Optimized web artwork and use

As of 1 November 2018, Mastercard is announcing the next step in its brand evolution. The full-color Mastercard® Brand Mark, without the word "mastercard" (referred to as the Mastercard Symbol), will be featured on merchant websites, cards, and decal stickers.

This document is for quick reference. Artwork and complete guidelines are available at brand.mastercard.com

Which Mastercard branding do I use?

The Mastercard Brand Mark and Mastercard Symbol are not interchangeable. Refer to the headings in the chart at right. See the Branding Guidelines for more detailed information.

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 <img> element using your preferred size. See example below:

```
<img src="mc_symbol.svg"
alt="" width="50">
```

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:

```
<img src="mc_hrz_opt_rev_76_3x.png"
alt="" width="76"
srcset="mc_hrz_opt_rev_76_1x.png,
mc_hrz_opt_rev_76_2x.png.png,
mc_hrz_opt_rev_76_3x.png.png">
```

*Except Internet Explorer 8 or lower.

Mastercard Symbol
For use on merchant websites and apps to signal acceptance

SVG — mc_symbol.svg

45px × 37px	53px × 44px	63px × 52px	73px × 61px
mc_symbol_opt_45_1x.png	mc_symbol_opt_53_1x.png	mc_symbol_opt_63_1x.png	mc_symbol_opt_73_1x.png
mc_symbol_opt_45_2x.png	mc_symbol_opt_53_2x.png	mc_symbol_opt_63_2x.png	mc_symbol_opt_73_2x.png
mc_symbol_opt_45_3x.png	mc_symbol_opt_53_3x.png	mc_symbol_opt_63_3x.png	mc_symbol_opt_73_3x.png

(PNG)

Mastercard Brand Mark (Vertical)
For use in marketing materials to promote Mastercard products/services or when co-branding

SVG — mc_vrt_pos.svg

45px × 37px	53px × 44px	63px × 52px	73px × 61px
mc_vrt_opt_pos_45_1x.png	mc_vrt_opt_pos_53_1x.png	mc_vrt_opt_pos_63_1x.png	mc_vrt_opt_pos_73_1x.png
mc_vrt_opt_pos_45_2x.png	mc_vrt_opt_pos_53_2x.png	mc_vrt_opt_pos_63_2x.png	mc_vrt_opt_pos_73_2x.png
mc_vrt_opt_pos_45_3x.png	mc_vrt_opt_pos_53_3x.png	mc_vrt_opt_pos_63_3x.png	mc_vrt_opt_pos_73_3x.png

(PNG)

SVG — mc_vrt_rev.svg

45px × 37px	53px × 44px	63px × 52px	73px × 61px
mc_vrt_opt_rev_45_1x.png	mc_vrt_opt_rev_53_1x.png	mc_vrt_opt_rev_63_1x.png	mc_vrt_opt_rev_73_1x.png
mc_vrt_opt_rev_45_2x.png	mc_vrt_opt_rev_53_2x.png	mc_vrt_opt_rev_63_2x.png	mc_vrt_opt_rev_73_2x.png
mc_vrt_opt_rev_45_3x.png	mc_vrt_opt_rev_53_3x.png	mc_vrt_opt_rev_63_3x.png	mc_vrt_opt_rev_73_3x.png

(PNG)

Mastercard Brand Mark (Horizontal)
For use in marketing materials to promote Mastercard products/services or when co-branding

SVG — mc_hrz_pos.svg

76px × 18px	88px × 21px	97px × 22px	105px × 25px
mc_hrz_opt_pos_76_1x.png	mc_hrz_opt_pos_88_1x.png	mc_hrz_opt_pos_97_1x.png	mc_hrz_opt_pos_105_1x.png
mc_hrz_opt_pos_76_2x.png	mc_hrz_opt_pos_88_2x.png	mc_hrz_opt_pos_97_2x.png	mc_hrz_opt_pos_105_2x.png
mc_hrz_opt_pos_76_3x.png	mc_hrz_opt_pos_88_3x.png	mc_hrz_opt_pos_97_3x.png	mc_hrz_opt_pos_105_3x.png

(PNG)

SVG — mc_hrz_rev.svg

76px × 18px	88px × 21px	97px × 22px	105px × 25px
mc_hrz_opt_rev_76_1x.png	mc_hrz_opt_rev_88_1x.png	mc_hrz_opt_rev_97_1x.png	mc_hrz_opt_rev_105_1x.png
mc_hrz_opt_rev_76_2x.png	mc_hrz_opt_rev_88_2x.png	mc_hrz_opt_rev_97_2x.png	mc_hrz_opt_rev_105_2x.png
mc_hrz_opt_rev_76_3x.png	mc_hrz_opt_rev_88_3x.png	mc_hrz_opt_rev_97_3x.png	mc_hrz_opt_rev_105_3x.png

(PNG)

 mastercard