

New Visa Brand Mark



The Visa Brand Mark, cornerstone of our brand, has been optimized to reinforce its iconic details and modernize its image.

Filename Structure

vbm_blu01.eps



Gradient Color

The preferred mark for most communications.



Blue Gradient 01

vbm_blu01.eps	For professional print applications	CMYK vector
vbm_blu01.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
vbm_blu01_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector

Flat Color

For use when reproduction of a gradient is not possible.



Visa Blue

vbm_blu01.eps	For professional print applications	Spot/CMYK vector
vbm_blu01.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
vbm_blu01_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector



White

vbm_wht01.eps	For professional print applications	CMYK vector
vbm_wht01.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
vbm_wht01_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector



Black

vbm_blk01.eps	For professional print applications	CMYK vector
vbm_blk01.png	For on-screen use, including online; also for use in Microsoft Office	RGB raster
vbm_blk01_rgb.ai	For creating other digital on-screen formats with Adobe Illustrator, Adobe Photoshop or Adobe Flash	RGB vector