

# Mastercard SecureCode overview

## General requirements

1. There is a single configuration of the Mastercard® SecureCode™ Product Mark. Always use the approved artwork, which may be downloaded from [brand.mastercard.com](http://brand.mastercard.com)
2. Always surround the Product Mark with sufficient free space.
3. Always reproduce the Product Mark at a size that is clear and legible (depending on screen / print resolution).
4. Always provide sufficient contrast with the background against which the Product Mark appears.
5. When referencing Mastercard® in text, use an uppercase "M" and lowercase "c", with no space between "Master" and "card". When referencing SecureCode™ in text, use an uppercase "S" and an uppercase "C."

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](mailto:ask.brand.manager@mastercard.com)

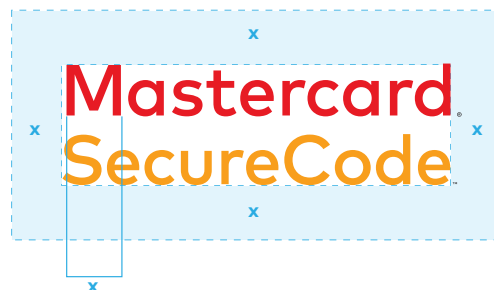
## Mastercard Brand Hotline

1-914-249-1326

## Product Mark

Mastercard.  
SecureCode

## Minimum free space

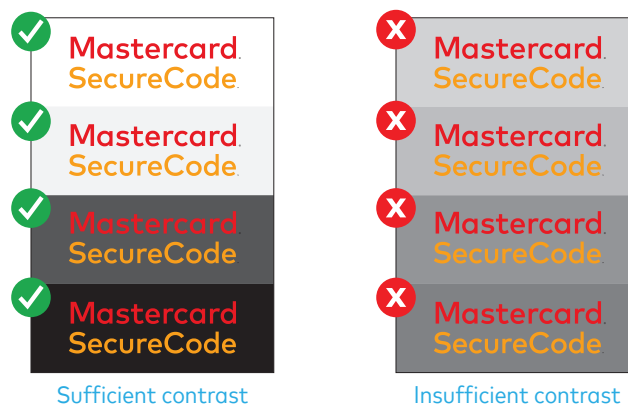


## Minimum size



Screen: 30 pixels  
Print: 12mm

## Background contrast



## Mastercard SecureCode in text

✓ Mastercard® SecureCode™ provides enhanced security for online shopping.

Mastercard.  
SecureCode

✗ Mastercard SecureCode provides enhanced security for online shopping

## Use & placement

The Product Mark represents the Mastercard® SecureCode™ service; it does not represent the consumer or corporate brand on any communication. Whenever the Mastercard SecureCode Product Mark is used, the

Mastercard® Acceptance Mark must appear on the same communication.

For all communications, the Mastercard Acceptance Mark takes precedence, and its correct use is dictated by the Mastercard brand standards located at [brand.mastercard.com](http://brand.mastercard.com)

### Minimum free space with the Mastercard Acceptance Mark



### Minimum free space with the Mastercard Acceptance Mark

The Mastercard Acceptance Mark may be used in communications, where appropriate, to indicate that Mastercard provides the SecureCode service. However, the Mastercard SecureCode Product Mark and the Mastercard Acceptance Mark should never be paired in a fixed lock-up treatment. A minimum space equal to 2X the width of the Acceptance Mark should always separate the two elements.

### Placement on a merchant website

The Product Mark is provided to merchants for display on their websites to indicate their participation in the Mastercard SecureCode 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.

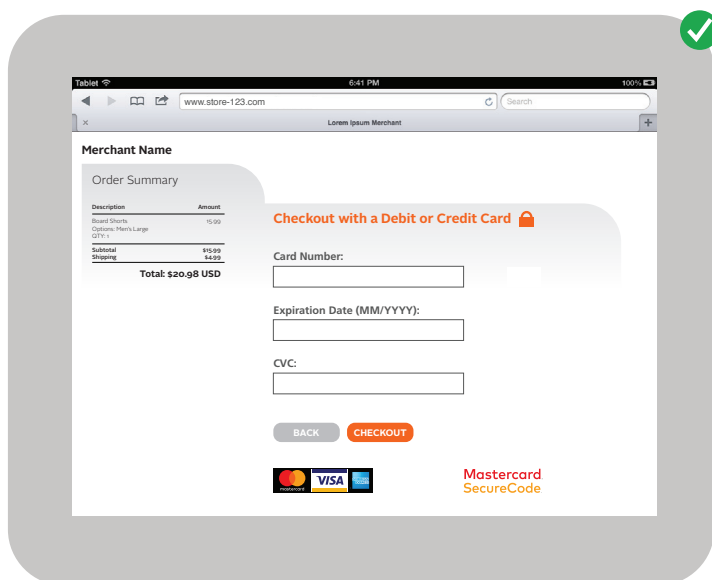
While merchants may display multiple marks on their website, issuer enrollment and authentication screens must not contain any other authentication product mark(s).

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

When displaying the Mastercard SecureCode Product Mark on a merchant website, you may link the Product Mark to this URL:

<https://www.mastercard.us/en-us/frequently-asked-questions.html#securecode>

### Recommended placement on a merchant website



# Use & placement

(continued)

## Placement on issuer site

When displaying the Mastercard SecureCode Product Mark on an issuer website, the below URL is optional or the issuer should create their own informational link.

<https://www.mastercard.us/en-us/frequently-asked-questions.html#securecode>

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

## Recommended placement on an issuer website

