

# Optimized web artwork and use

The Cirrus® Brand Mark is used to market or promote our products and programs, for example on a cardholder statement, card program advertising, brand marketing, or sponsorship.

Both positive and reverse versions are included in the download. **This document is for quick reference only. For complete guidelines, refer to the Cirrus Brand Mark Branding requirements document.**

## Instructions

Correct display of the Cirrus Brand Mark can be achieved by using our optimized artwork. Simply use our provided files and then follow the instructions below. Two different file formats and multiple sizes are available. Use files that contain "pos" for white and light backgrounds. Use files that contain "rev" for black or dark backgrounds.

Please choose the format and size that best meets your needs. You may find it helpful to make this choice with your web developer.

## SVG

All browsers\* support the use of SVG files and its use is preferred. You or your developer may place them on a web page the same as you would any other image file type such as PNG or GIF using the <img> element with the size you would like it displayed. See below example:

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## PNG

If you or your developer are unable to work with SVG files, you may use the PNG artwork instead.





A PNG should not be used at a size larger than its actual pixel dimensions. Instead use the next larger image size or an SVG file.

PNG files are not scalable, and may appear pixelated or blurry on high resolution devices, such as those with Retina® displays. To ensure that the Mark is displayed properly on every device we recommend using the <srcset> attribute:

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Artwork and complete guidelines are available at [brand.mastercard.com/brandcenter/other-marks.html](https://brand.mastercard.com/brandcenter/other-marks.html)

	 Horizontal Positive	 Vertical Positive
SVG	cr_hrz_pos.svg	cr_vrt_pos.svg
PNG	<b>53px × 18px</b> cr_hrz_opt_pos_53_1x.png cr_hrz_opt_pos_53_2x.png cr_hrz_opt_pos_53_3x.png	<b>45px × 37px</b> cr_vrt_opt_pos_45_1x.png cr_vrt_opt_pos_45_2x.png cr_vrt_opt_pos_45_3x.png
	<b>65px × 21px</b> cr_hrz_opt_pos_65_1x.png cr_hrz_opt_pos_65_2x.png cr_hrz_opt_pos_65_3x.png	<b>53px × 44px</b> cr_vrt_opt_pos_53_1x.png cr_vrt_opt_pos_53_2x.png cr_vrt_opt_pos_53_3x.png
	<b>69px × 22px</b> cr_hrz_opt_pos_69_1x.png cr_hrz_opt_pos_69_2x.png cr_hrz_opt_pos_69_3x.png	<b>63px × 52px</b> cr_vrt_opt_pos_63_1x.png cr_vrt_opt_pos_63_2x.png cr_vrt_opt_pos_63_3x.png
	<b>72px × 25px</b> cr_hrz_opt_pos_72_1x.png cr_hrz_opt_pos_72_2x.png cr_hrz_opt_pos_72_3x.png	<b>73px × 61px</b> cr_vrt_opt_pos_73_1x.png cr_vrt_opt_pos_73_2x.png cr_vrt_opt_pos_73_3x.png
	 Horizontal Reverse	 Vertical Reverse
SVG	cr_hrz_rev.svg	cr_vrt_rev.svg
PNG	<b>53px × 18px</b> cr_hrz_opt_rev_53_1x.png cr_hrz_opt_rev_53_2x.png cr_hrz_opt_rev_53_3x.png	<b>45px × 37px</b> cr_vrt_opt_rev_45_1x.png cr_vrt_opt_rev_45_2x.png cr_vrt_opt_rev_45_3x.png
	<b>65px × 21px</b> cr_hrz_opt_rev_65_1x.png cr_hrz_opt_rev_65_2x.png cr_hrz_opt_rev_65_3x.png	<b>53px × 44px</b> cr_vrt_opt_rev_53_1x.png cr_vrt_opt_rev_53_2x.png cr_vrt_opt_rev_53_3x.png
	<b>69px × 22px</b> cr_hrz_opt_rev_69_1x.png cr_hrz_opt_rev_69_2x.png cr_hrz_opt_rev_69_3x.png	<b>63px × 52px</b> cr_vrt_opt_rev_63_1x.png cr_vrt_opt_rev_63_2x.png cr_vrt_opt_rev_63_3x.png
	<b>72px × 25px</b> cr_hrz_opt_rev_72_1x.png cr_hrz_opt_rev_72_2x.png cr_hrz_opt_rev_72_3x.png	<b>73px × 61px</b> cr_vrt_opt_rev_73_1x.png cr_vrt_opt_rev_73_2x.png cr_vrt_opt_rev_73_3x.png

\*Except Internet Explorer 8 or lower.

