

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.

This document is for quick reference.

Artwork and complete guidelines are available at brand.mastercard.com/brandcenter-ca/other-marks.html

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 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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*Except Internet Explorer 8 or lower.

Cirrus Brand Mark (English trademarks)

				
PNG	mc_vrt_pos.png	mc_hrz_pos.png	mc_vrt_rev.png	mc_hrz_rev.png
SVG	mc_vrt_pos.svg	mc_hrz_pos.svg	mc_vrt_rev.svg	mc_hrz_rev.svg
	45px × 37px cr_vrt_opt_pos_45_1x.png cr_vrt_opt_pos_45_2x.png cr_vrt_opt_pos_45_3x.png	63px × 18px cr_hrz_opt_pos_63_1x.png cr_hrz_opt_pos_63_2x.png cr_hrz_opt_pos_63_3x.png	45px × 37px cr_vrt_opt_rev_45_1x.png cr_vrt_opt_rev_45_2x.png cr_vrt_opt_rev_45_3x.png	63px × 18px cr_hrz_opt_rev_63_1x.png cr_hrz_opt_rev_63_2x.png cr_hrz_opt_rev_63_3x.png
	53px × 44px cr_vrt_opt_pos_53_1x.png cr_vrt_opt_pos_53_2x.png cr_vrt_opt_pos_53_3x.png	75px × 21px cr_hrz_opt_pos_75_1x.png cr_hrz_opt_pos_75_2x.png cr_hrz_opt_pos_75_3x.png	53px × 44px cr_vrt_opt_rev_53_1x.png cr_vrt_opt_rev_53_2x.png cr_vrt_opt_rev_53_3x.png	75px × 21px cr_hrz_opt_rev_75_1x.png cr_hrz_opt_rev_75_2x.png cr_hrz_opt_rev_75_3x.png
	63px × 52px cr_vrt_opt_pos_63_1x.png cr_vrt_opt_pos_63_2x.png cr_vrt_opt_pos_63_3x.png	81px × 22px cr_hrz_opt_pos_81_1x.png cr_hrz_opt_pos_81_2x.png cr_hrz_opt_pos_81_3x.png	63px × 52px cr_vrt_opt_rev_63_1x.png cr_vrt_opt_rev_63_2x.png cr_vrt_opt_rev_63_3x.png	81px × 22px cr_hrz_opt_rev_81_1x.png cr_hrz_opt_rev_81_2x.png cr_hrz_opt_rev_81_3x.png
	73px × 61px cr_vrt_opt_pos_73_1x.png cr_vrt_opt_pos_73_2x.png cr_vrt_opt_pos_73_3x.png	87px × 25px cr_hrz_opt_pos_87_1x.png cr_hrz_opt_pos_87_2x.png cr_hrz_opt_pos_87_3x.png	73px × 61px cr_vrt_opt_rev_73_1x.png cr_vrt_opt_rev_73_2x.png cr_vrt_opt_rev_73_3x.png	87px × 25px cr_hrz_opt_rev_87_1x.png cr_hrz_opt_rev_87_2x.png cr_hrz_opt_rev_87_3x.png

Cirrus Brand Mark (French trademarks)

				
PNG	mc_vrt_pos_ca.png	mc_hrz_pos_ca.png	mc_vrt_rev_ca.png	mc_hrz_rev_ca.png
SVG	mc_vrt_pos_ca.svg	mc_hrz_pos_ca.svg	mc_vrt_rev_ca.svg	mc_hrz_rev_ca.svg
	45px × 37px cr_vrt_opt_pos_45_1x_ca.png cr_vrt_opt_pos_45_2x_ca.png cr_vrt_opt_pos_45_3x_ca.png	63px × 18px cr_hrz_opt_pos_63_1x_ca.png cr_hrz_opt_pos_63_2x_ca.png cr_hrz_opt_pos_63_3x_ca.png	45px × 37px cr_vrt_opt_rev_45_1x_ca.png cr_vrt_opt_rev_45_2x_ca.png cr_vrt_opt_rev_45_3x_ca.png	63px × 18px cr_hrz_opt_rev_63_1x_ca.png cr_hrz_opt_rev_63_2x_ca.png cr_hrz_opt_rev_63_3x_ca.png
	53px × 44px cr_vrt_opt_pos_53_1x_ca.png cr_vrt_opt_pos_53_2x_ca.png cr_vrt_opt_pos_53_3x_ca.png	75px × 21px cr_hrz_opt_pos_75_1x_ca.png cr_hrz_opt_pos_75_2x_ca.png cr_hrz_opt_pos_75_3x_ca.png	53px × 44px cr_vrt_opt_rev_53_1x_ca.png cr_vrt_opt_rev_53_2x_ca.png cr_vrt_opt_rev_53_3x_ca.png	75px × 21px cr_hrz_opt_rev_75_1x_ca.png cr_hrz_opt_rev_75_2x_ca.png cr_hrz_opt_rev_75_3x_ca.png
	63px × 52px cr_vrt_opt_pos_63_1x_ca.png cr_vrt_opt_pos_63_2x_ca.png cr_vrt_opt_pos_63_3x_ca.png	81px × 22px cr_hrz_opt_pos_81_1x_ca.png cr_hrz_opt_pos_81_2x_ca.png cr_hrz_opt_pos_81_3x_ca.png	63px × 52px cr_vrt_opt_rev_63_1x_ca.png cr_vrt_opt_rev_63_2x_ca.png cr_vrt_opt_rev_63_3x_ca.png	81px × 22px cr_hrz_opt_rev_81_1x_ca.png cr_hrz_opt_rev_81_2x_ca.png cr_hrz_opt_rev_81_3x_ca.png
	73px × 61px cr_vrt_opt_pos_73_1x_ca.png cr_vrt_opt_pos_73_2x_ca.png cr_vrt_opt_pos_73_3x_ca.png	87px × 25px cr_hrz_opt_pos_87_1x_ca.png cr_hrz_opt_pos_87_2x_ca.png cr_hrz_opt_pos_87_3x_ca.png	73px × 61px cr_vrt_opt_rev_73_1x_ca.png cr_vrt_opt_rev_73_2x_ca.png cr_vrt_opt_rev_73_3x_ca.png	87px × 25px cr_hrz_opt_rev_87_1x_ca.png cr_hrz_opt_rev_87_2x_ca.png cr_hrz_opt_rev_87_3x_ca.png

