

ec

Brand Mark

Branding requirements

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Top five things you need to know

General requirements

1. There are multiple color versions of the ec Brand Mark. Use the correct one for your needs. [See versions](#)
2. Always surround the Mark with sufficient free space, based on "x", which is equal to a quarter of the height of the "c" of the Brand Mark. [See free space specifications](#)
3. Always reproduce the Mark at a size that is clear and legible (depending on screen / print resolution). [Get minimum size specifications](#)
4. Always provide sufficient contrast with the background against which the Mark appears.
5. When referencing ec in text, always use a lowercase e and c with no space between the letters. [See using the ec name in text.](#)

NOTE: Request for deviation requires a separate agreement respectively a written approval by Mastercard Marketing Germany.

Brand Mark



Full-color positive

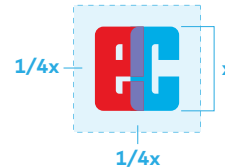


Grayscale positive



Solid positive

Minimum free space



Minimum size



Screen: 30 pixels
Print: 9mm
Minimum size



Screen: 30 pixels
Print: 9mm
Minimum size



Print: 6mm
Minimum size

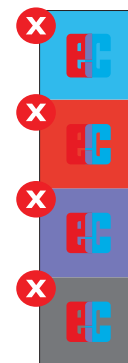


Screen: 34 pixels
Print: 16.2mm
Minimum size

Background contrast



Sufficient contrast



Insufficient contrast

Versions

ec Brand Mark

The ec Brand Mark is used by Mastercard, its issuers, acquirers, and co-brand partners to market and promote ec products and programs.

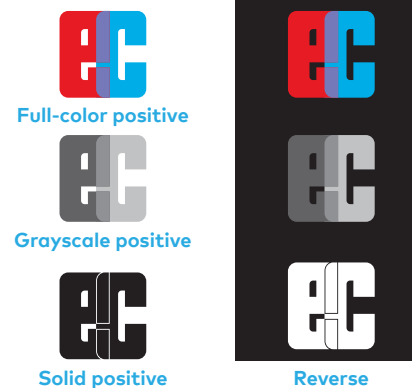
The Mark is available in full-color, grayscale, and solid versions. Choose the one that best fits your application.

Acceptance Mark

The ec Acceptance Mark is used by Mastercard, its issuers, acquirers, accepting merchants, and co-brand partners to signify acceptance (such as on door decals, card terminals, ATMs, or merchant websites).

NOTE: Never enlarge or reduce individual elements of the artwork independently of the others. Always enlarge or reduce the artwork as a unit. Authorized artwork in approved combinations is available for downloading at brand.mastercard.com.

Brand Mark



Acceptance Mark



Color specifications

ec Brand Mark

The ec Brand Mark is available in positive full-color, grayscale, and solid versions; reverse treatment for solid only. Full-color is required on card fronts and on screen and is preferred in print and on card backs. When technical limitations prohibit the use of full-color, use the grayscale or solid version.

The solid version may appear in black, white, or any single color as long as there is sufficient contrast between the background color and the Mark.

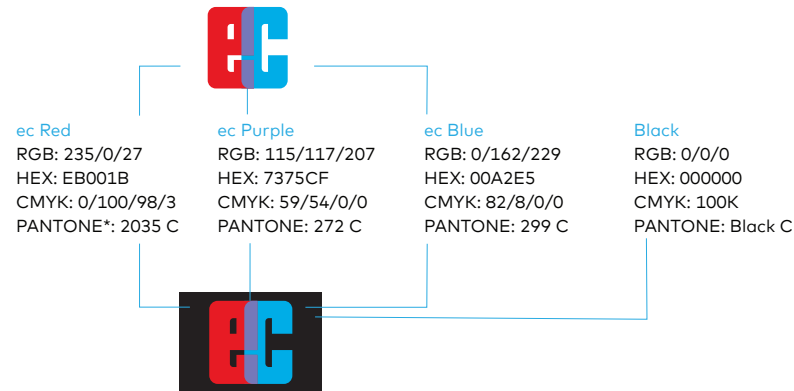
ec Acceptance Mark

The ec Acceptance Mark must be reproduced in full-color only.

Downloading authorized materials

For your convenience, you can download authorized digital artwork and guidelines at brand.mastercard.com

Full-color Brand Mark



Acceptance Mark

Grayscale Brand Mark



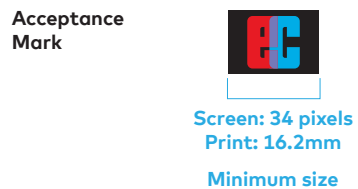
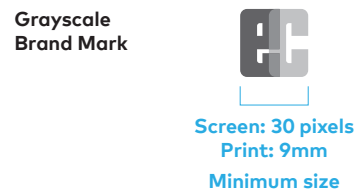
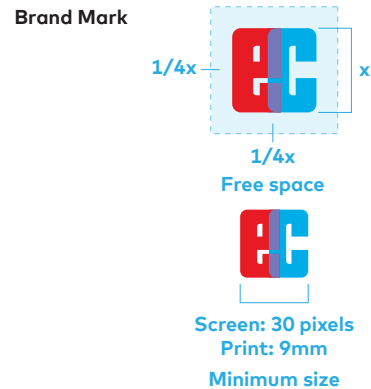
Solid Brand Mark



* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Minimum sizes and free space

To ensure the greatest legibility of the ec Brand Mark, follow the minimum size and free space specifications (size may depend on screen / print resolution).



Using the ec name in text

Lettercase

When referencing the ec name in text, use an lowercase "e" and lowercase "c" with no space between "e" and "c". The ec name should appear in the same font as the surrounding text.

Read-through

The Mark may be used as a read-through in a headline, but may not be used as a read-through in the body of a communication. When used in text, it should be set in the same typeface as the surrounding text.

Translations

The ec name must appear in English only. The ec name must not be translated into other languages nor appear in another alphabet.

Parity

In communications that promote more than one payment brand, the Mastercard name and / or Mark must be presented with prominence and frequency equal to that of all other payment brand names and / or marks.

✓ ec

✗ EC

✗ E c

✗ E-c

✓ Apply now
Use your ec card to withdraw
cash and make purchases.



✗ Apply now
Use your  card to withdraw
cash and make purchases.

Using with other marks

The ec Brand Mark and Acceptance Mark must be displayed at size, color, and frequency with all comparable product marks, with Mastercard preferably in the first position. When positioning the Brand Marks in a communication, place them at equal distances from each other, as shown as "y" in the illustration.

Note: All point of interaction (POI) locations that accept Mastercard and ec, must display the Acceptance Mark(s) at parity with all other acceptance marks / symbols / logos also displayed.

Mastercard family of brands

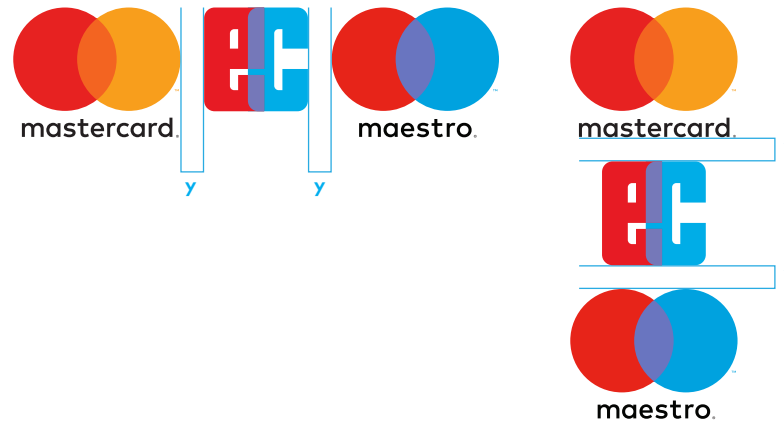
The ec Brand Mark may be used with the Mastercard AND Maestro Brand Mark, when both Mastercard AND Maestro are accepted.

The Marks must be displayed horizontally or vertically in the approved order:

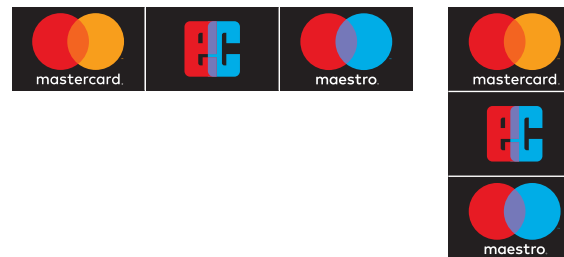
1. Mastercard®
2. ec
3. Maestro®

NOTE: The ec Brand Mark must be placed between Mastercard and Maestro. When only Maestro or only Mastercard are accepted, the ec Brand Mark must not be used.

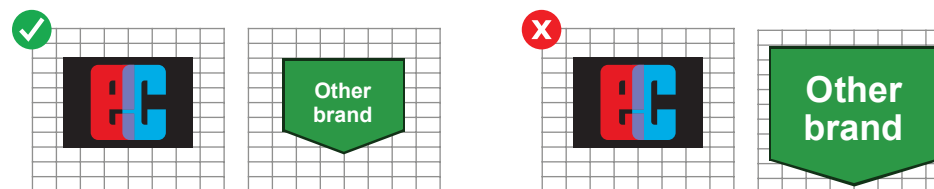
Brand Mark



Acceptance Mark



Size parity with other marks



Equal size relationship

Unequal size relationship

Using with the Contactless Indicator

The ec Brand Mark can be combined with the EMVCo Contactless Indicator to signal "contactless payments."

The height of the ec Brand Mark is equal to the height of the last wave of the EMVCo Contactless Indicator.

For complete information, refer to the [Mastercard® Contactless Branding Standards](#)

Brand Mark



Full-color positive

EMVCo Contactless Indicator



Same height as ec Brand Mark



Same height as ec Brand Mark

Contactless POS terminal branding

All contactless terminals must include the EMVCo Contactless Symbol. The Contactless Symbol must be placed over the strongest point of the antenna read area of the terminal to support accurate, efficient processing of the transaction. The correct placement of the contactless symbol is critical to ensure optimal customer experience. Placement can be above, below, beside, or apart from the network acceptance brands. The Contactless Symbol may also be displayed on the electronic screen of the terminal. In these cases, the symbol must be clearly visible to the consumer before and during the transaction.

Terminals should include the core Mastercard® or Maestro® Brand Marks if any other payments brands are displayed on the terminal, including acquirer or other local brands. The Mastercard and/or Maestro Brand Marks must also be displayed at visual parity to the other brands (except where local laws supersede this requirement).

Standards for use of the Contactless Symbol may be downloaded from www.emvco.com. Mastercard issuers are not required to execute the EMVCo licensing agreement for use of the marks. The Mastercard license is sufficient.

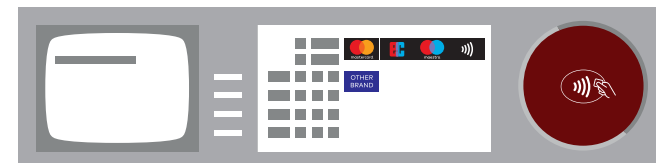
Note: When depicting contactless terminals in marketing and other communications, always use imagery that meets the above standards for display and inclusion of the Contactless Symbol and Mastercard and Maestro Brand Marks. For complete information, refer to the [Mastercard® Contactless Branding Standards](#)



Exclusive Mastercard/ec branding



Mastercard/ec branding plus other payment brand



Displaying outside antenna read area



Contactless symbol

Using with the Contactless Indicator in POS signage

Decal

The ec Acceptance Mark combined with the EMVCo Contactless Indicator may appear on a door decal or window cling to indicate acceptance of contactless payments.

Tent cards

Other POS signage such as tent cards or site banners use the Acceptance Mark and the other graphic elements to help increase awareness and visibility. Use the examples at right for guidance when creating Contactless POS signage for your marketing needs.

Size parity with marks of similar proportions
When the ec Acceptance Mark combined with the EMVCo Contactless Indicator is displayed with the decals of other brands, they must appear in a size at least equal to the largest brand mark displayed.

In horizontal formats, the height of the ec Acceptance Mark combined with the EMVCo Contactless Indicator must be at least equal to the height of the largest other brand mark.

In vertical formats, the width of the ec Acceptance Mark combined with the EMVCo Contactless Indicator must be at least equal to the width of the largest other brand mark.

For additional information, refer to the Mastercard® Contactless Branding Standards.



Decal options



ec Card design

The following contains the minimum branding requirements for ec card design. All other general Mastercard card specifications, the design process, and manufacturing standards must be followed as specified in the Mastercard Card Design Standards on www.mastercardconnect.com.

The ec Brand Mark may be present on the card front, preferably next to the chip; optionally on the card back. The ec Mark must appear in full-color at the exact size shown and must be a minimum distance of 4.0mm from the chip and from all elements that are not part of an overall background design.

The Contactless Indicator may be present on the card front; optionally on the card back. When present on the card back it must be placed directly next to the ec Mark.

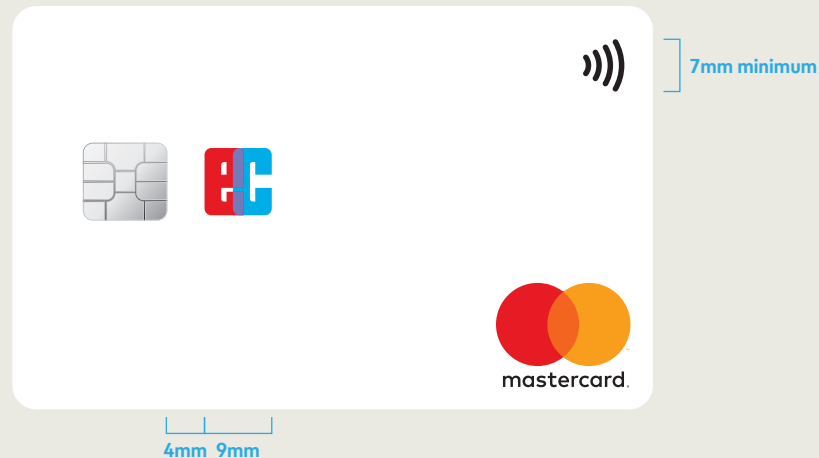
NOTE: When the card background provides poor contrast for the ec Mark, you may use a white or black safety outline.

ec Brand Mark and Contactless Indicator Artwork and Standards

Standards for use of the Contactless Indicator may be downloaded from www.emvco.com.

Mastercard issuers are not required to execute the EMVCo licensing agreement for use of the marks. The Mastercard license is sufficient.

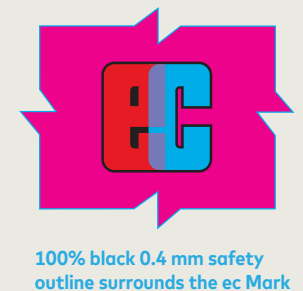
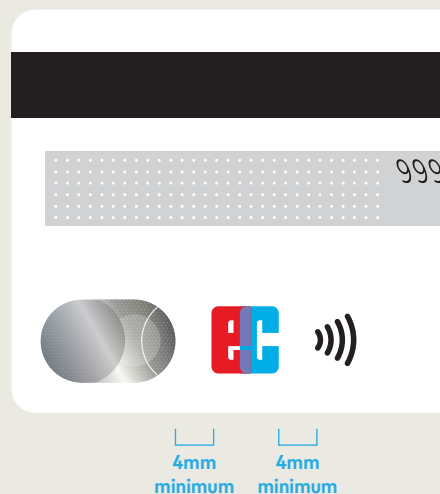
Card Front



Safety Outline



Card Back



Use at ATMs

General requirements

All ATM locations must display the appropriate Acceptance Mark(s) for the brands which are accepted. The Acceptance Mark(s) must appear on or near the main entrance of all financial institutions participating in the Mastercard® ATM Network.

Acceptance Marks always must be clearly visible on or near the cash machine and must not appear only on the ATM screen.

Acceptance Marks must be displayed horizontally or vertically following the approved sequence: Mastercard, ec, and Maestro®, along with other brand(s).

On all ATM acceptance decals and signs, Acceptance Marks must be displayed at equal size, frequency, and color parity with all other acceptance marks.

Recommended signage at ATMs



Existing signage still permitted

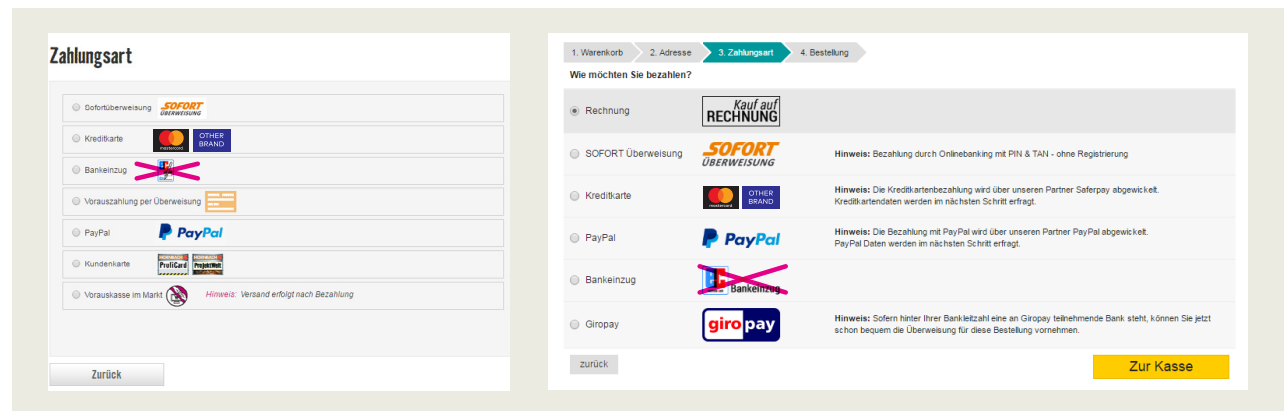


Use at digital merchant locations

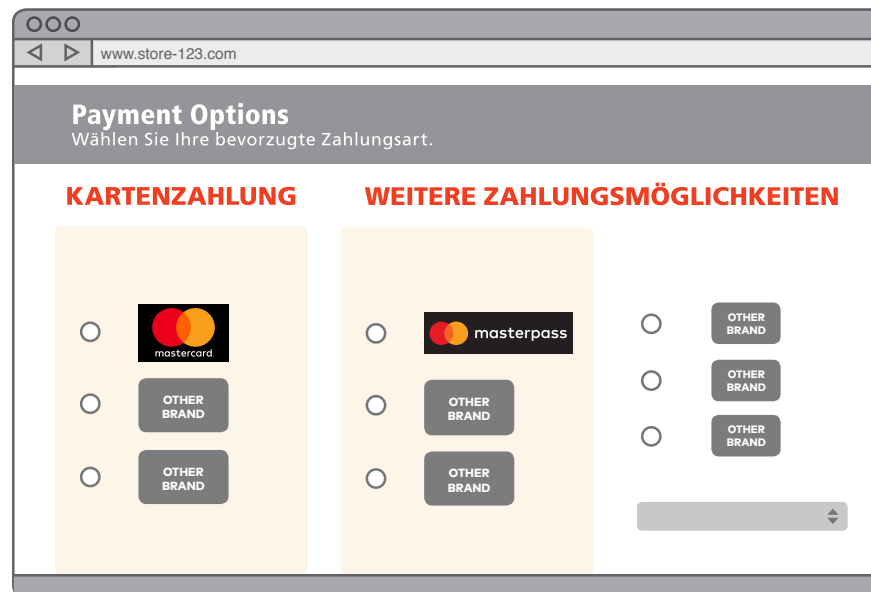
The ec Acceptance Mark must be displayed in the digital environment wherever payment options are presented.

Display the Mark at size, frequency, and color parity with all other acceptance marks, symbols, or logos.*

*Note: The screen / page must display the Acceptance Mark at parity with all other acceptance marks / symbols / logos also displayed. The ec Brand Mark is no longer shown on shop-websites.



Recommended payment options during check out process



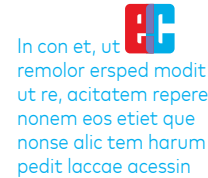
Common mistakes

Consistent presentation of ec Brand Marks and Acceptance Marks benefits issuers, acquirers, and merchants, by promoting consumer recognition and card use that builds business. Do not alter approved artwork in any way. Always apply the Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, the ec Brand Mark:

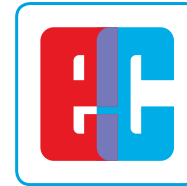
1. Always must be reproduced in its entirety, using full-strength inks.
2. Must not be substituted for letterforms or numbers—replacing vowels or consonants, for example.
3. Must not be enclosed within a shaped outline.
4. Must not be used as a decorative device or in a repeated pattern.
5. Must always be enlarged or reduced as a unit; never enlarge or reduce individual elements of the artwork independently from one another.
6. Must not be used on a background that doesn't provide sufficient contrast.
7. Must not use color artwork converted to grayscale. Always use the authorized grayscale artwork.
8. Is not allowed to be used to communicate electronic direct debiting (ELV).



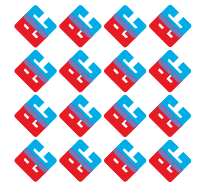
1



2



3



4



5



6



7



8