

# Compliance Notification

## MasterCard Acceptance Mark Display Requirements

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MasterCard Acceptance Mark is a combined mark that includes the MasterCard Brand Mark placed on the Dark Blue Acceptance Rectangle and must always be used unaltered and in full-color reproduction.

There are no grayscale or one-color versions of the MasterCard Acceptance Mark. When technical limitations prohibit the use of a full-color Acceptance Mark; such as in a one-color newspaper advertisement or on a merchant invoice, the grayscale, solid, or outline version of the MasterCard Brand Mark should be used to signify MasterCard card acceptance.

### What are the Benefits of Using the MasterCard Acceptance Mark?

Displaying the MasterCard Acceptance Mark is an easy way for merchants to let customers know that MasterCard cards are accepted. The accurate and consistent use of the MasterCard Acceptance Mark heightens brand visibility, stimulates MasterCard card use, and enhances the business building power of the MasterCard brand.

To ensure proper use and display of the MasterCard Acceptance Mark, please follow the below guidelines:

A Point of Interaction (POI) location is the location at which the transaction occurs, whether a physical location, a Web site, a mail order form, or another place where a customer provides payment information. All POI locations that accept MasterCard cards must:

- Prominently display the MasterCard Acceptance Mark, so that it is clearly visible to the public
- Display the MasterCard Acceptance Mark at parity with all other acceptance marks, symbols, or logos.
- The MasterCard Acceptance Mark must appear on the check-out page or other area where the customer selects a method of payment.
- The MasterCard Acceptance Mark must not appear smaller than any other acceptance marks shown.
- The MasterCard Acceptance Mark must not appear less frequently than any other acceptance marks shown
- At physical merchant locations, prominent signage at the entrance (such as on an exterior door or window) is preferred. When an exterior display is not possible, an interior display that can be easily and readily seen, such as at the check-out station, cash register(s), or till(s), is also acceptable

This requirement means that in any media, including print, electronic advertising, promotional literature, signs, decals, and any other graphic image used to indicate acceptance, no other acceptance mark, symbol, or logo may be larger, of a greater size or dimension, appear more frequently, or in any way appear more important or welcomed than the MasterCard Acceptance Mark.

### Internet Merchant Locations

Internet Merchants must display the MasterCard Acceptance Mark wherever payment options are presented, including the “check-out” page or area where the customer selects a payment method. No promotional offers or other instructional or advertising messages may appear in conjunction with an acceptance mark, symbol, or logo in this payment method selection area.

The additional display of the MasterCard Acceptance Mark on the Web site home page makes customers immediately aware that MasterCard cards are accepted and is therefore preferred as the most effective means of communicating MasterCard acceptance.

For MasterCard Acceptance Mark artwork, usage guidelines and information about signage artwork and the proper use and display of the MasterCard Acceptance Mark and other MasterCard marks, including Maestro®, Cirrus®, and MasterCard Electronic™, please visit [www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com).

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### **What do I need to do?**

Understand MasterCard's acceptance mark display requirements as they pertain to your business.

**For more information please visit  
[www.mastercardbrandcenter.com](http://www.mastercardbrandcenter.com)**

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