

Mastercard Identity Check overview

General requirements

1. There are multiple configurations and versions of the Mastercard® Identity Check™ Product Mark. Use the correct one for your needs. Approved artwork may be downloaded from brand.mastercard.com
2. Always surround the Product Mark with sufficient free space, based on "x", which is equal to the width of the "m" in the "mastercard" Logotype.
3. Always reproduce the Product Mark at a size that is clear and legible (depending on screen / print resolution).

Product Mark



Horizontal

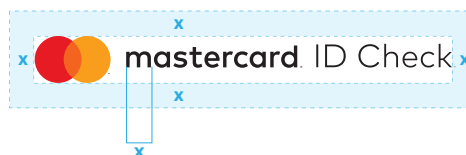
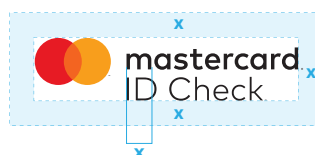


Vertical



Limited use

Minimum free space



Minimum size



Screen: 45 pixels
Print: 16.8mm



Screen: 24 pixels
Print: 8.9mm



Screen: 70 pixels
Print: 25mm

Mastercard Identity Check overview

(continued)

4. Always provide sufficient contrast with the background against which the Product Mark appears.
5. The Mastercard Identity Check Product Mark should be used in consumer-facing applications. For B2B materials, in text and verbally, the product should be referenced by its full name—Mastercard® Identity Check™.

If after reading the branding requirements you still haven't found the answer to your query, please contact us in one of two ways.

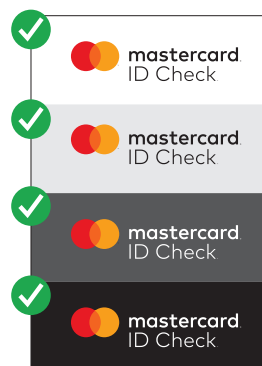
Email the Brand Manager

ask.brand.manager@mastercard.com

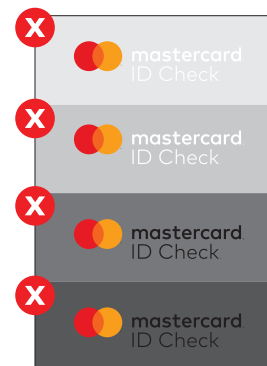
Mastercard Brand Hotline

1-914-249-1326

Background contrast



Sufficient contrast




Insufficient contrast

Mastercard Identity Check in text

✓ Mastercard® Identity Check™ provides enhanced security for online shopping.

✗  **mastercard ID Check** provides enhanced security for online shopping.

✗  **Mastercard® ID Check™** provides enhanced security for online shopping.

Use & placement

The Product Mark represents the Mastercard® Identity Check™ service; it does not represent or replace the Mastercard Acceptance Mark on websites or other communications.

Placement on a merchant website

The Product Mark is provided to merchants for display on their websites to indicate their participation in the Mastercard Identity Check program. Use of the Product Mark by participating merchants is mandatory.

It is recommended that the Product Mark appear on any page that displays payment options. Substantial free space between the Product Mark and the payment acceptance marks must be maintained.

In applications that promote more than one service brand, the Product Mark must be presented at parity in size, color, and frequency with all other brands.

Mastercard must review and approve all proposed use of the Product Mark on merchant websites.

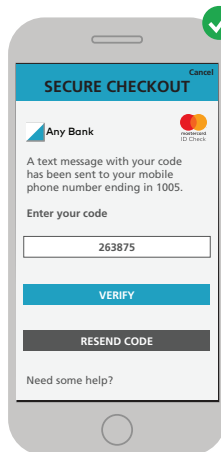
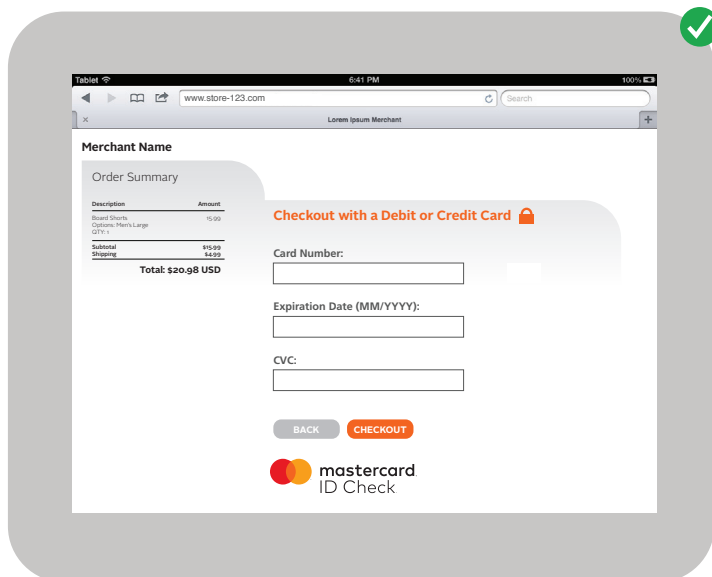
Placement within an issuer portal

The Product Mark is available for customers or "on behalf of" application service providers to brand a Mastercard-sanctioned authentication program. Use of the Product Mark is required for all such programs and should appear in the issuers' enrollment screens and media as well as the purchase authentication window.

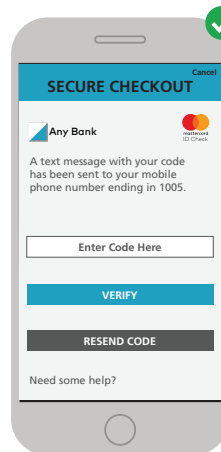
While merchants may display multiple marks on their website, issuer enrollment and authentication screens must not contain any other authentication product mark.

Issuer enrollment and authentication screens must not contain any other authentication product mark(s).

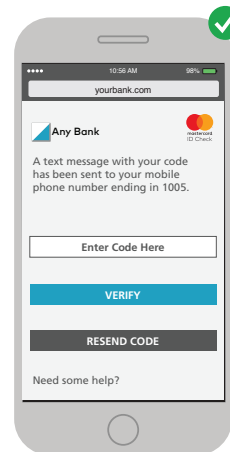
Recommended placement



Native app-based



HTML app-based



Browser