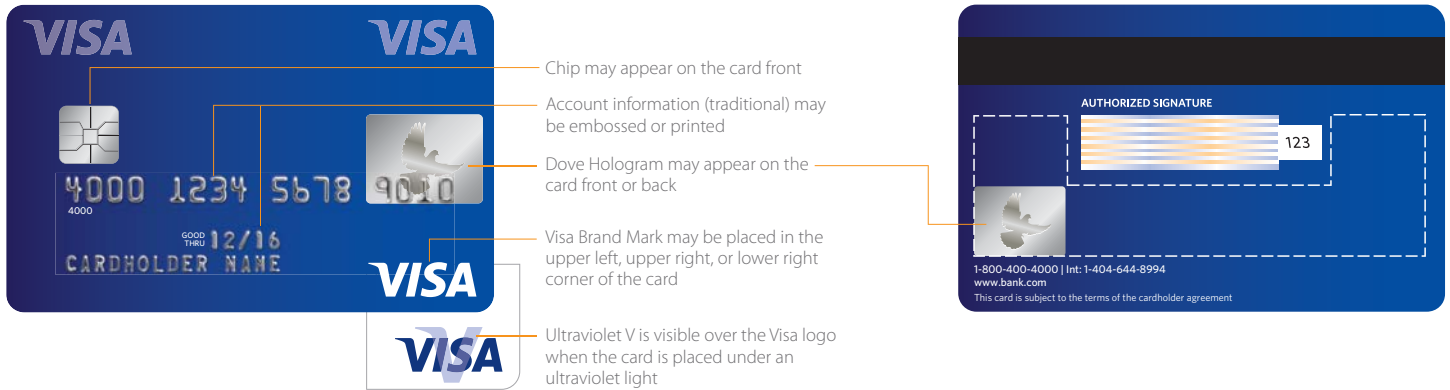


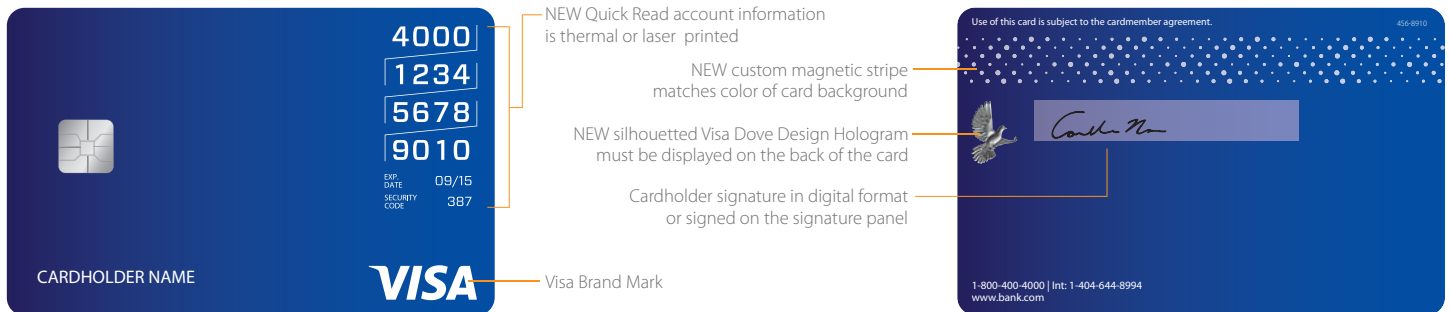
New Visa Brand Mark and Card Design Features

This guide illustrates the new Visa Brand Mark on Visa cards and new card design features. These new card design standards will coexist with the card designs currently in the marketplace.

Traditional Visa Card Design



Visa Quick Read Card Design



Play It Safe: Always follow these procedures regardless of the card design:

1. Check the card's security features to make sure the card does not appear to be altered.
2. Swipe the stripe through the terminal in one direction only to obtain authorization or insert into Chip reader.
3. Check the authorization response and take appropriate action.
4. Get the cardholder's signature on the transaction receipt.
5. Compare the name, account number, and signature on the card to those on the transaction receipt—they should match.

If You Suspect Fraud, Make a Code 10 Call...

- Call your voice authorization center and say "I have a Code 10 Authorization request."
- Follow the operator's instructions if you can do so safely.

Current Visa Brand Mark and Product Identifier



New Visa Brand Mark and Product Identifier

