

# MasterCard® Card Identification Features



MasterCard International has introduced new card design format options and modified several card security features. New card design options offer flexible placement of the MasterCard Hologram (card front or back) and introduce the option to use a new holographic magnetic tape, HoloMag™ (card back only). This quick reference guide will highlight valid card formats, as well as mandated card security features.

## MasterCard® Card Front Features and Designs

**AnyBank Card** (Top Left): Shows a card with a Global Hologram. Text: "MC" Security Character is no longer permitted on newly issued cards (effective June 1, 2006), but may continue to appear on cards through June 2010. MasterCard Brand Mark may be below or above Global Hologram.

**Debit MasterCard** (Top Right): Shows a card with a Debit Hologram. Text: MasterCard Brand Mark may be below or above Debit Hologram. U.S./Australia only.

**AnyBank Card** (Middle): Shows a card with a vertical design. Text: Card design and MasterCard Brand Mark may be oriented vertically. First four digits of the account number must be the same digits as those printed directly below.

**Debit MasterCard** (Bottom Right): Shows a card with a vertical design. Text: Brand Mark areas.

**AnyBank Card** (Bottom Left): Shows a card with a chip. Text: Chip may be present on card. Brand Mark areas.

**Debit MasterCard** (Bottom Right): Shows a card with a chip. Text: Brand Mark areas. U.S./Australia only.

**Card Front Requirements**

- Must include full-color MasterCard Brand Mark
- MasterCard account numbers must start with the number 5
- First four digits of the account number must be the same digits as those printed directly below (pre-printed BIN)
- 16-digit account number must be clear and uniform in size and spacing and must appear on one line
- Must include valid expiration date
- Must include MasterCard Hologram unless hologram or MasterCard HoloMag tape appear on card back

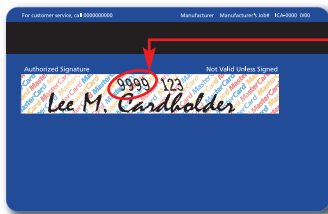
**Card Front Options**

- MasterCard Hologram may be removed from the card front if the hologram or MasterCard HoloMag tape appears on card back
- "MC" Security Character is no longer permitted on newly issued cards (effective June 1, 2006), but may continue to appear on cards through June 2010
- Card design and MasterCard Brand Mark may be oriented vertically

## Card Front Security Features Overview

Security Feature	Current Requirement/Placement	New Requirement/Placement
MasterCard Brand Mark	Card front	No change
Hologram (Global and Debit)	Card front	Card front or back based on design/type <u>unless</u> HoloMag tape is used
Account Number	Card front	No change
Pre-printed Bank Identification Number (BIN)	Card front—first four digits of the account number must be the same digits as those printed directly below (pre-printed BIN)	No change
"MC" Security Character	Card front	No longer permitted on newly issued cards (effective June 1, 2006), but <u>may</u> continue to appear on cards through June 2010

# MasterCard® Card Back Features and Designs



Last four digits of the account number must be printed in reverse italics on the signature panel

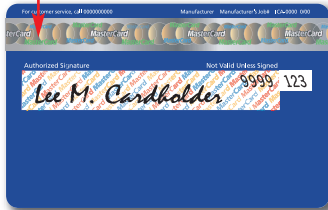
Debit Hologram on back, next to the signature panel

Global Hologram on back, next to the signature panel

CVC 2 number is printed in reverse italics to the right of the last four digits of the account number



HoloMag tape may be used in place of the traditional magnetic tape



## Card Back Requirements

- ✓ Must include signature panel with the word "MasterCard" printed in multicolors at a 45° angle
- ✓ Last four digits of the account number must be printed in reverse italics on the signature panel
- ✓ CVC 2 number (three-digit validation code) must be printed in reverse italics to the right of the last four digits of the account number
- ✓ Magnetic tape must be present and appear smooth and straight with no signs of tampering
- ✓ Must include MasterCard Hologram or HoloMag tape unless hologram appears on card front

## Card Back Options

- ✓ HoloMag tape may be used in place of the traditional magnetic tape
- ✓ MasterCard Hologram may be placed on the card back if not appearing on card front

## Card Back Security Features Overview

Security Feature	Current Requirement/Placement	New Requirement/Placement
Hologram (Global and Debit)	Card front	Card front or back based on design/type unless HoloMag tape is used
HoloMag Tape	N/A—new security feature	Card back unless MasterCard Hologram is used
Last Four Digits of Account Number	Card back—printed in reverse italics in the upper center of the signature panel	Card back—printed in reverse italics in the upper right corner of the signature panel (permitted now, required after June 1, 2006)
CVC 2 Number	Card back—printed in reverse italics in the upper center of the signature panel to the right of the last four digits of the account number	Card back—printed in reverse italics in an adjacent white box to the right of the signature panel (permitted now, required after June 1, 2006)

If you are ever suspicious about a MasterCard card, call your Voice Authorization Center and request a Code 10.

