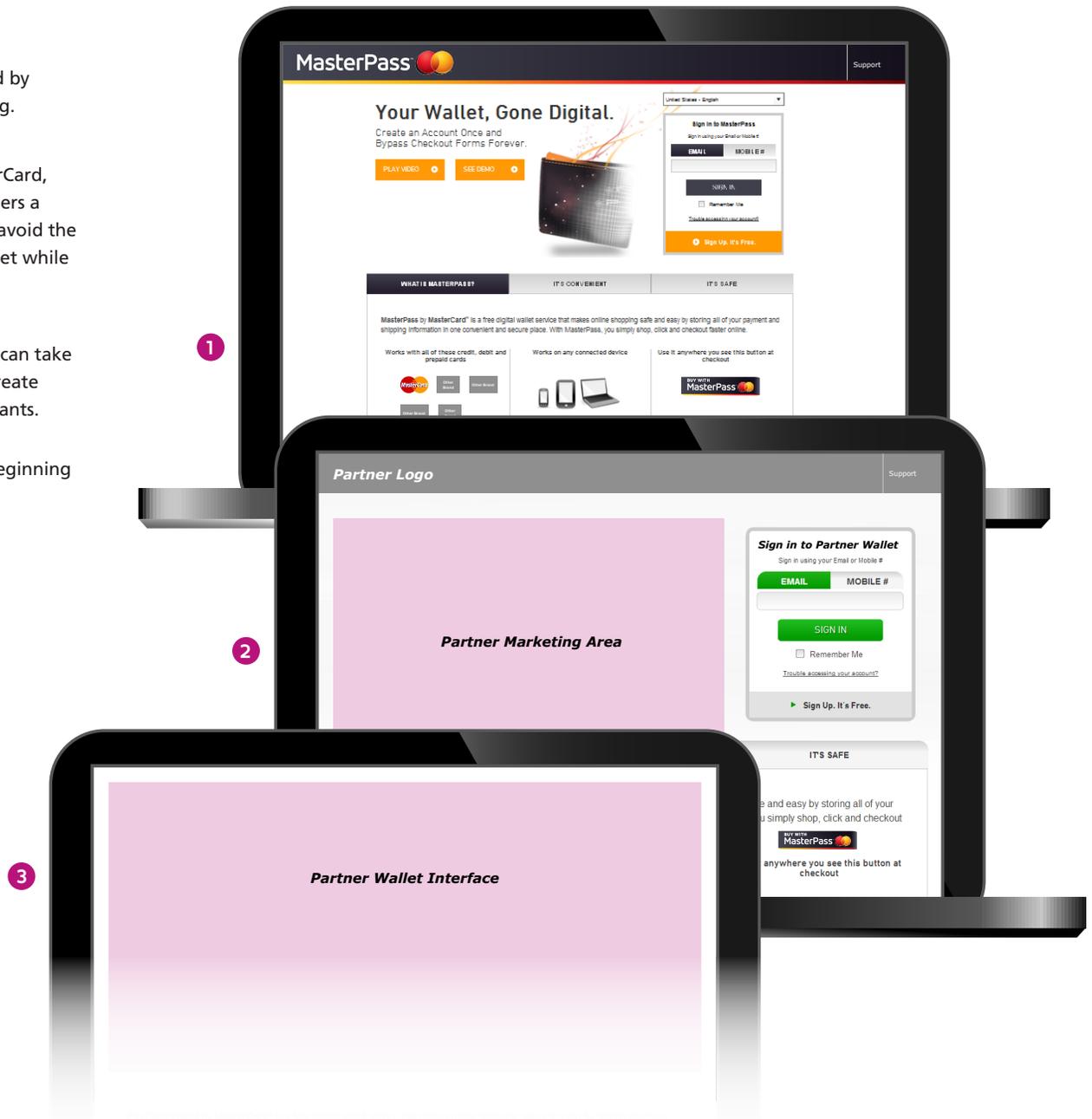
- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

MasterPass offers three types of wallets:

- 1. MasterPass™ by MasterCard®**
The wallet designed, built, and hosted by MasterCard using MasterPass branding.
- 2. MasterPass-hosted wallets**
Designed, built, and hosted by MasterCard, MasterPass-hosted wallets offer partners a turnkey solution that allows them to avoid the expense of developing their own wallet while extending their franchise.
- 3. Partner-hosted wallets**
Using their own technology, partners can take advantage of the MasterPass API to create wallets accepted at MasterPass merchants.

NOTE: MasterPass API will be available beginning early 2013.



MasterPass™ Wallets

MasterPass by MasterCard®

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- **MasterPass by MasterCard**
- MasterPass-hosted Wallet

Contact Us

The MasterPass™ by MasterCard® wallet is designed, built, and hosted by MasterCard. It features MasterPass branding throughout the checkout experience. Use of MasterPass branding elements is required.

Color

The approved brand color palette consists of MasterCard Red, MasterCard Yellow, MW Gray, and White. See chart (below, right) for brand color specifications.

Typography

1. Primary font

The MasterPass primary font is Accord Alternate, available from [FontSpring](#).

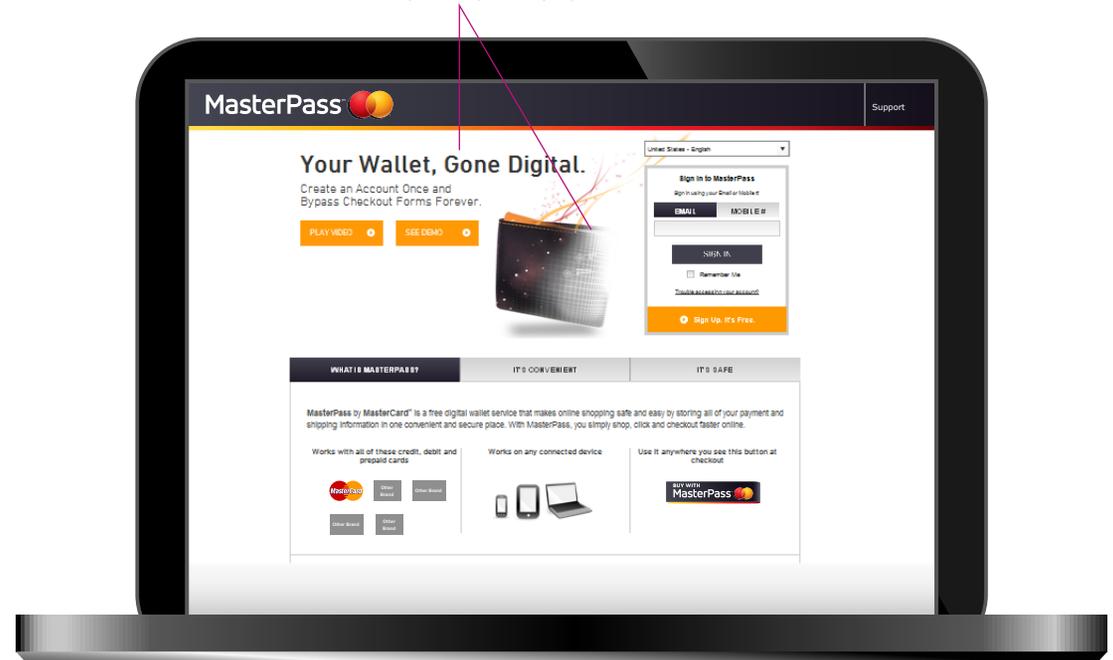
2. Digital OS fonts

The MasterCard Worldwide Operating System (OS) standard leverages the MasterCard corporate Web fonts: Frutiger Next, DIN Next, and Helvetica. Fixed modules such as global navigation, page footers, module titles, headers, body copy, and system text will be locked to these fonts across every country or regional MasterCard site.

Marketing Messaging/Campaign

The MasterPass by MasterCard wallet may carry authorized marketing messaging/campaigns specifically created for MasterPass Branding.

Marketing Message/Campaign



Color	Match (PANTONE®*)	Process	RGB	Hexadecimal
■ MasterCard Red	PANTONE 485C	C0/M100/Y100/K0	R204/G0/B0	#CC0000
■ MasterCard Yellow	PANTONE 137C	C0/M40/Y100/K0	R255/G153/B0	#FF9900
■ MW Gray	PANTONE 432C	C0/M0/Y0/K80	R51/G51/B51	#333333
■ MP Orange	PANTONE Bright Orange C	C0/M64/Y88/K	R255/G102/B13	#FF660D
□ White	N/A	C0/M0/Y0/K0	R255/G255/B255	#FFFFFF
■ Black	N/A	C0/M0/Y0/K100	R0/G0/B0	#000000

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

NOTE: For a select few MasterCard colors (MW Navy, MW Gray, MW Light Gray, MasterCard Red, and MasterCard Yellow), we have customized the process values to achieve optimal results.

MasterPass™ Wallets

MasterPass-hosted Wallet

Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- **MasterPass-hosted Wallet**

Contact Us

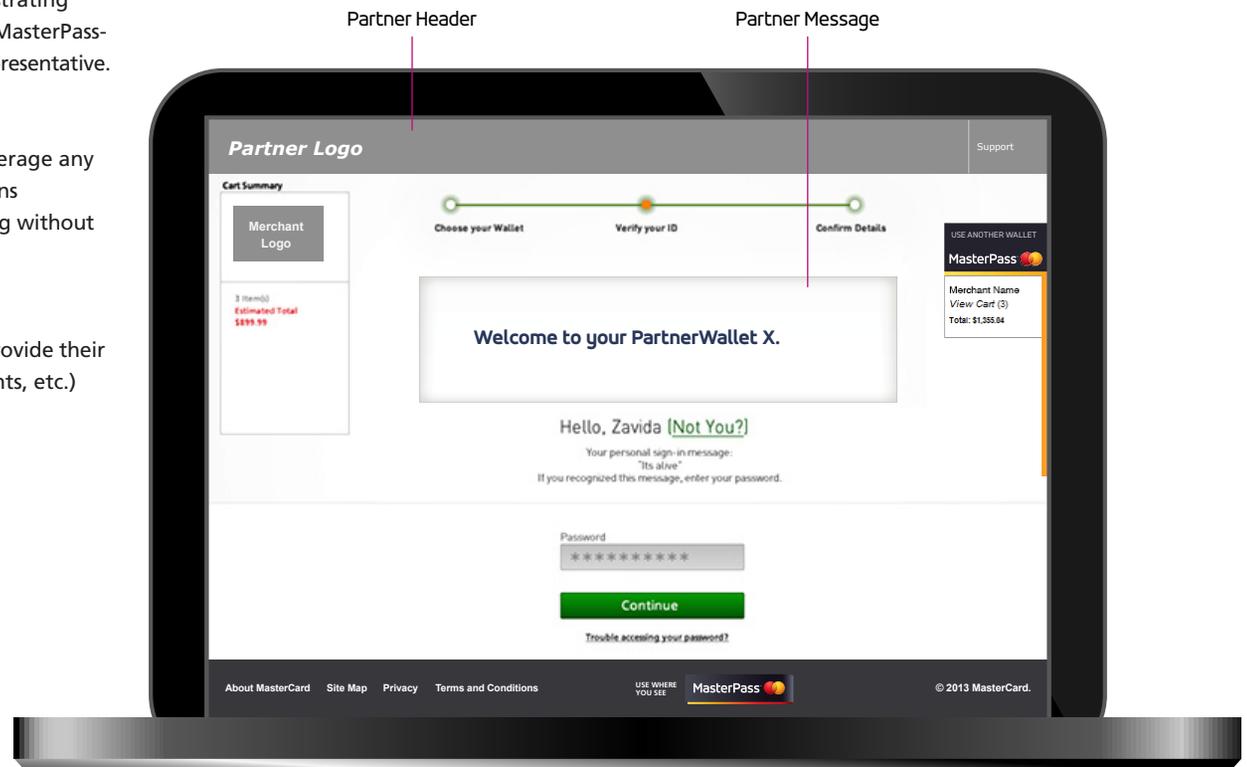
To obtain detailed style guidelines demonstrating the partner and consumer experiences of MasterPass-hosted wallets, contact your MasterCard representative.

Marketing Messaging/Campaign

The MasterPass-hosted wallet may not leverage any authorized marketing messaging/campaigns specifically created for MasterPass branding without written approval from MasterCard.

Partner Branding

MasterPass-hosted wallet partners must provide their own branding assets (e.g., logos, color, fonts, etc.) throughout the user experience.



Core Elements

- Brand Assets Overview
- Identifier
- Acceptance Mark
- Checkout Button
- App Button
- Computer and Tablet Header
- Mobile Header
- Footer/Call-to-action
- Wallet Selector

Types of Wallets

- MasterPass by MasterCard
- MasterPass-hosted Wallet

Contact Us

Contact Us

If after reading the branding requirements, you still have questions or need more information, please contact us.

For information about these approved assets, contact the identity Specialists via e-mail at identity_specialists@mastercard.com, or call the Brand Identity Hotline at 1-914-249-1326.