

Optimized web artwork and use

As of 1 November 2018, Mastercard announced the next step in its brand evolution. Given the global recognition of the red and yellow interlocking circles, the full-color Mastercard Brand Mark, without the word "mastercard" (referred to as the Mastercard Symbol), is featured on websites.

This document is for quick reference.

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

Which Mastercard branding do I use?

For a limited time period, in specified select markets, Mastercard permits the full-color Mastercard Brand Mark to be used at merchant locations (physical, websites, and apps) to signal acceptance and in marketing materials to market and promote Mastercard products and services. If you need further guidance on which Mastercard branding to use, please consult your Mastercard Representative or [contact us](#).

Instructions

Correct display of Mastercard branding 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.

SVG

All browsers* support the use of SVG files. You or your developer may place SVG files using the element using your preferred size. See example below:

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PNG

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

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. If scaled, a PNG may appear blurry on high resolution devices such as 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.

Mastercard 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 mc_vrt_opt_pos_45_1x.png mc_vrt_opt_pos_45_2x.png mc_vrt_opt_pos_45_3x.png	76px × 18px mc_hrz_opt_pos_76_1x.png mc_hrz_opt_pos_76_2x.png mc_hrz_opt_pos_76_3x.png	45px × 37px mc_vrt_opt_rev_45_1x.png mc_vrt_opt_rev_45_2x.png mc_vrt_opt_rev_45_3x.png	76px × 18px mc_hrz_opt_rev_76_1x.png mc_hrz_opt_rev_76_2x.png mc_hrz_opt_rev_76_3x.png
	53px × 44px mc_vrt_opt_pos_53_1x.png mc_vrt_opt_pos_53_2x.png mc_vrt_opt_pos_53_3x.png	88px × 21px mc_hrz_opt_pos_88_1x.png mc_hrz_opt_pos_88_2x.png mc_hrz_opt_pos_88_3x.png	53px × 44px mc_vrt_opt_rev_53_1x.png mc_vrt_opt_rev_53_2x.png mc_vrt_opt_rev_53_3x.png	88px × 21px mc_hrz_opt_rev_88_1x.png mc_hrz_opt_rev_88_2x.png mc_hrz_opt_rev_88_3x.png
	63px × 52px mc_vrt_opt_pos_63_1x.png mc_vrt_opt_pos_63_2x.png mc_vrt_opt_pos_63_3x.png	97px × 22px mc_hrz_opt_pos_97_1x.png mc_hrz_opt_pos_97_2x.png mc_hrz_opt_pos_97_3x.png	63px × 52px mc_vrt_opt_rev_63_1x.png mc_vrt_opt_rev_63_2x.png mc_vrt_opt_rev_63_3x.png	97px × 22px mc_hrz_opt_rev_97_1x.png mc_hrz_opt_rev_97_2x.png mc_hrz_opt_rev_97_3x.png
	73px × 61px mc_vrt_opt_pos_73_1x.png mc_vrt_opt_pos_73_2x.png mc_vrt_opt_pos_73_3x.png	105px × 25px mc_hrz_opt_pos_105_1x.png mc_hrz_opt_pos_105_2x.png mc_hrz_opt_pos_105_3x.png	73px × 61px mc_vrt_opt_rev_73_1x.png mc_vrt_opt_rev_73_2x.png mc_vrt_opt_rev_73_3x.png	105px × 25px mc_hrz_opt_rev_105_1x.png mc_hrz_opt_rev_105_2x.png mc_hrz_opt_rev_105_3x.png

Mastercard 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 mc_vrt_opt_pos_45_1x_ca.png mc_vrt_opt_pos_45_2x_ca.png mc_vrt_opt_pos_45_3x_ca.png	76px × 18px mc_hrz_opt_pos_76_1x_ca.png mc_hrz_opt_pos_76_2x_ca.png mc_hrz_opt_pos_76_3x_ca.png	45px × 37px mc_vrt_opt_rev_45_1x_ca.png mc_vrt_opt_rev_45_2x_ca.png mc_vrt_opt_rev_45_3x_ca.png	76px × 18px mc_hrz_opt_rev_76_1x_ca.png mc_hrz_opt_rev_76_2x_ca.png mc_hrz_opt_rev_76_3x_ca.png
	53px × 44px mc_vrt_opt_pos_53_1x_ca.png mc_vrt_opt_pos_53_2x_ca.png mc_vrt_opt_pos_53_3x_ca.png	88px × 21px mc_hrz_opt_pos_88_1x_ca.png mc_hrz_opt_pos_88_2x_ca.png mc_hrz_opt_pos_88_3x_ca.png	53px × 44px mc_vrt_opt_rev_53_1x_ca.png mc_vrt_opt_rev_53_2x_ca.png mc_vrt_opt_rev_53_3x_ca.png	88px × 21px mc_hrz_opt_rev_88_1x_ca.png mc_hrz_opt_rev_88_2x_ca.png mc_hrz_opt_rev_88_3x_ca.png
	63px × 52px mc_vrt_opt_pos_63_1x_ca.png mc_vrt_opt_pos_63_2x_ca.png mc_vrt_opt_pos_63_3x_ca.png	97px × 22px mc_hrz_opt_pos_97_1x_ca.png mc_hrz_opt_pos_97_2x_ca.png mc_hrz_opt_pos_97_3x_ca.png	63px × 52px mc_vrt_opt_rev_63_1x_ca.png mc_vrt_opt_rev_63_2x_ca.png mc_vrt_opt_rev_63_3x_ca.png	97px × 22px mc_hrz_opt_rev_97_1x_ca.png mc_hrz_opt_rev_97_2x_ca.png mc_hrz_opt_rev_97_3x_ca.png
	73px × 61px mc_vrt_opt_pos_73_1x_ca.png mc_vrt_opt_pos_73_2x_ca.png mc_vrt_opt_pos_73_3x_ca.png	105px × 25px mc_hrz_opt_pos_105_1x_ca.png mc_hrz_opt_pos_105_2x_ca.png mc_hrz_opt_pos_105_3x_ca.png	73px × 61px mc_vrt_opt_rev_73_1x_ca.png mc_vrt_opt_rev_73_2x_ca.png mc_vrt_opt_rev_73_3x_ca.png	105px × 25px mc_hrz_opt_rev_105_1x_ca.png mc_hrz_opt_rev_105_2x_ca.png mc_hrz_opt_rev_105_3x_ca.png

