

# Mastercard co-branding lockup

We often partner with issuers and other third parties to bring an offering, initiative, program, or event to market. A consistent approach that is replicable across markets and channels ensures we maintain

Mastercard brand presence. We've created a templated approach that can be used for most co-branding scenarios. Contact your Mastercard representative to see if your partnership qualifies for use of the lockup.

## Configurations

The Mastercard co-branding lockup is available in horizontal and vertical configurations. Choose the configuration that best fits your needs. Note: The Mastercard® brand in the first position is preferred, but partner agreements and contracts may dictate otherwise. The full color horizontal configuration is preferred over the vertical.

## Color versions

Always use the full-color Mastercard Symbol. If color is not available, grayscale and solid versions of the lockup are available featuring the Mastercard Brand Mark. Do not reproduce the Mastercard Symbol in grayscale or one-color.

The partner logo color is at the discretion of the partner, provided there is sufficient contrast with the background.

## Minimum size

Always reproduce the lockup at a size that is clear and legible based on the size of the Mastercard Symbol (depending on screen/print resolution).

## Size and color parity

The approximate area (height by width) of the Mastercard Symbol should be equal to the approximate area of the logo. Similarly, if the co-brand partner logo is in color, the Mastercard Symbol must be in full color.

## Multiple brand lockup

When creating a multiple brand lockup, the spacing between the Mastercard Symbol and the co-brand partner logos should be equal.

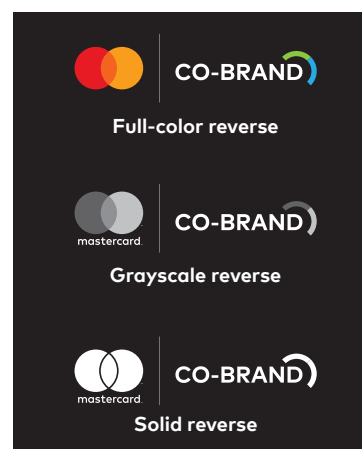
Templates are available internally at [designcenter.mastercard.com](https://designcenter.mastercard.com) or externally at [brand.mastercard.com](https://brand.mastercard.com).

If you have further questions, please contact: [ask.brand.manager@mastercard.com](mailto:ask.brand.manager@mastercard.com)

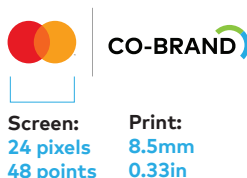
## Configurations



## Color versions



## Minimum size



## Size parity



## Multiple brand lockup

