

Freedom and flexibility in card design

A blank canvas from V PAY



V PAY is the new European debit card solution based entirely on chip and PIN.



With V PAY, consumers can pay in the same secure way at millions of merchants and withdraw cash at hundreds-of-thousands of ATMs – at home or across Europe.

One of the big V PAY benefits is the level of freedom and flexibility for card issuers – enabling you to choose exactly how you want your V PAY cards to look, feel and function.

This level of card design flexibility could bring a whole new sense of dynamism to your debit card programmes. It could also provide the ideal basis for your prepaid programmes.



Consider the possibilities

How about a debit or prepaid programme that's co-branded with your local transport network?

In this case, you might want to put a map on your card.

Here's what a card might look like featuring a map of Rome's underground network. ①

Alternatively, here's a card that features the destination cities of a (fictional) German airline. ②



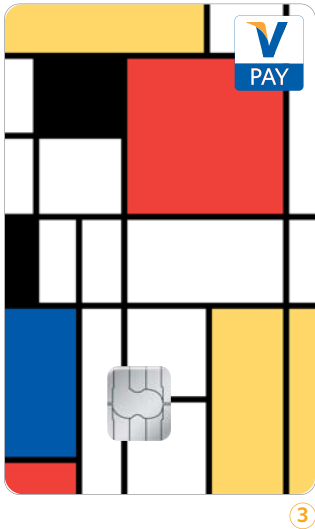
②

①





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③



④

How about an affinity programme that's offered in partnership with a museum or an art gallery?

What an opportunity!

Here you could reproduce works of art in their entirety. If you're an art lover you'd surely be proud to have one of these cards in your wallet. ③ ④

Painting your own portrait

In our final examples, we've really tried to emphasise a couple of particular opportunities - namely, a complete, striking image, combined with a portrait (or vertical) design format.

As you know, most of today's card designs follow the traditional landscape (or horizontal) format. So we believe that the portrait format represents a real opportunity for you to differentiate. And, because V PAY cards are "dipped" (and not "swiped"), a portrait design is probably the ideal orientation. ⑤ ⑥

No limits

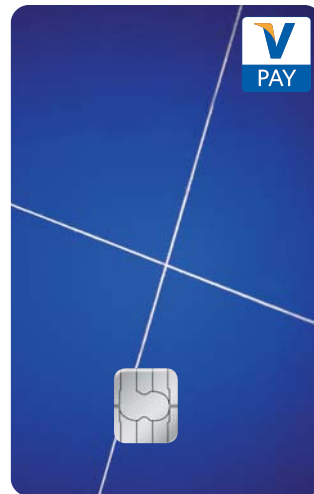
As a card issuer, you want a completely free hand to develop highly distinctive card designs - enabling you to enhance your bank's brand, engage with specific customer segments, or develop compelling co-branded card propositions.

That's why we've kept the number of mandatory graphic elements on a V PAY card to an absolute minimum.

In fact, all you really need to put on the card is the V PAY mark itself!

That's it. Everything else is optional.

There's no need for any other logos or legends. There's not even any need for account numbers or expiry dates. Instead you can regard your V PAY card as a completely blank canvas.



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To use any of these pre-approved designs in your own V PAY programmes, or for advice on other V PAY card design options, please refer to V PAY Operating Regulations and the Visa Product Brand Standards for full requirements. Alternatively, please talk to your Visa Europe Relationship Manager or contact the V PAY marketing team direct on vpay@visa.com