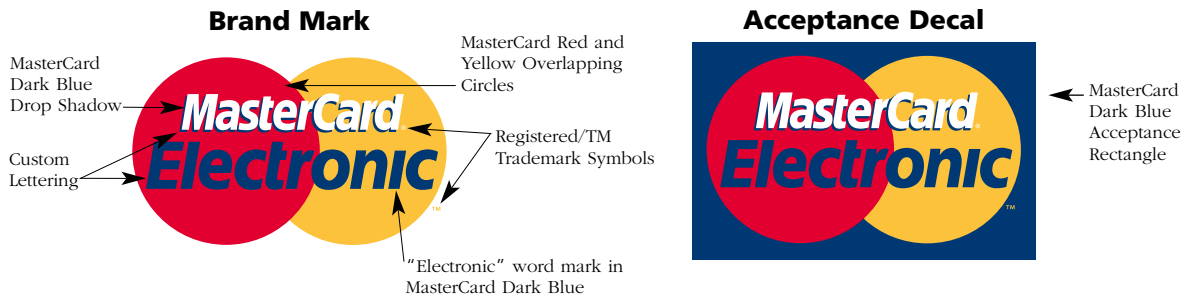


## MasterCard Electronic™ Brand Mark

The MasterCard Electronic™ brand mark features the Overlapping Circles Device, the word mark “MasterCard Electronic” in custom lettering, and the MasterCard Drop Shadow behind the word mark “MasterCard”



The brand mark:

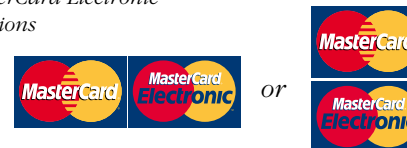
- Leverages MasterCard brand equity by sharing the MasterCard word mark and a similar visual identity, but is a distinctly separate brand
- Promotes positive merchant and consumer brand perception

See the [\*MasterCard Electronic Brand Reproduction Standards and Artwork\*](#) manual for more information on the brand mark

The acceptance decal:

- Features the same brand mark that appears on the MasterCard Electronic card
- Establishes a separate but integrated brand in the family of MasterCard payment solutions
- Builds acceptance awareness

Always display the MasterCard Electronic brand mark next to the MasterCard brand mark at all MasterCard Electronic acceptance locations



## MasterCard Electronic™ Card Design Features

Restrictive wording on the card face communicates proper acceptance:

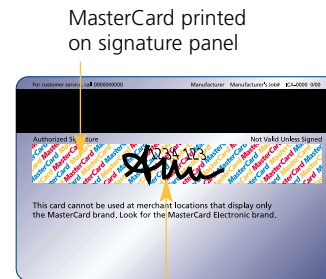
- **VALID ONLY WHERE MASTERCARD ELECTRONIC IS ACCEPTED** or
- **VALID ONLY IN [COUNTRY NAME] WHERE MASTERCARD ELECTRONIC IS ACCEPTED** (Brazil is used as an example below)
- **100% Electronic**



The identification area features the MasterCard Electronic brand mark with a silver foil MasterCard Global Hologram placed against a required MasterCard Dark Blue background

Unembossed account information laser imprinted through the laminate or thermal printed under the laminate

White retaining line surrounds the MasterCard Electronic Identification Area



The MasterCard Electronic card has been specifically designed for acceptance at electronic terminals only. Some cards are valid for use *only* in a specific country.