

center for
inclusive growth

Brand playbook



The purpose of this playbook

This playbook was developed to help illustrate the best practices and brand guidelines for the Mastercard Center for Inclusive Growth design system. This playbook codifies the elements within the system to help you create purposeful and impactful communications.

This playbook will be used by the Center's marketing and communications teams, as well as our internal and external design partners, to create communications that amplify our impact, help foster new partnerships, and galvanize our overall community.

Ramesh, Kirana owner, Ahmedabad, India



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01

About the Center

Luu Thi Hoa; Po My; Hà Giang, Vietnam



The Center's mission

At the Mastercard Center for Inclusive Growth, we believe technology and innovation play a critical role in enabling everyone to achieve their full economic potential. As the social impact hub of Mastercard, we maximize impact by bringing together the company's business assets in service of people and planet. We call this doing well by doing good by doing what we do best.

Since our founding in 2014, we have built a body of knowledge around inclusive growth, mobilized a global community of practice and forged cross-sector partnerships to test and replicate effective solutions. In 2018, the company established the Mastercard Impact Fund, which is administered by the Center. The Center's investments focus on three key areas where we are well positioned to have impact:

- Financial security. Increase the financial security and economic mobility of individuals and workers.
- Small business. Improve the financial resilience and growth of micro and small businesses.
- Impact data science. Build capacity of nonprofits and governments to use data science to drive equitable outcomes



Indah and friends, Girls4Tech participants, Jakarta, Indonesia

Personality attributes

Personality attributes inform how we show up as a brand and what makes us stand out from the crowd.

We have three attributes that ensure a distinct experience for our customers. They influence our style and tone of voice, and we look to inject them into all forms of communication. Depending on who we’re talking with and the nature of the conversation, we dial them up and down appropriately for maximum impact and purpose.

Our personality attributes remain part of our core, but can come to life in different ways for different audiences. We’ve shown how these attributes are expressed for the Center to show how we dial them up for our communications.

Use these attributes to:

- Guide the tone of voice you use—how you speak to your customers and the qualities you want to project
- Provide inspiration for imagery and design selections
- Be a lens with which to evaluate all our communications

Forward-thinking

We’re driven by exploring new possibilities, imaginatively combining them with our own experience and expertise to create technology that can seamlessly and intuitively unlock brighter futures for everyone.

Sophisticated

We’re straightforward in our approach and elegant in our execution. We stand apart by bringing ideas to life in inspiring simple ways through knowledge, ingenuity and attention to craft.

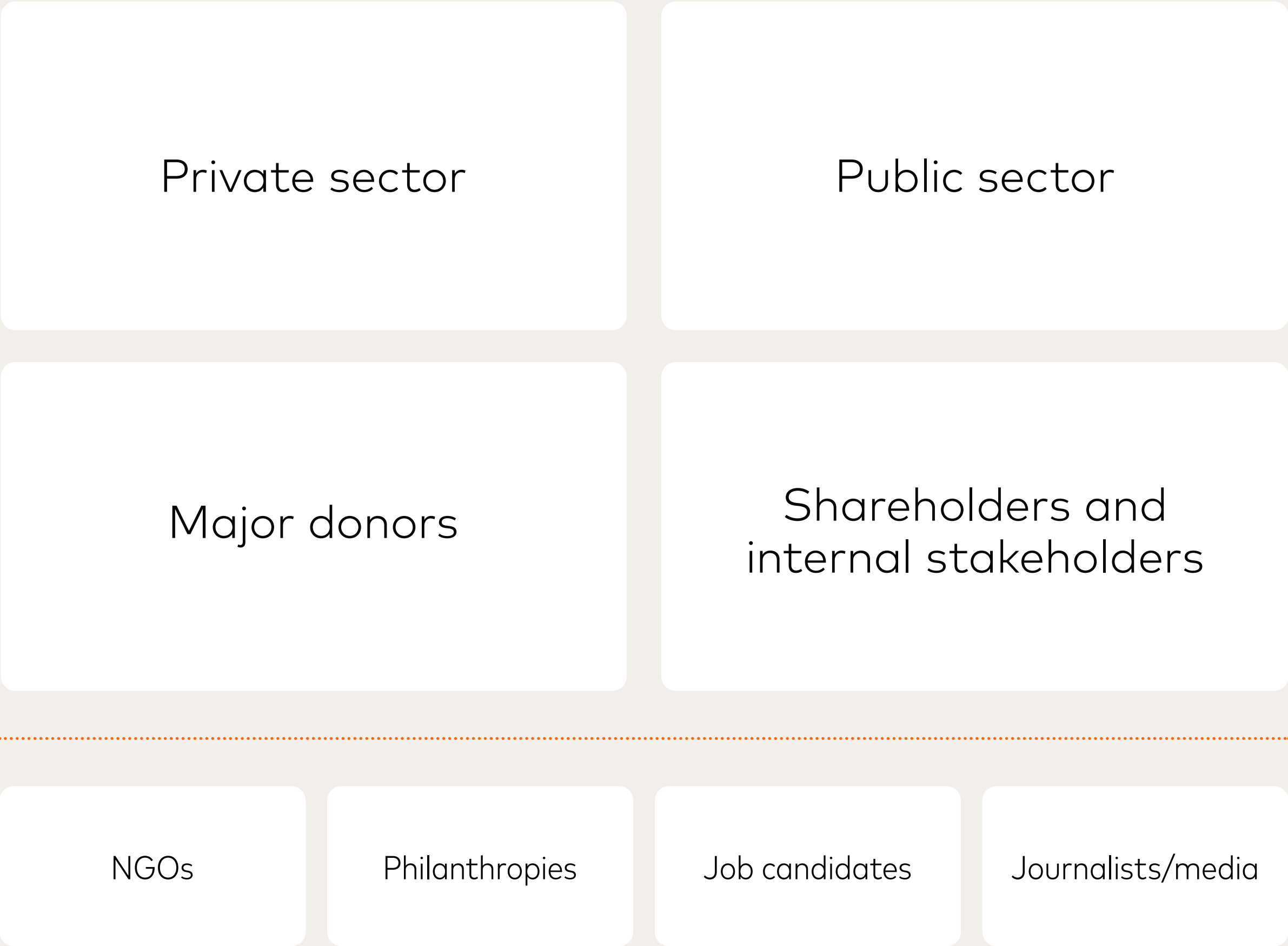
Inclusive

We try to see the world through other people’s eyes, knowing that genuine partnership and collaboration make us stronger than we are alone. Transparency and openness help us build trusted connections with everybody in everything we do.

Our stakeholders

The Center brings together businesses, governments, academic institutions and NGOs to create new models of collaboration that ignite inclusive growth.

Knowing what's important to our stakeholders provides the insight needed to craft meaningful messages and communications that amplify our impact, help foster new partnerships and galvanize our overall community.



02

Design system



Rangaa, Cotton manufacturer, Indonesia

Design principles

Our design principles capture the considerations we believe will drive design excellence at Mastercard. These principles were developed for Mastercard by our own design experts.

Although these principles are meant for designers, they can be used by anyone who cares about creating a great customers experience through design. They can also be used to evaluate the quality and effectiveness of the work as it's being developed.

Simple

Simplicity welcomes users in and invites easy engagement. Our communications don't exist in isolation—they compete in a digital and print onslaught. Our communications should feel calm in the information storm we all face everyday.

Open

Don't be afraid of open space—it's what allows the eye to see what's important. Openness is welcoming by offering a sense of ease. Openness imparts sophistication by eliminating what's extraneous.

Clear

Clarity of purpose should imbue the entirety of a communication. Every design choice is an opportunity to express the core idea. Clear communications are more relatable, genuine and human—they respect the readers' attention.

Balanced

Balanced elements and layouts guide the eye through a clear hierarchy of information. Thoughtfully arranged elements makes it possible to scan a communication. This helps readers understand the purpose and focus.

Entity Mark

The Mastercard Center for Inclusive Growth Entity Mark is a valuable asset. It provides the Center prominence and stature and immediate recognition.

The Entity Mark incorporates our iconic red and yellow interlocking circles to reflect the symbiotic relationship we have to Mastercard, and ensures it gets credit for the incredible work and progress made in this space.

Do not alter approved artwork in any way.

Entity Mark, positive



Entity Mark, reversed

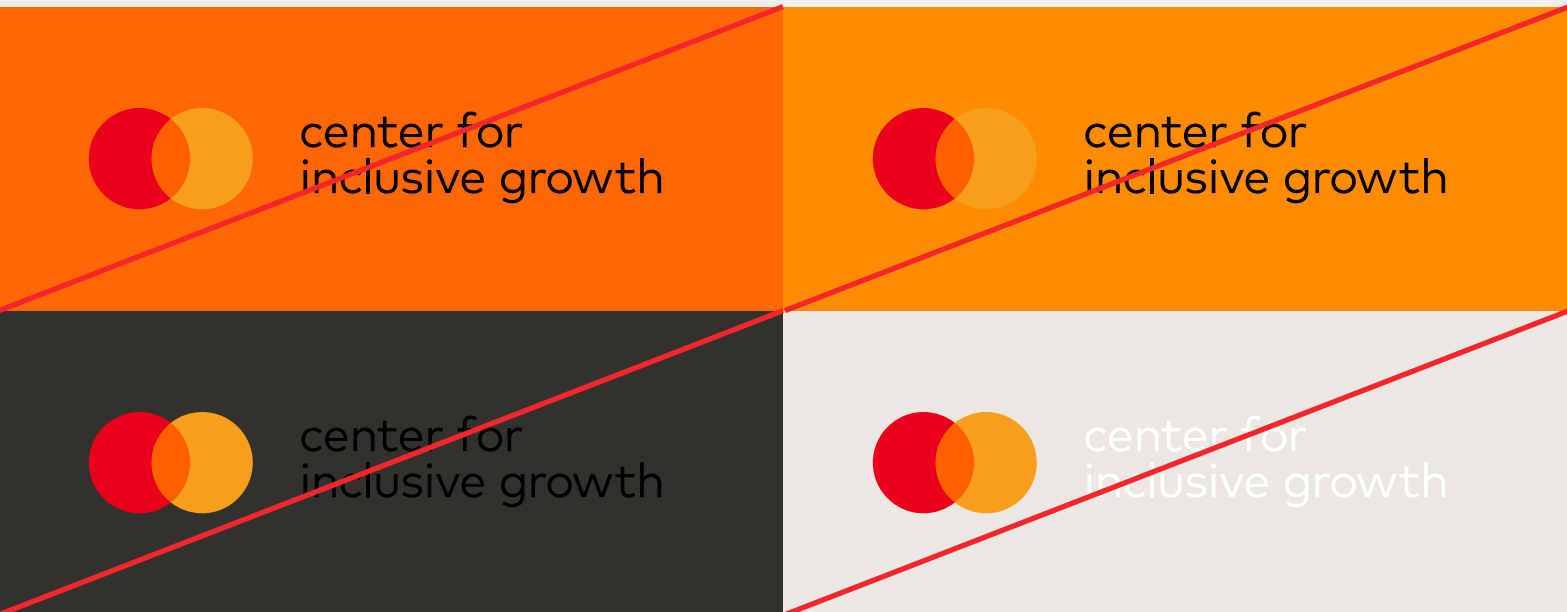


Miniumum clear space



The Entity Mark must always appear in an uncluttered space free of text, taglines, logotypes, shapes and strong background patterns. Always surround the Entity Mark with sufficient free space, which at a minimum must equal 1/4 the height of one circle.

Insufficient contrast



You may use any color as a background, provided it offers adequate contrast. Avoid colors that cause the Entity Mark to disappear or vibrate.

Don't use the Entity Mark in solid black, white or greyscale. In those cases, use the Mastercard Symbol and write "Center for Inclusive Growth" in copy.

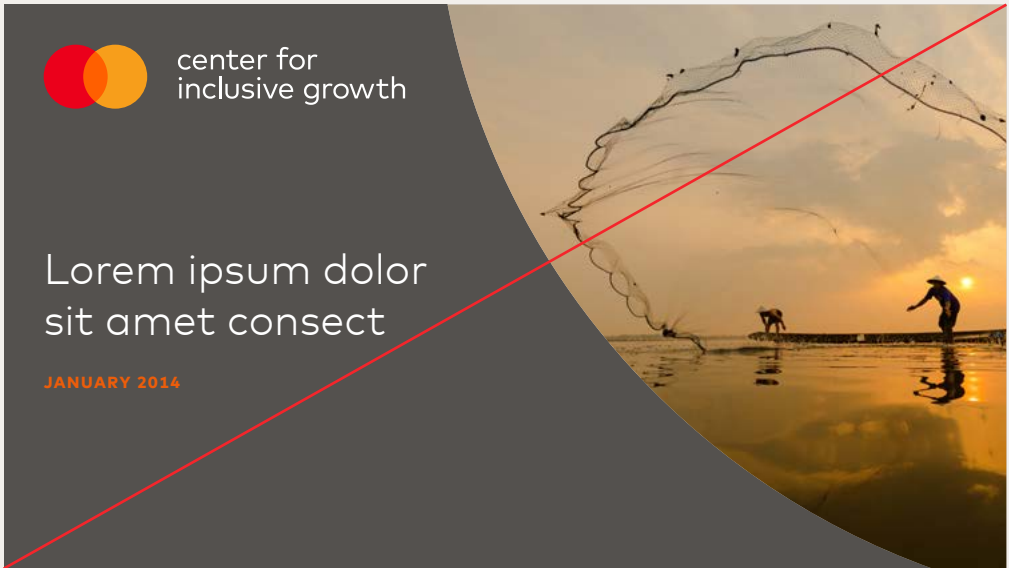
Entity Mark size and position

The Entity Mark’s prescence should be prominent, but its size should not overtake the page.

On very small applications, such as website favicons or situations where the text is not legible, use the Mastercard Symbol in place of the Entity Mark.



Correct size

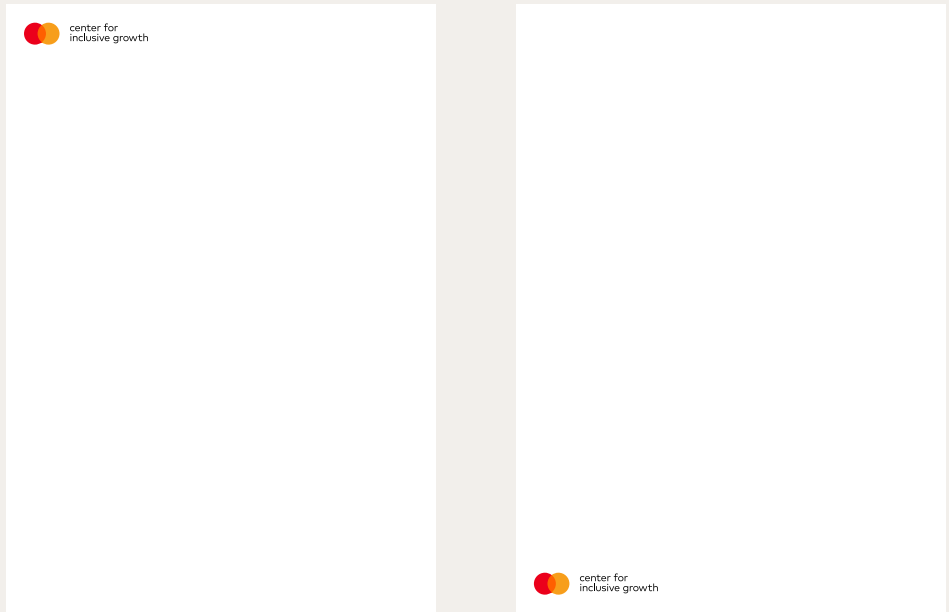


Too large



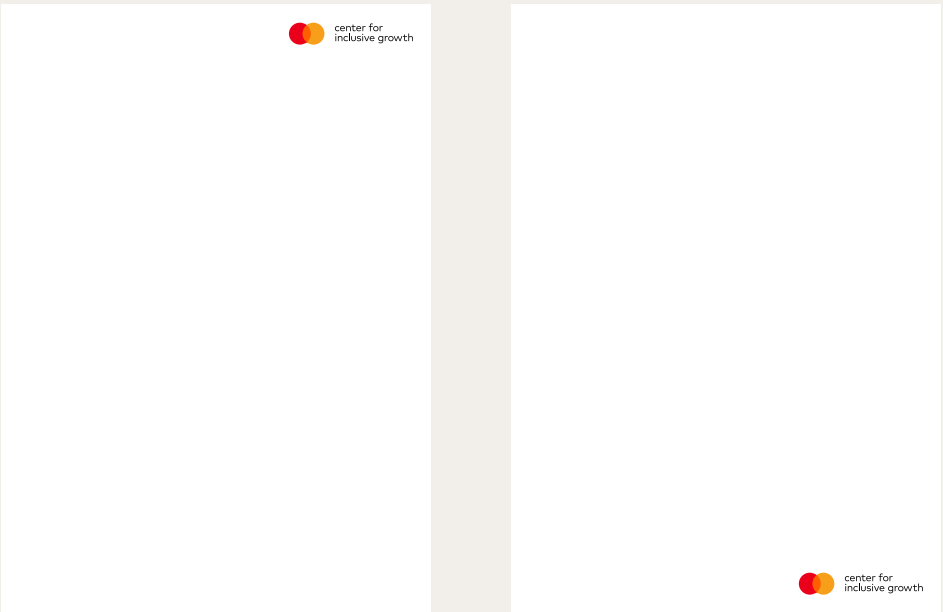
Too small

Preferred positions



Place the Entity Mark in the top left or bottom left of the page.

Secondary positions



If you can't use a preferred position place the Entity Mark in the top right or bottom right of the page.

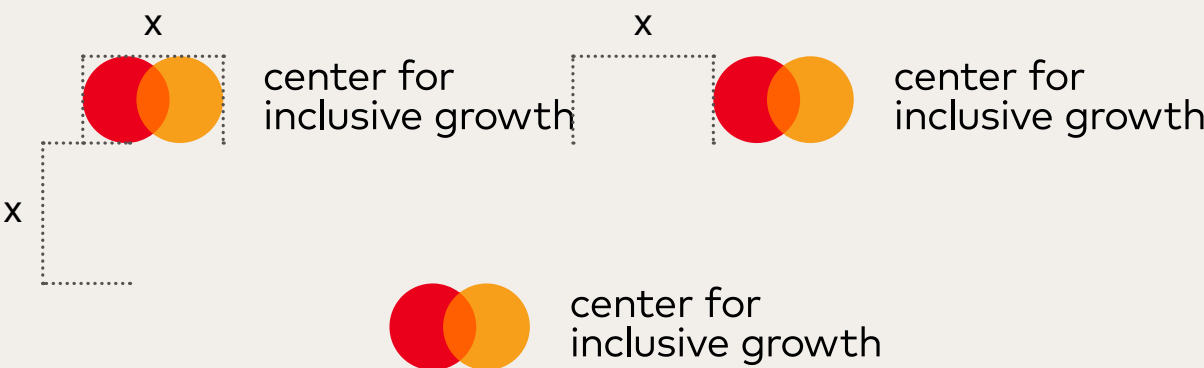
Step and repeats

The Mastercard Symbol is used to calculate the space between the Entity Mark and any partner logos.

Vertical and horizontal space is based on the width of the Mastercard Symbol.

The preferred background color is either white or black, though any color that gives enough contrast with the Entity Mark and any partner logos may be used.

Center only



Center and partner



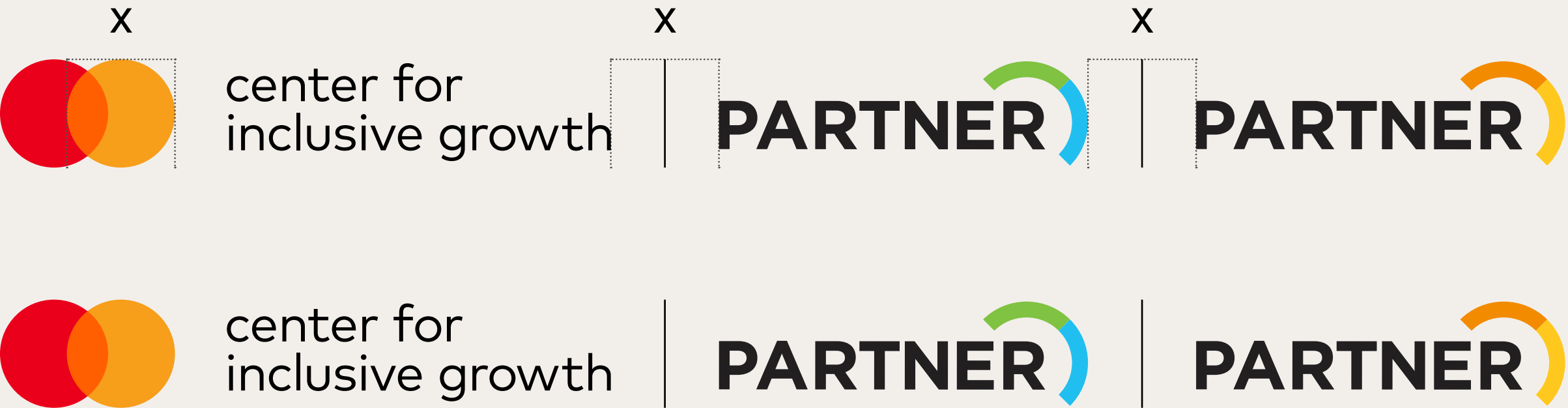
Co-branding

Co-branding represents a partnership with the Center and a third-party.

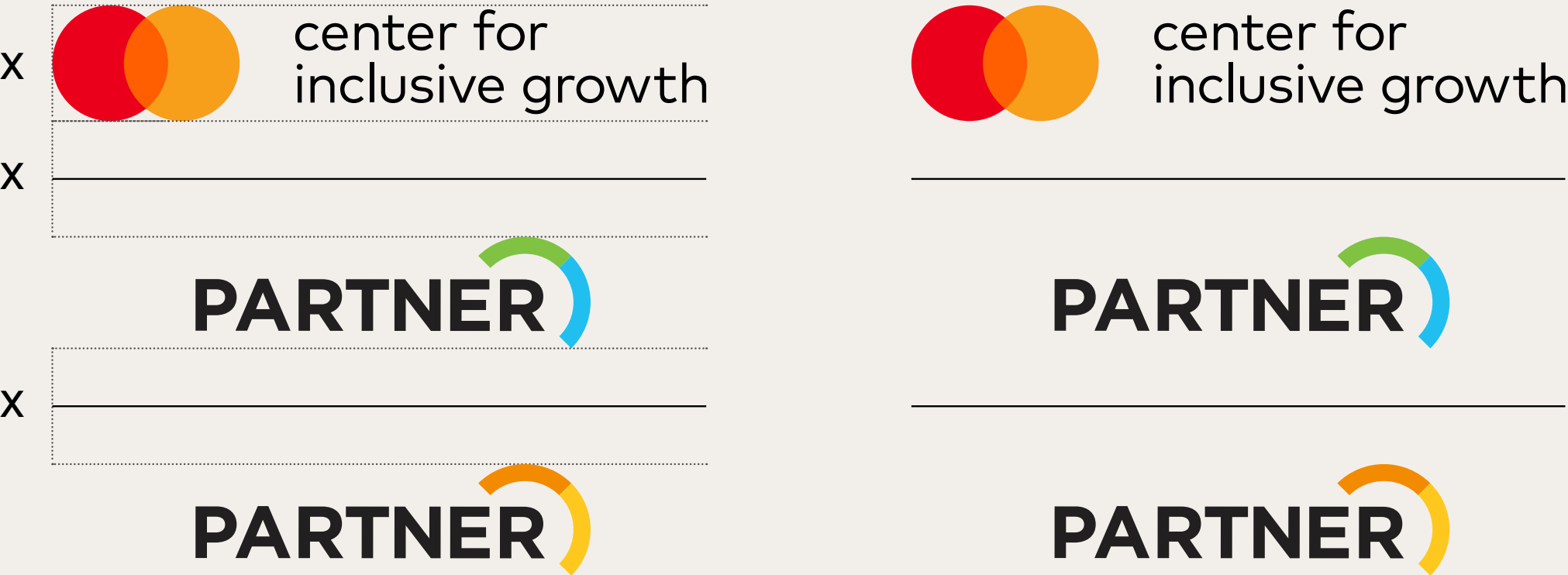
The Center and partner logos should look equal in size, with equal spacing from the dividing line.

The Center should be in the first position unless the partner agreement or contract dictates otherwise.

Partner lockup horizontal



Partner lockup vertical



Color

Our brand colors build recognition across all contexts, and should be used thoughtfully and with care.

Start with canvas colors to create a neutral background, and use accent colors sparingly and with purpose to help make information clear, simple and easier to absorb.

Use accent colors in this order: orange, gold, yellow, green. Red and teal follow, but only if all other accents are in use.

Our colors are adapted when used online to meet ADA requirements.

 **Color video**

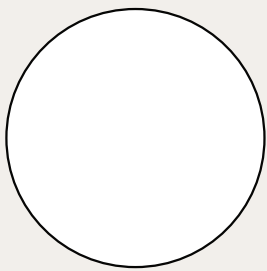
 **ADA compliance guide**

 **RGB color swatches**

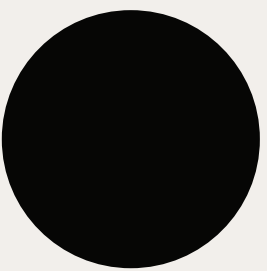
 **CMYK color swatches**


Canvas colors

White
RGB 255/255/255
Hex #ffffff
CMYK 0/0/0/0



Mastercard Black*
RGB 20/20/19
Hex #141413
CMYK 50/0/0/100
Pantone® Black 6C



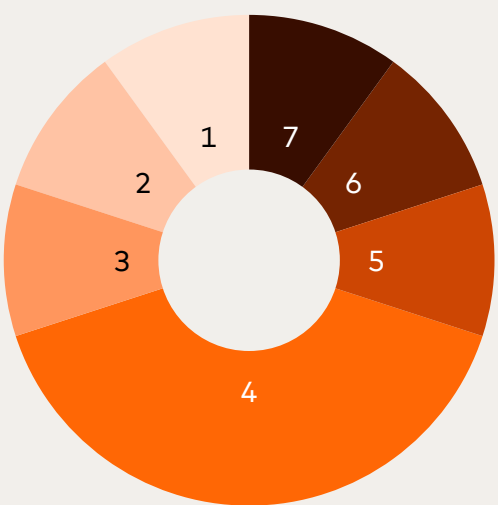


Grays

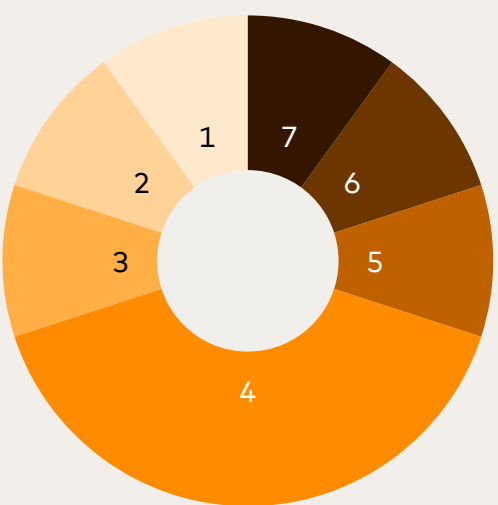
	RGB	CMYK
1	241/239/235	3/4/5/6
2	211/207/200	6/7/10/17
3	179/176/169	6/7/10/30
4	132/129/125	6/7/10/48
5	84/82/79	6/7/10/67
6	53/52/50	6/7/10/80
7	36/36/35	6/7/10/86

* When typesetting black text in print, do not use the Mastercard Black but the CMYK value of 0/0/0/100 instead.

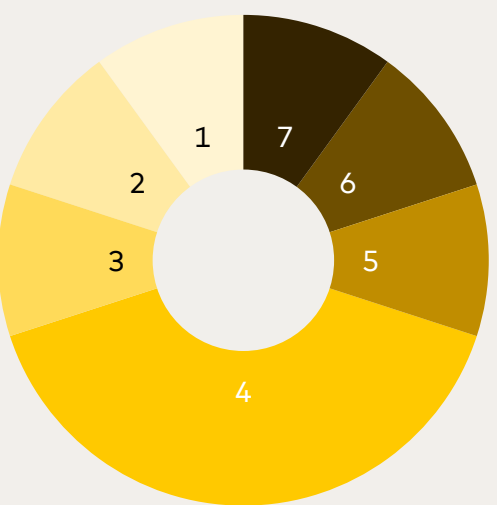
Accent colors




	RGB	CMYK
1	255/225/209	0/15/20/0
2	255/194/164	0/30/40/0
3	255/149/96	0/52/70/0
4	255/103/27	0/75/100/0
5	178/72/19	0/75/100/34
6	102/41/11	0/75/100/68
7	51/21/5	0/75/100/90



	RGB	CMYK
1	253/232/204	0/9/20/0
2	250/209/153	0/18/40/0
3	247/174/77	0/31/70/0
4	243/139/0	0/44/100/0
5	170/97/0	0/44/100/34
6	97/56/0	0/44/100/68
7	49/28/0	0/44/100/90

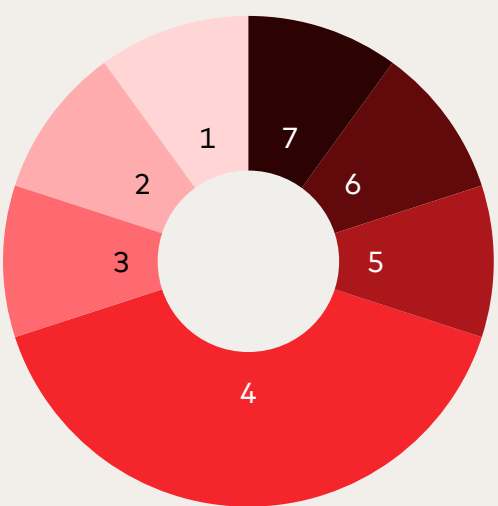


	RGB	CMYK
1	255/244/210	0/6/20/0
2	255/233/165	0/12/40/0
3	255/217/99	0/20/70/0
4	255/200/31	0/29/100/0
5	178/140/22	0/30/100/34
6	102/80/12	0/29/100/68
7	51/40/6	0/29/100/90

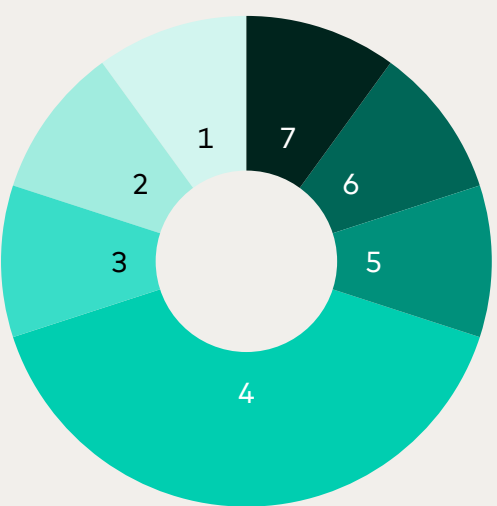


	RGB	CMYK
1	232/241/213	10/2/20/0
2	209/227/171	20/3/40/1
3	175/206/109	36/6/70/1
4	141/185/46	51/8/100/2
5	98/129/32	51/8/100/36
6	56/74/18	51/8/100/69
7	28/37/9	51/8/100/90

Secondary accent colors



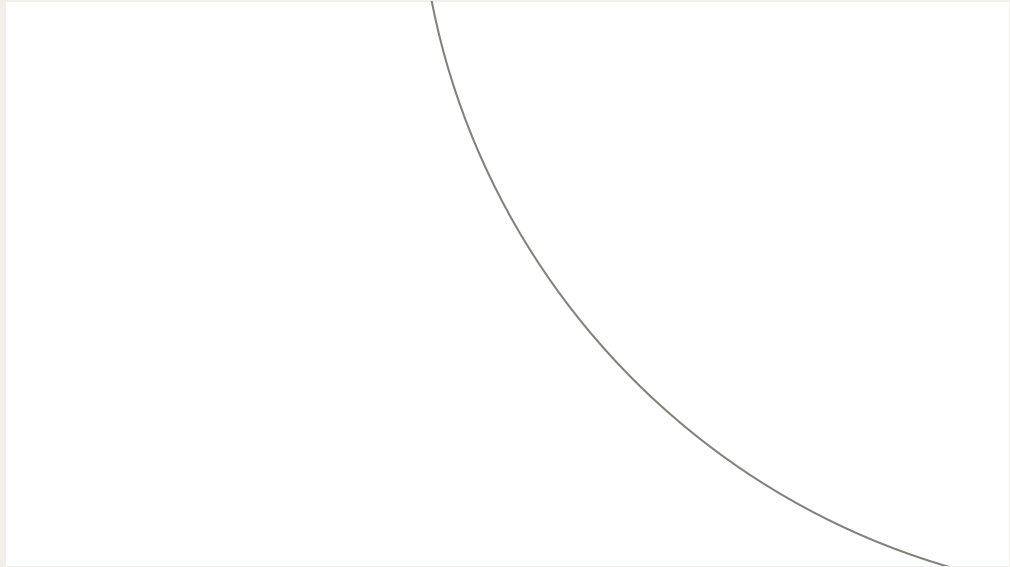
	RGB	CMYK
1	246/212/213	0/20/20/1
2	237/170/172	0/40/40/1
3	224/106/110	0/70/68/2
4	210/42/47	0/100/98/3
5	147/29/33	0/100/98/36
6	84/17/19	0/100/98/69
7	42/8/9	0/100/98/91



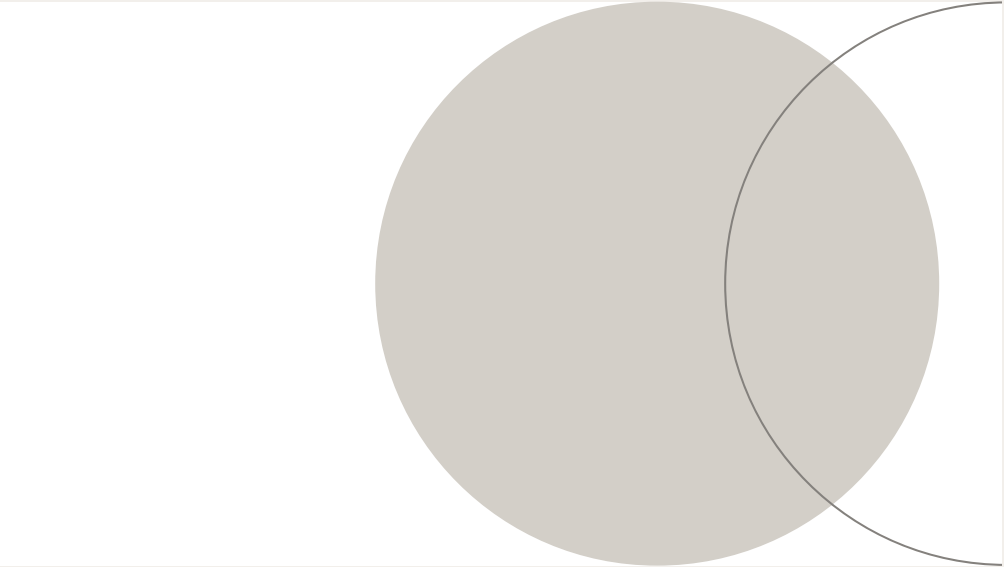
	RGB	CMYK
1	220/245/239	12/0/6/0
2	185/235/223	25/0/12/0
3	132/220/200	43/0/20/0
4	79/205/176	62/0/29/0
5	55/143/123	62/0/29/34
6	39/102/88	62/0/29/57
7	16/41/35	62/0/29/90

Brand Circles

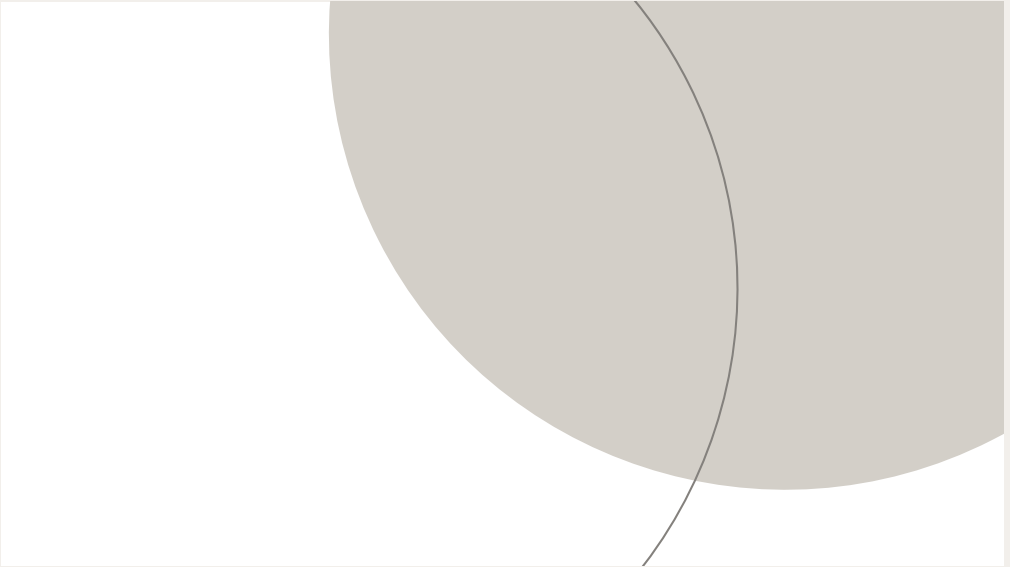
Our Brand Circles are graphical devices born from the iconic interlocking circles of our Symbol. There are six unique configurations. Only use the official artwork – don't try to recreate them yourself.



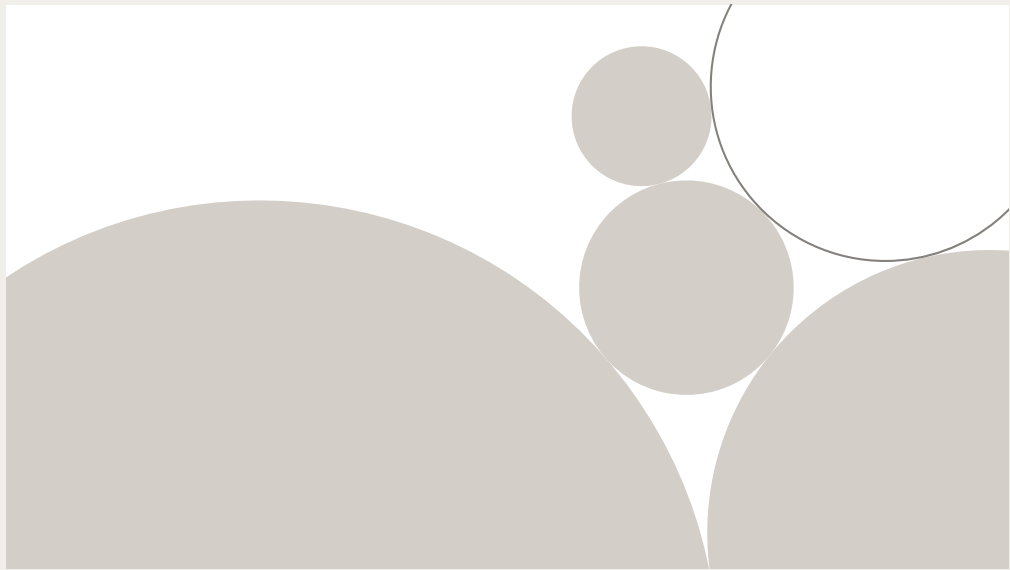
A. Clarity



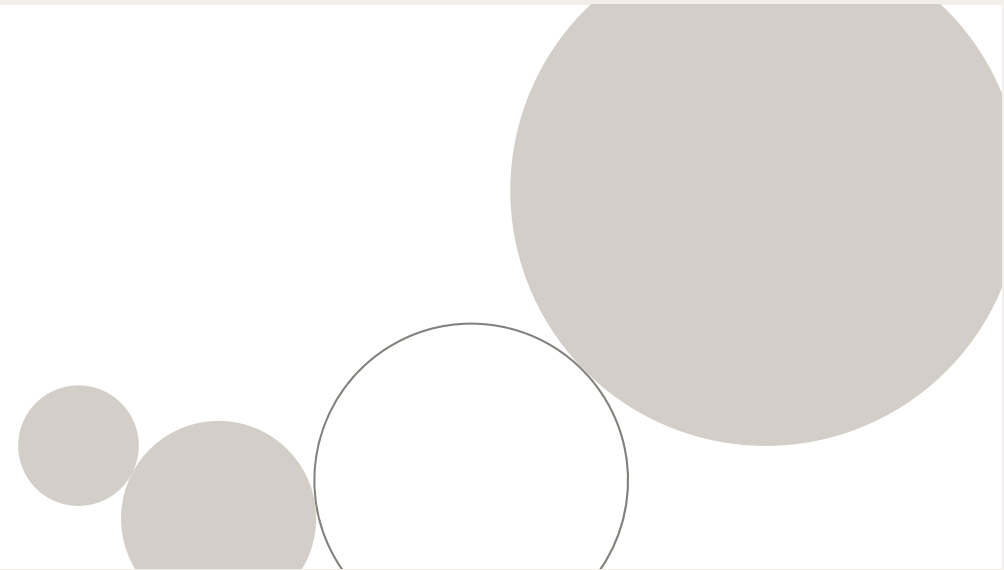
B. Partnerships



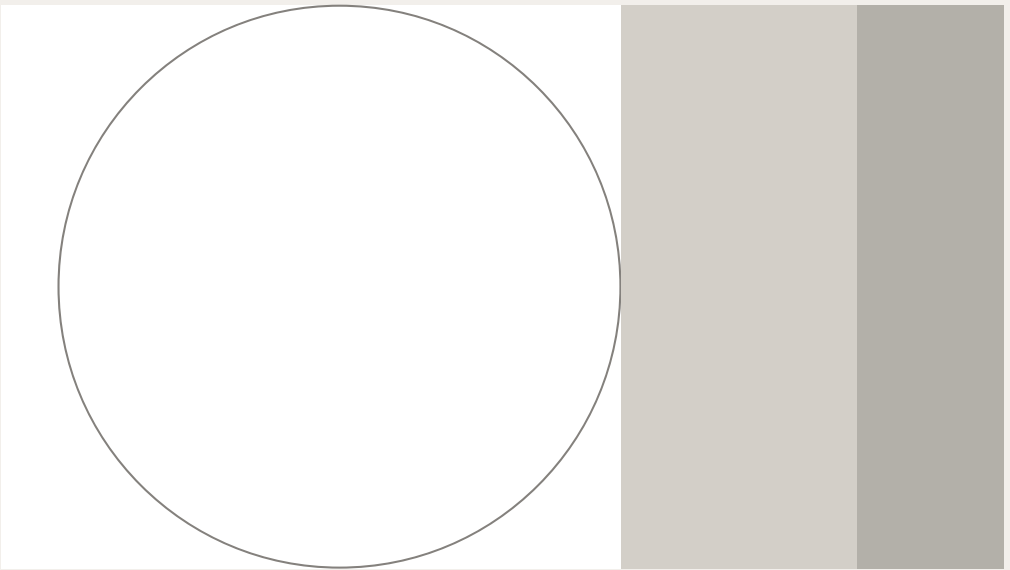
c. Connections







D. Community



E. Growth



F. Acceleration

-  **Brand Circle videos**
-  **Brand Circle guide**
-  **Brand Circle artwork (RGB)**
-  **Brand Circle artwork (CMYK)**

Imagery: progress in action

Imagery should be authentic, cinematic and uniquely Mastercard, with attention to colour, shape and the personal perspective.

We often use metaphor to convey the message and emotion we hope to convey.

Progress in action shots are a key moment captured in time where the action denotes our direct impact we have on elevating peoples lives. This allows the audience the opportunity to relate to our work on a human level.



Connectivity

Billions of people are cut off from the networks and resources they need to thrive in the modern economy. The act of throwing a net into the water connotes the idea of becoming connected and reaching underserved communities.

Search tips

net



Transformation

This image shows a physical transformation of the land as it's being cultivated, representing the change in U.S. cities as they transform in today's economy.

Search tips

changing form, improvement, change, growth, motion, progress



Scale

This overhead image of the motorcycle in motion represents the idea of people gaining access to basic infrastructure, and the path to unlocking their own economic potential.

Search tips

overhead

Imagery: human impact

Imagery should be authentic, cinematic and uniquely Mastercard, with attention to colour, shape and the personal perspective.

We often use metaphor to convey the message and emotion we hope to convey.

Human impact images include portraits and natural shots people, small businesses and communities impacted by the important work of the Center. Our imagery conveys authentic moments in peoples daily lives. Avoid cliches and overly staged shots.

Respect and depict individual people as the focus, not background design elements. No graphics or keylines should cut across their faces.

Where possible, cite their names, professions and locations in captions.



Empowered

This image shows a woman who is calm and in control. She is an inspiring icon for empowered female entrepreneurs.

Search tips

empowerment, calm, enablement, individuality

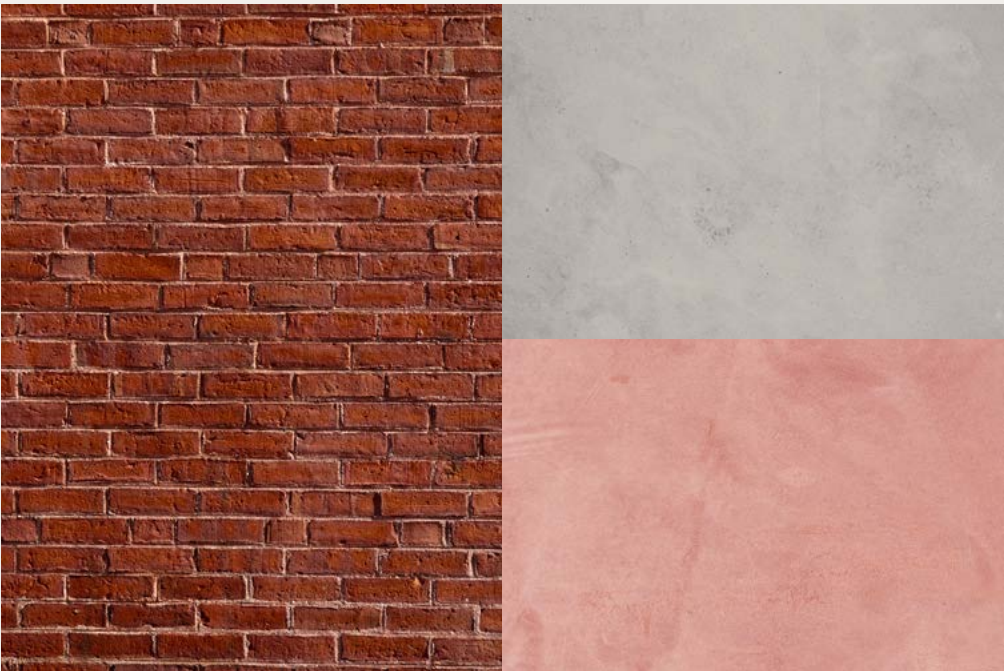


Authentic

This image shows a small business worker in her own environment. It's a candid shot that captures a real moment — an interaction with a customer. It isn't posed, styled or staged.

Search tips

candid, authentic, at work, productive



Focus

When it comes to human impact imagery, the person should be the hero within the shot. Backgrounds should not distract from the person yet help connect back to the real world.

Search tips

portrait, close up, individual

Typography

Mark for MC is our unique signature and an extension of our tone of voice. The way words appear is as important as the words we choose. Considered use of type helps improve legibility to make our communications overall more accessible to people of all abilities.

When used consistently, typography reflects our tone of voice and creates a reassuring sense of trust and authenticity across all of our platforms.

Headings and body copy should be styled Sentence case. Text used typographically (as a visual element) should be lowercase.

Rules and styles for digital use are detailed in our [web style guide](#).

 **Typography video**

 **Mark for MC**

Good design is

90 PT

long-lasting and innovative

55 PT

Good design is as little design as possible.

24 PT

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Good design is unobtrusive.

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user’s self-expression.

Good design is thorough down to the last detail.

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

BACK TO PURITY

14, 10.5PT

BACK TO SIMPLICITY

Mark for MC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mark for MC Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand style and nomenclature

Our style brings consistency to how we write words and numbers on the page, a little bit like our handwriting.

Language

Use U.S. English spelling: recognized, color, installments. Because we’re a global business we choose simple, globally recognized words and phrases.

Capitilization

Use sentence case, which means use a capital letter for only the first word in a sentence or heading. This includes job titles, such as “senior vice president.”

Mastercard and the Center

Always write “Mastercard” with a capital M. Never abbreviate it to “MC” or “MA.” In heading and body copy, always write “Mastercard Center for Inclusive Growth” in Title Case. On the second mention, you can abbreviate to “the Center,” but never “CFIG.”

Numbers

Spell out numbers one through nine and use numerals for 10 and higher. Use numerals for dates, ages and percentages.

Spell out numbers at the beginning of a sentence, such as “Thirty-nine percent of people...”

Dates

Use U.S. format for dates (month, day, year). Spell out the month. For day, use a numeral without “st”, “rd” or “th”, for example: Monday, November 5, 2022.

Times

Write times using 12-hour clock. Use a.m. and p.m. with a space to distinguish between morning and afternoon or night, for example: 9:30 a.m.

Acronyms and abbreviations

Avoid them where you can. Spell out acronyms and other abbreviations when they first appear and give the abbreviation in brackets.

Periods and punctuation

Use a period (.) at the end of full sentences, including in introductory text and lists.

Avoid using parentheses (brackets), exclamation marks (!) and ellipses (...). No Oxford commas.

URLs and emails

Write lowercase. Remove https://www.

Illustration

Illustration is a powerful story-making tool that helps us bring to life diverse narratives, intangible technologies, and new-to-world products.

We use illustration to communicate to a global audience because everyone can understand it, regardless of language and culture. Our suite of inclusive illustrations show diversity of peoples, including those with disabilities and those who identify as LGBTQ+.

📄 [Illustration guide](#)

📄 [Illustration toolkit](#)

📄 [Inclusive illustrations – disability](#)

📄 [Inclusive illustrations – LGBTQ+](#)

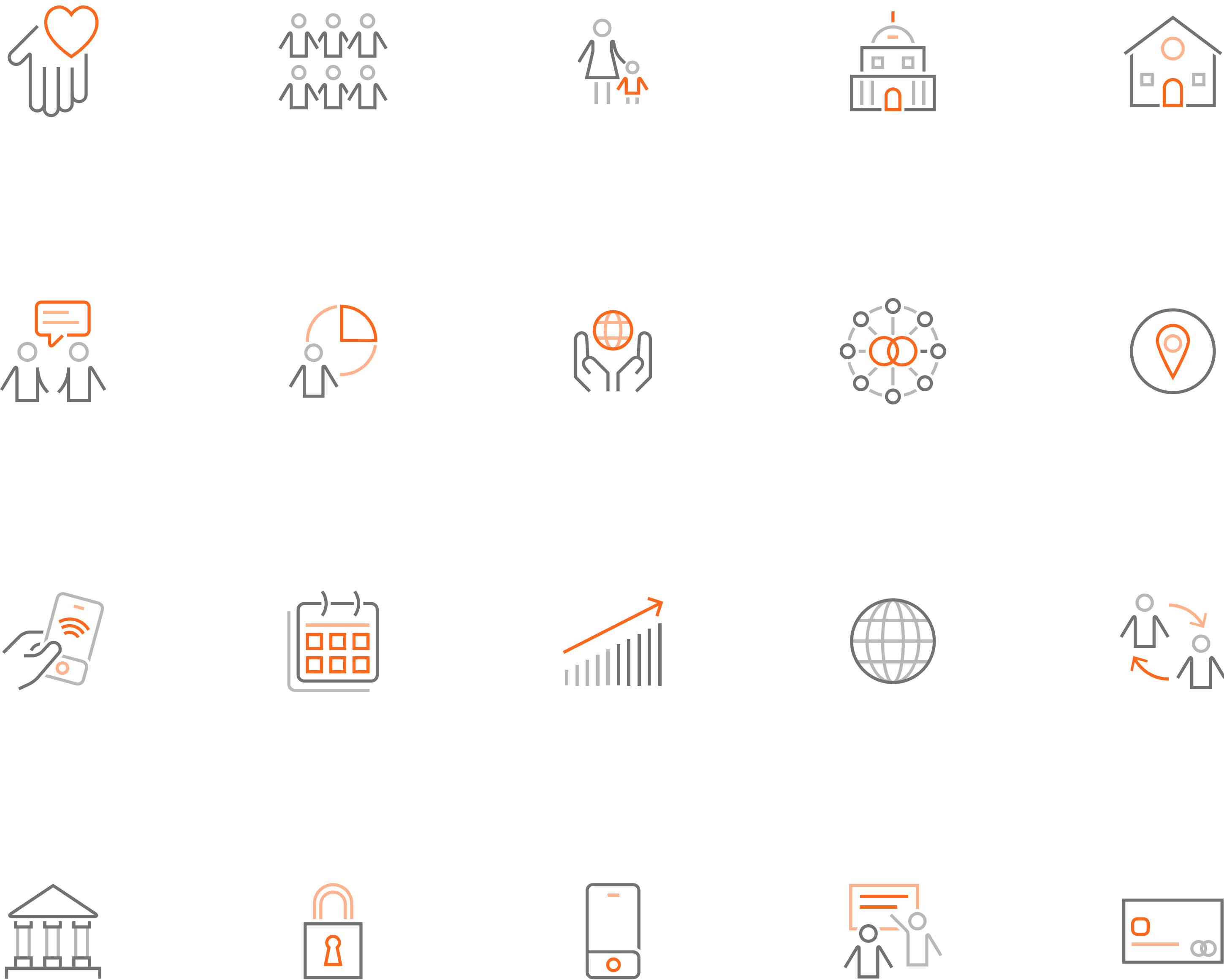


Icons

Our icons are simple, ownable, and modern. There's a distinct language in the way they are constructed, to convey a style that's uniquely Mastercard.

When used purposefully, icons help us organize our data and information effectively. We can use them to emphasize information, highlight key data points, and set hierarchies.

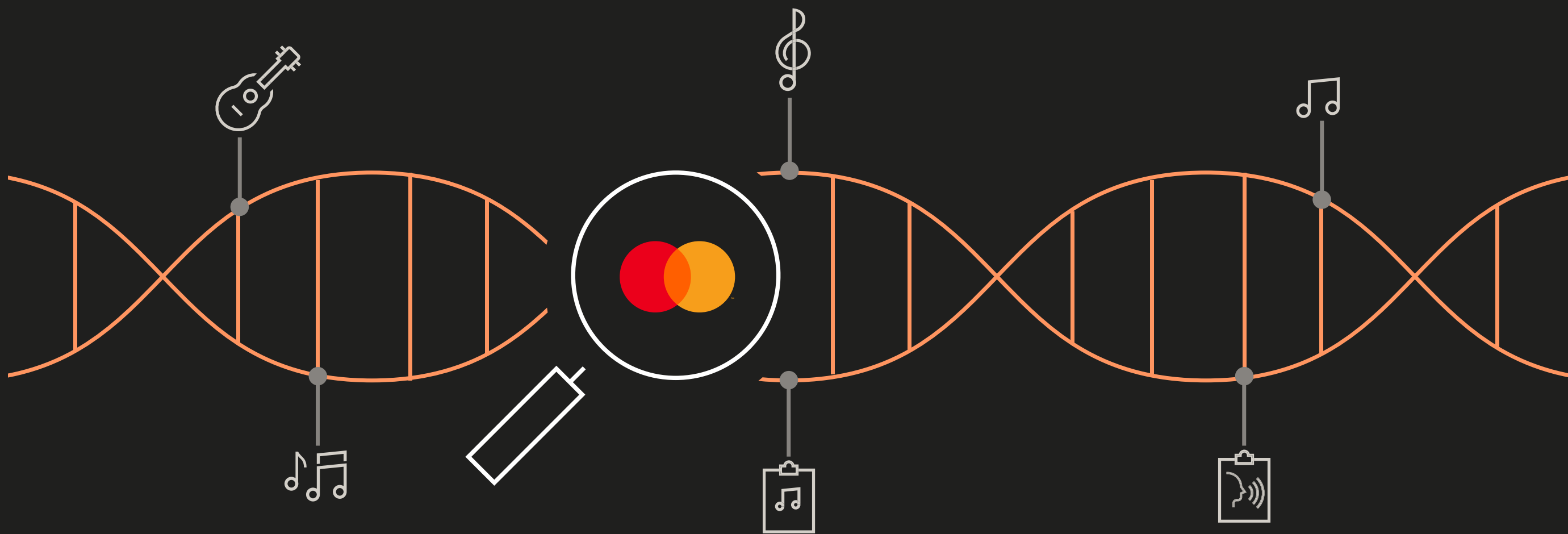
- Icon artwork
- PowerPoint icon library



Sonic

The Mastercard sonic brand comprises a variety of assets that help you create the right experience depending on audience, channel and touchpoint.

These assets were designed with memorability and adaptability in mind, empowering you to create the right sonic journey for your audience, whether in a single moment, connecting multiple touchpoints or transforming experiences.



Sound Logo



Music Tracks



Transaction Sound



Ringtones
and hold music

03

Applications



Marlita Tenorio Gonzales; Águila Sport; Lima, Peru

Events

Events lead with the Center Entity Mark and the event name. Mastercard-led (commercially funded) events lead with the Mastercard Symbol and the event name.

The event name should always be separate from the Mastercard Symbol and Center Entity Mark.

The Center Entity Mark (in Mastercard-led events) and partner logos take a secondary position to give context to the partnership.

Center leading

Event leads with Center Entity Mark

Event name

Partner logos



Mastercard leading

Event leads with Mastercard Symbol

Event name

Center Entity Mark and partner logos



APPLICATIONS

Video

Video is a powerful story-making tool that creates memorable sensory experiences unlike any other medium. From live action to animations, video adds energy and personality to the stories we tell.

The Center for Inclusive Growth uses documentary style storytelling to convey the challenges and solutions impacting people and communities. We also use video to highlight expert perspectives and ideas from our knowledge network and convenings.

All Mastercard-branded video should be designed for accessibility and right sized for platforms. Because the Center stands for inclusion, there's greater emphasis on providing closed captions or subtitles, translation and audio description (if relevant in context).

Videos should end with the Center's closing animation and Mastercard Sound Logo.

 **Video guide**

 **Video toolkit**



APPLICATIONS

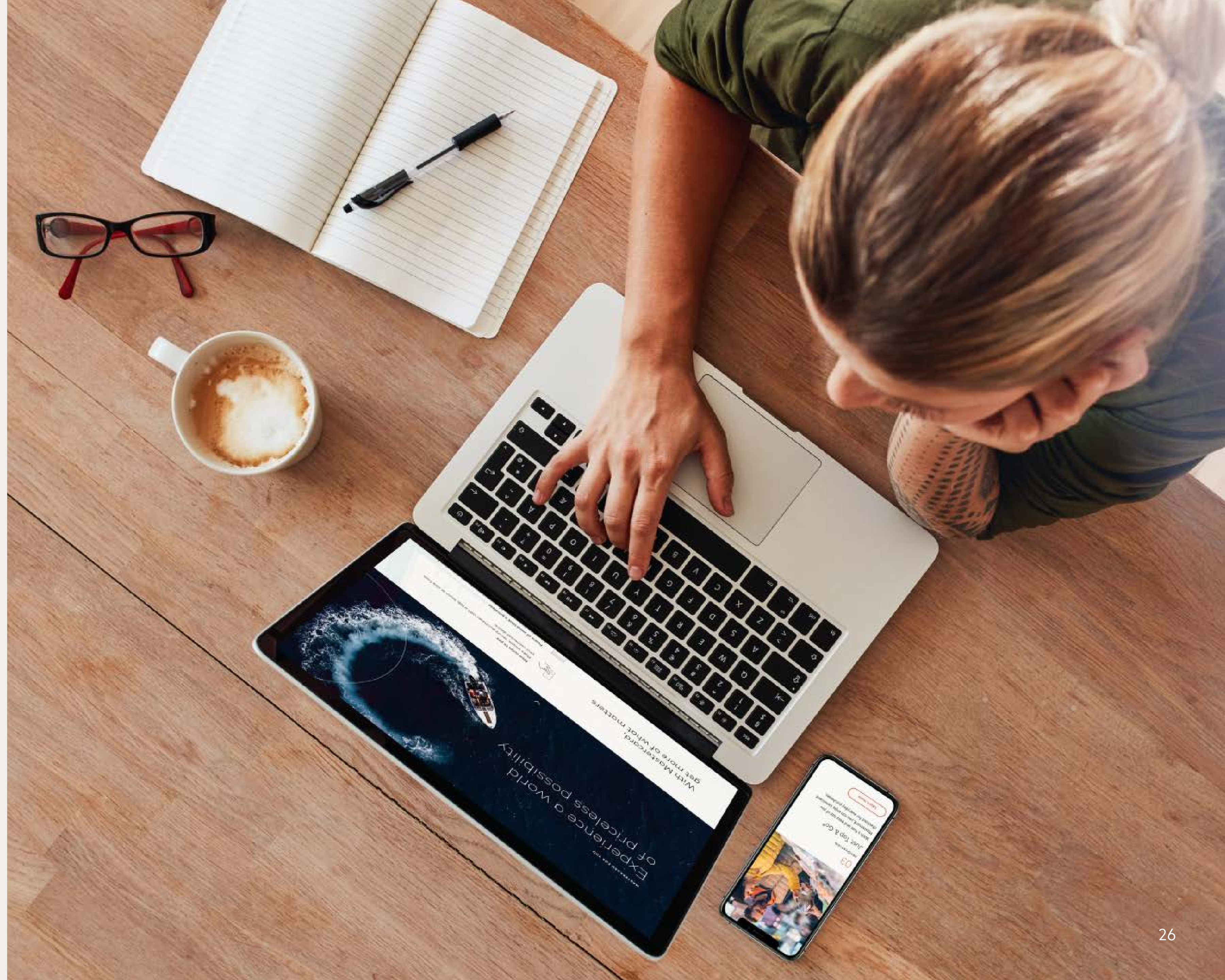
Web

Our digital design system is a proprietary suite of user interface components meant to create consistent, intuitive and highly usable digital interfaces, from product demos and prototypes to branded digital properties. It's a living system that supports UX designers as well as developers and will constantly evolve over time.

It offers tools, instructions and examples that convey the essentials and provide inspiration when developing new web pages, updating content or introducing new campaigns and product initiatives.

📄 **Web style guide**

📄 **MADE Figma files**

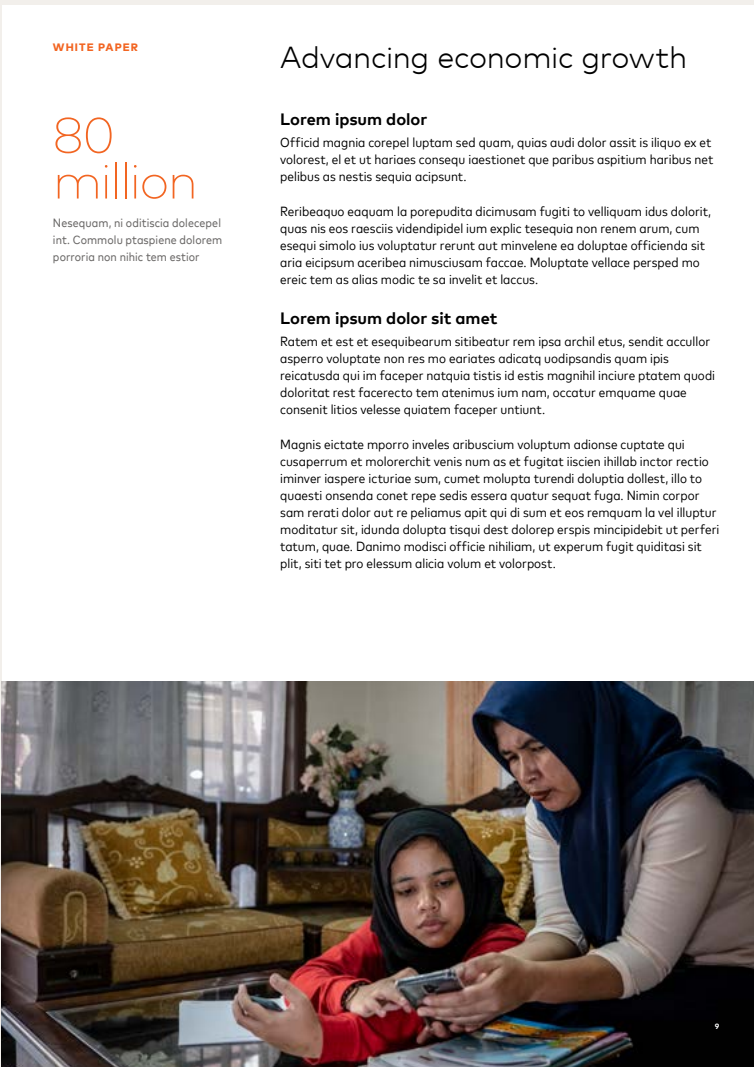



APPLICATIONS

White papers and reports

White papers and reports are designed to be clear and easy to understand. Covers use Brand Circles as graphics or with imagery in striking and distinctive combinations.

Interior pages use generous white space to organize content and aid readability.



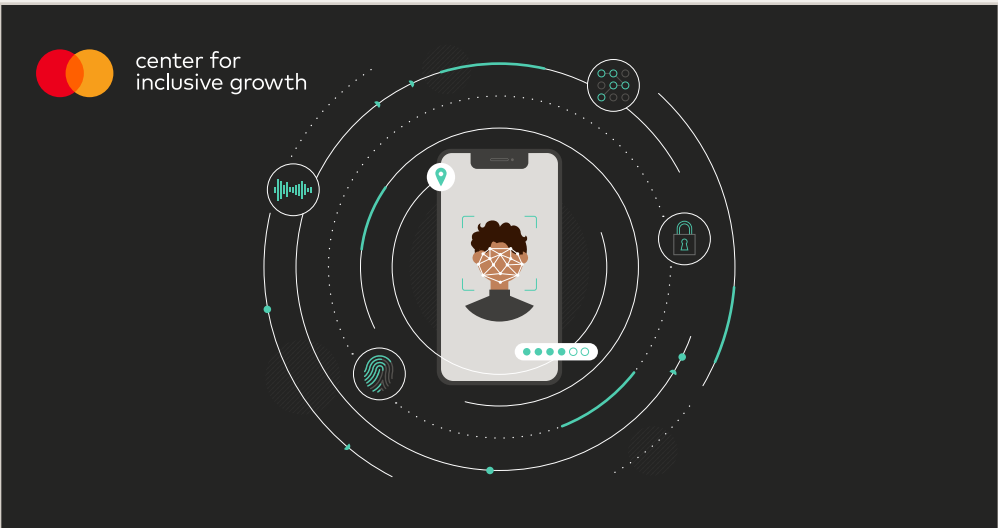
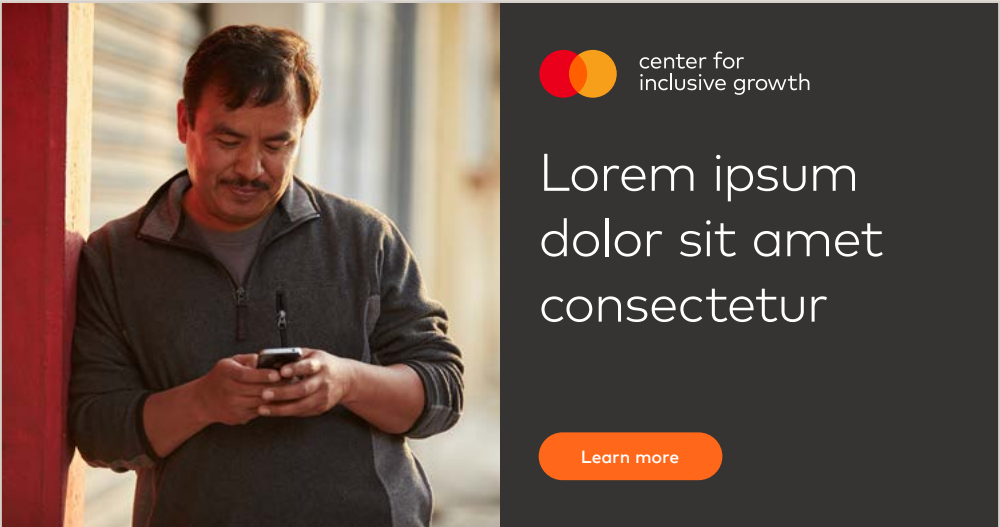
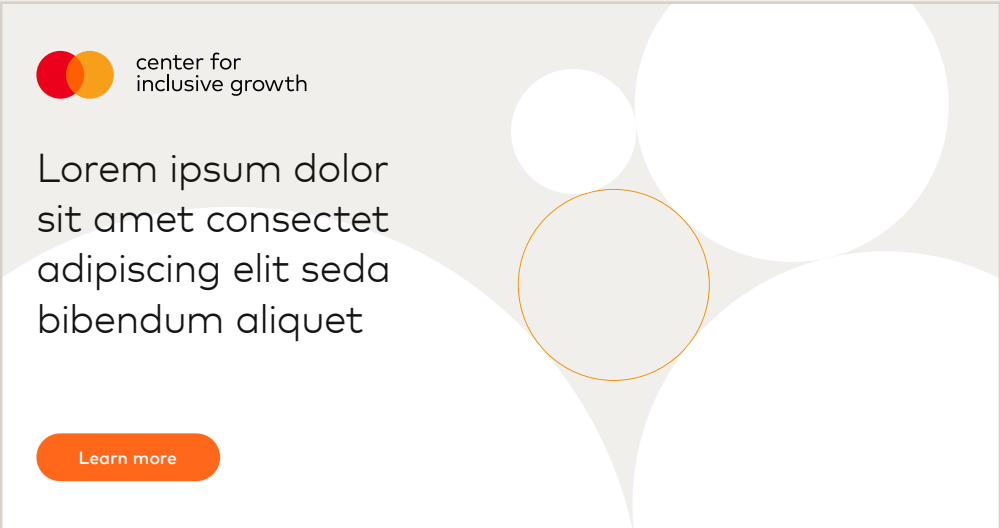
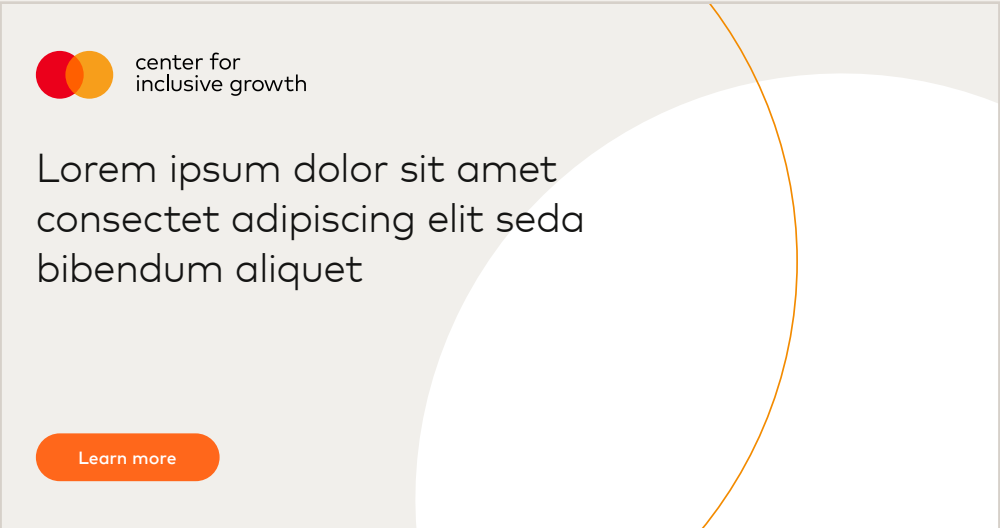
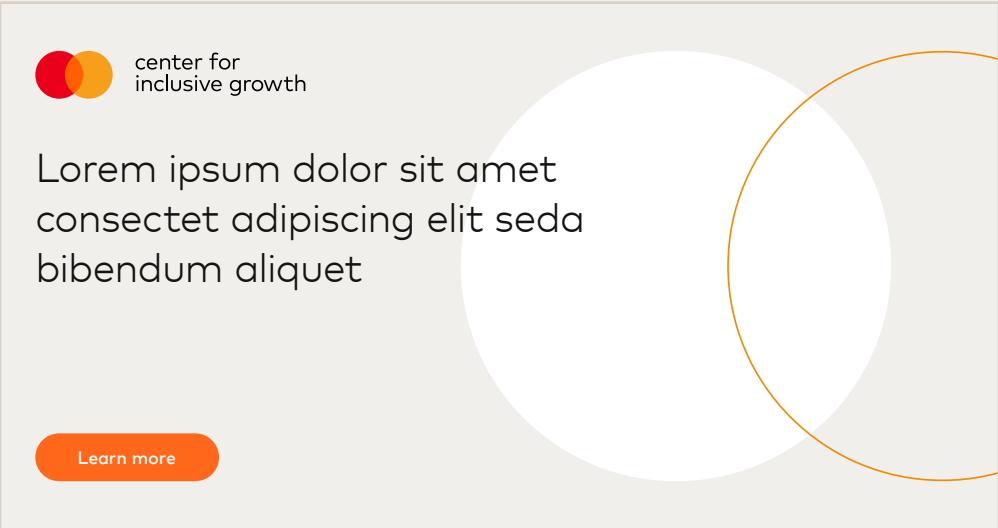
 White paper and report templates (coming soon)

APPLICATIONS

Social media

Social media cards are simple and uncluttered with a short, clear message to aid readability on mobile screens. Supporting links and additional context can be added in the post copy.

Brand Circle graphics, imagery and illustration are used flexibly to support the messaging and create a unique and consistent look and feel.

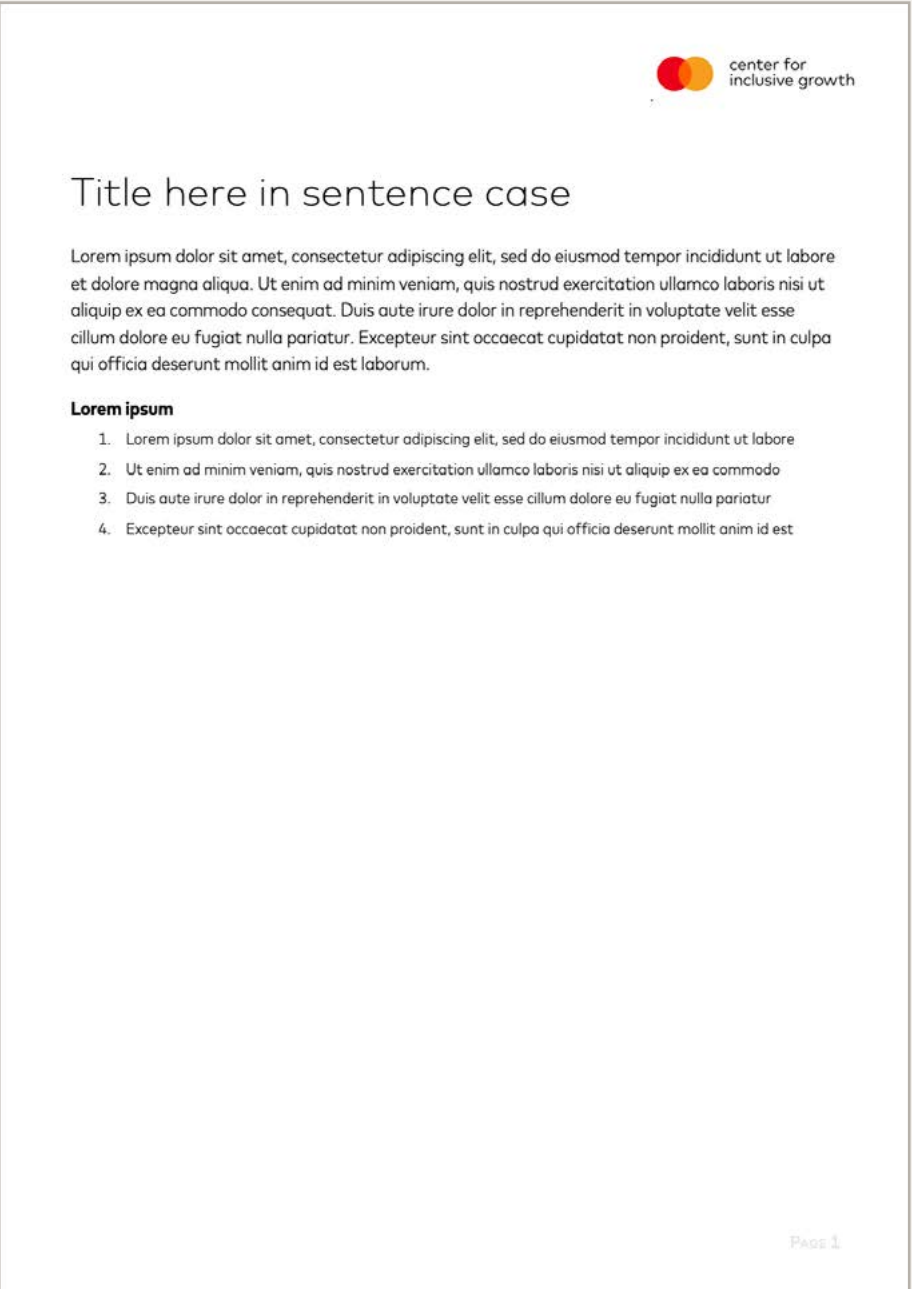
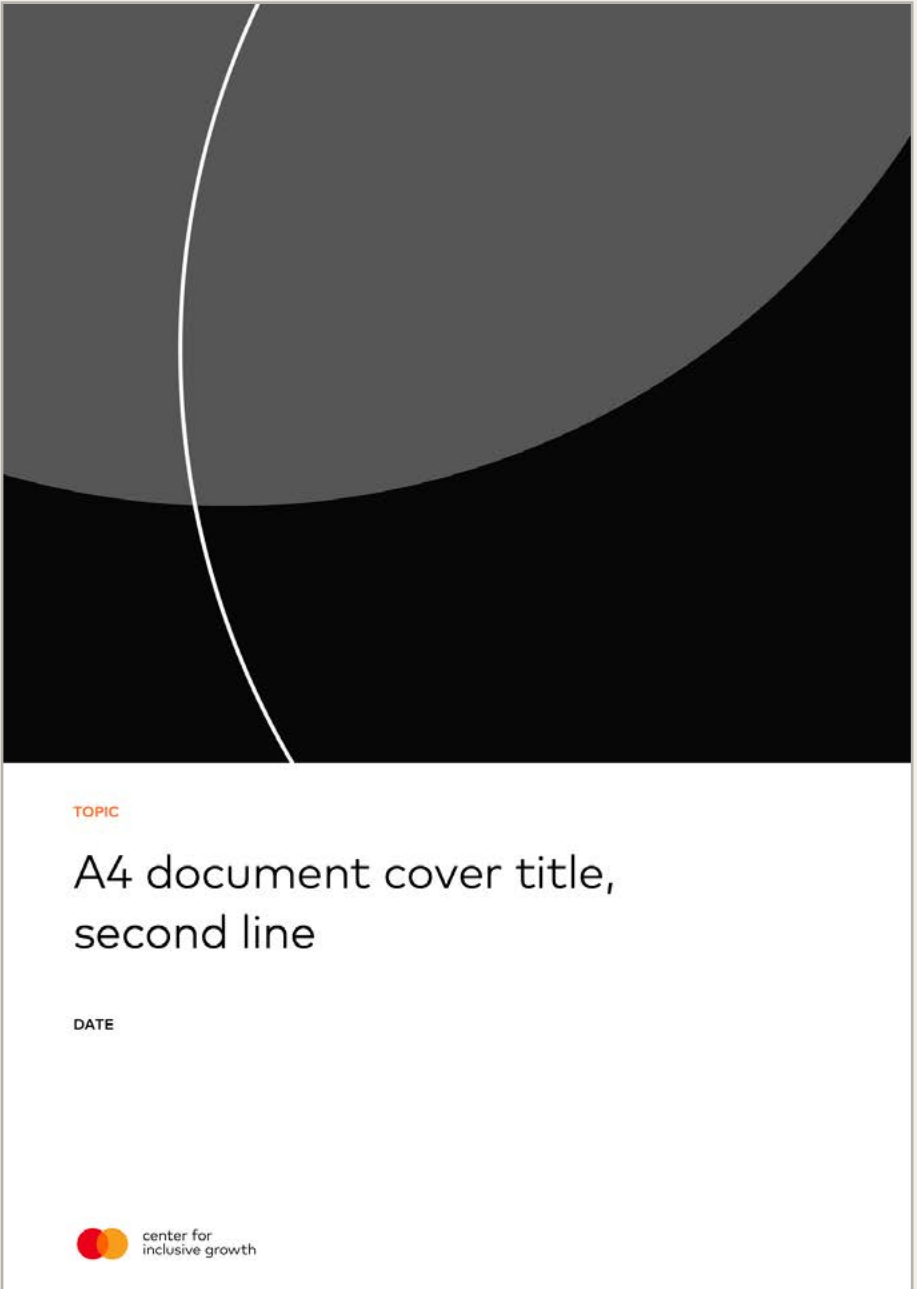


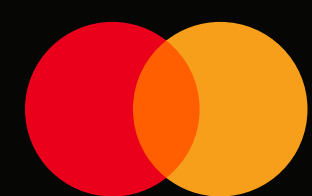
APPLICATIONS

Stationary

Branded stationary assets, such as Word and PowerPoint templates and email signatures are available for all Center employees' internal and external use. Templates include Mastercard brand colours, fonts and graphic elements.

Business cards, compliment slips and other stationary assets are available on request.





center for
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Thank you

For any questions regarding the
Mastercard Center for Inclusive Growth,
write us at inclusive_growth@mastercard.com

