



# MasterCard® SecureCode™ Program Identifier Usage Guidelines

**Basic Edition Version 2.0**  
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## **General Standards of Use**

The following guidelines are intended for all use of the MasterCard® SecureCode™ word mark and/or the MasterCard SecureCode program identifier.

The word mark/identifier is the exclusive property of MasterCard International Incorporated (“MasterCard”) and may not be used without the express written consent of MasterCard.

These guidelines apply to use of the word mark/identifier in all media, including but not limited to use in print, the Internet, at tradeshow, and on promotional items.

## **Authorized Use**

The MasterCard SecureCode program identifier must be used by participating members and merchants of the MasterCard SecureCode Program. Use is intended to signify participation in the program and thus must be displayed on websites. It may also be used in print and Internet marketing collateral.

MasterCard reserves the right to review and approve all proposed use of the program identifier.

## **MasterCard SecureCode Word Mark**

Always refer to the MasterCard SecureCode Program by its full name, “MasterCard SecureCode.”

The MasterCard word mark must always appear in upper and lowercase letters, with a capital “M” and “C” and the remaining letters in lowercase; similarly, the word mark “SecureCode” must always appear in upper and lowercase letters, with a capital “S” and “C” and the remaining letters in lowercase.

At the first mention of MasterCard SecureCode, always add a registered trademark ® symbol after the word mark MasterCard, and the ™ after the word mark SecureCode to read “MasterCard® SecureCode™.”

The MasterCard SecureCode word mark must always appear in English and must never be translated into any other languages nor appear in another alphabet.

## **MasterCard SecureCode Program Identifier**

The MasterCard SecureCode program identifier is comprised of the “MasterCard” word mark associated with the word mark “SecureCode,” in a customized typographic treatment. It must be reproduced only from authorized artwork provided by MasterCard International (see page 5).

## **Approved Versions**

The program identifier may appear in one of three approved versions, depending on the method of reproduction and the background color:

- Full-Color Version
- Linked HTML Version
- One-Color Version

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### Full-Color Version

#### Usage

The Full-Color Version is recommended for use in *all* media and should be reproduced as specified below. Do not reproduce this version in one color. If the program identifier is reproduced in less than full color, the One-Color Version (see below) must be used.

#### Color Reproduction

When the Full-Color Version appears in printed media, it may be reproduced in match colors (recommended), four-color process colors, or a combination of the two, as described below. When it appears in electronic media, the colors must visually match the specified PANTONE\* colors by using the hexadecimal values below.

#### Match Colors (Recommended)

The elements reproduce as follows:

- the word mark “MasterCard” and the ® symbol appears/prints in 100% MasterCard Red, PANTONE 485C
- the word mark “SecureCode” and the ™ symbol appears/prints in 100% MasterCard Yellow, PANTONE 137C



#### Process Colors

Four-color process printing may be used only when the specified match colors are not available.

The elements reproduce as follows:

- the word mark “MasterCard” and the ® symbol simulate MasterCard Red, reproducing as 100% Magenta + 100% Yellow
- the word mark “SecureCode” and the ™ symbol simulate MasterCard Yellow, reproducing as 50% Magenta + 100% Yellow



*When the program identifier is being used in a four-color process printing situation and a fifth color is available, it is preferred that the fifth color be MasterCard Yellow, PANTONE 137C. In this case, the word mark “SecureCode” and the ™ symbol reproduce as MasterCard Yellow, PANTONE 137C.*

#### Electronic Media Colors

When the program identifier is displayed in electronic media, the following hexadecimal color values are required. If the program identifier is used to represent an active link, the Linked HTML Version must be used instead.

- the word mark “MasterCard” and the ® symbol appears as “#CC0000”
- the word mark “SecureCode” and the ™ symbol appears as “#FF9900”



*The color values in the supplied gif files have been optimized to achieve the closest possible match to the specified PANTONE\* colors.*

#### Background Colors

The Full-Color Version may appear on any color background provided there is sufficient contrast to ensure the program identifier stands out from the background. White is the preferred background for the identifier.

#### Trapping Adjustments

Where a light or medium background color is used, the background color spreads to trap the program identifier. Where a dark background color is used, the program identifier spreads to trap the background but must always maintain its correct proportions.

\*PANTONE® is a registered trademark of Pantone, Inc. The colors shown and specified here are not intended to match the PANTONE Color Standards. The standards for PANTONE Colors are shown in the current editions of the PANTONE Color Publications.

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### Linked HTML Version

#### Usage

The Linked HTML Version of the program identifier is designed for use on HTML web pages when the program identifier will link to a pop-up box containing program or registration information. This version must only be used when an active link is available.

#### Linking

When displayed on a merchant site, the required URL is:

<http://www.mastercardbusiness.com/mcbiz/index.jsp?template=/orphans&content=securecodepopup>

When displayed on an issuer's site, the above URL is optional, or the issuer should create their own informational link.

#### Color Reproduction

When the Linked HTML Version is displayed electronically, the colors must visually match the specified PANTONE® colors by using the hexadecimal color values below.

- the word mark “MasterCard” and the ® symbol appears as “#CC0000”
- the word mark “SecureCode” and the ™ symbol appears as “#FF9900”
- the text “learn more” appears as “#0000FF”

*The color values in the supplied gif files have been optimized to achieve the closest possible match to the specified PANTONE® colors.*

#### Background Colors

The Linked HTML Version may appear on any color background provided there is sufficient contrast to ensure the program identifier stands out from the background. White is the preferred background for the identifier.

### One-Color Version

#### Usage

The One-Color Version of the program identifier is designed for use in limited-color print communications where match color or four-color process printing is not available. This version must not be used in electronic media unless the media does not support full color reproduction.

#### Color Reproduction

The One-Color Version reproduces in black, white, or MasterCard Dark Blue, PANTONE 2758C. When printing in process colors, MasterCard Dark Blue reproduces as 100% Cyan + 80% Magenta + 40% black.

#### Background Colors

The One-Color Version must appear on a background that provides sufficient contrast to allow optimum visibility of the program identifier.

When printing in black or MasterCard Dark Blue, the One-Color Version must appear on a white or light-color background.

When reversing to white, the One-Color Version must appear on a dark color background. When used in reverse, always reverse and reproduce the artwork as a unit.

The logo consists of the word "MasterCard" in red with a registered trademark symbol, and "SecureCode" in orange with a trademark symbol below it.

[learn more](#)

The logo consists of the word "MasterCard" in black with a registered trademark symbol, and "SecureCode" in black with a trademark symbol below it.

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## Placement on a Merchant Website

The program identifier is available for merchants to display on their websites to indicate their participation in the MasterCard SecureCode program. Use of the program identifier by participating merchants is required.

It is recommended that the program identifier appear on any page that displays payment options. Substantial free space between the program identifier and the payment acceptance marks must be maintained. (See “Minimum Free Space.”)

The program identifier is also recommended for use in the “trust mark” space of a merchant website.

The identifier never should be used in place of, or directly paired with, the MasterCard or Maestro brand mark.

(The MasterCard and/or Maestro acceptance brand mark always must be used to indicate acceptance of MasterCard cards and/or Maestro cards.)

MasterCard must review and approve all proposed use of the program identifier on merchant websites.

## Minimum Free Space

No visually distracting graphic element may surround or encumber the program identifier. This includes text, tag lines, logotypes, shapes, and strong background patterns. Generally, use a distance equal to the height of the “M” in “MasterCard” as a minimum free space around the program identifier. No other elements may be printed within the area of the program identifier.

When the identifier is displayed on a webpage that displays payment acceptance marks, the minimum free space required from the acceptance marks is equal to 4x the overall width of the program identifier.

The program identifier should never be paired with the MasterCard or Maestro brand mark.



Recommended placement of the program identifier in the “trust mark” space of a merchant website



Minimum free space equal to 4x the overall width of the program identifier when displayed on pages with payment acceptance marks

## Placement within a MasterCard SecureCode Application or a Member Website

The program identifier is available for members or “on behalf of” application service providers to brand a MasterCard-sanctioned e-commerce authentication program. Use of the program identifier is required for all such programs and should appear in the enrollment screens and media as well as the transaction pop-up box.

The program identifier never should be used in place of, or be directly paired with the MasterCard or Maestro brand mark. It is acceptable for an issuer to use both the brand mark and the program identifier on the same page with the issuer brand mark provided the marks are treated as separate elements and minimum free space requirements are met.

Merchant	Golf Shop
Amount	\$250.00
Date	07-30-2002
Card Number	XXXX-XXXX-XXXX-0071
Personal Greeting	Hi Susan
SecureCode	<input type="text"/>

## Parity

The program identifier must be displayed at least at visual parity—in terms of color, size, and placement (both within a webpage and on the site)—with any other payment authentication marks displayed within a member application or on a website. Adjust final size to achieve visual parity, but *do not* alter the proportions or arrangement of the elements in the program identifier.

## Sizes

The minimum size for all versions of the MasterCard SecureCode program identifier is 11mm (7/16”) in width (measuring the width of the letters in the word mark MasterCard).

## Authorized Artwork

Use only the authorized artwork that is distributed with these guidelines. Never enlarge or reduce any of the elements of this artwork independently of each other. Always enlarge or reduce the artwork as a unit.

The artwork is provided in Adobe Illustrator EPS format. The artwork is also provided in gif format in a full range of sizes for use on the Internet and in other electronic media.

## Recommended Language for MasterCard SecureCode Applications

Market research has confirmed the stronger appeal of the term “SecureCode™” over the more common “password” or “PIN”. Issuers and ASP’s can also use “private code” or “secret code” (instead of password) throughout their applications to better communicate the benefit of the program, reinforce the program identifier, and avoid confusion. The first use of the term “SecureCode”—indicating the secret code that the cardholder enters to authenticate himself/herself—should have a superscript “™”. Subsequent uses on the same screen or document do not need to include the “™”.

## For More Information

For consultation on approved use of the word mark/program identifier, please contact the MasterCard International Brand Strategy group at +1 914 249-1326.