

Contactless Symbol Reproduction Requirements

Version 2.0 (Last Revised: 20-October-2014/7-November-2016)

These standards govern the use of the EMV Contactless Symbol, a trademark of EMVCo, LLC., both at the point of sale terminals and within supporting marketing collateral. Following these guidelines will ensure that the mark is clearly displayed, understood and acted upon consistently, helping to ensure an optimal consumer experience.

The Contactless Symbol is intended only for use at the point-of-sale on EMV specification compliant terminals, and within associated marketing collateral directing consumers where to make contactless payments.

A Trademark License Agreement must be in place with EMVCo, LLC for the right to use the EMV Contactless Symbol.

Elements of Imagery

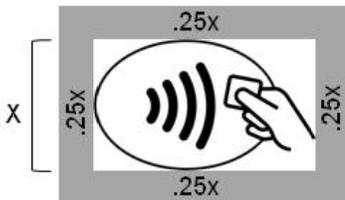


The Contactless Symbol (shown immediate left) is comprised of three elements (see image shown at the immediate left). These elements are as follows:

- the EMV Contactless Indicator at the center of the symbol,
- a drawn hand holding a generic contactless form factor,
- an oval key-line that wraps around the indicator and hand.

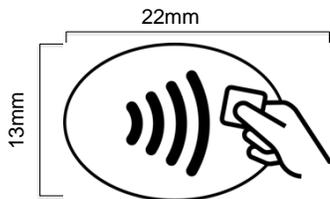
To ensure visual consistency, never alter the drawing, arrangement or proportion of the individual elements of the image.

Clear Space Requirements



A minimum clear space of $\frac{1}{4}$ the height of the Contactless Symbol should be maintained on all four sides of the image, wherever it is used. The Symbol should always be clearly visible and unobstructed.

Size Requirements



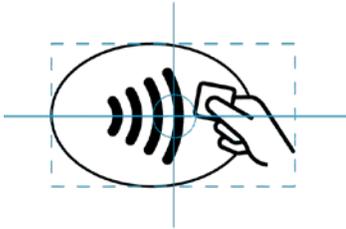
The Contactless Symbol image appears optimally when shown no smaller than 13mm in height, however, sizing as large as reasonably possible on a terminal is recommended in order to help provide the best possible antenna read area visibility and user experience. Where space constraints require brand placement that is smaller than 13mm, the Contactless Symbol must appear at a size equal to the other brand imagery displayed.

Color Options



The Contactless Symbol must appear as a solid color that provides the best color contrast and legibility against the selected background. Background colors should be neutral and must provide sufficient contrast for the Symbol to be clear and visible. The black version of the Symbol should appear against a

white or light color background. The white (reverse) version of the symbol should appear against a medium or dark color background (examples shown at the left). The background must always be a solid color and the Symbol must never be presented against an image, texture or other graphic element.



Centering

The center of the Contactless Symbol is located by bisecting the overall width (including hand/device) and height (oval shape.)

Incorrect Treatment Examples

The Contactless Symbol must not be modified in any of the following ways:



Obscured

Distorted

Defaced

Altered

Combined



Backlighting

As an alternative to printing, the Contactless Symbol can be displayed as a backlit image provided the lighted image has sufficient contrast against the selected background and the Symbol is always visible to consumers during the transaction process.

Terminal Placement Requirements

Placement of the Contactless Symbol on a terminal must accommodate two key elements that drive accurate transaction processing – location and visibility.

- 1. Location**--the Contactless Symbol must be placed over the part of the antenna read area ("landing zone") where the signal is strongest to ensure the signal is activated when a consumer taps or holds a contactless enabled device near the Symbol. If the antenna read area is located behind the display screen of the terminal, then the Symbol must be displayed digitally in the appropriate area of the screen.
- 2. Visibility**--If the Contactless Symbol is placed on the terminal display (vs. terminal "surround"), it must be visible before and during the transaction process to ensure a consumer is both aware of the terminal's contactless capability (while making the payment decision), and knows where to tap or hold the payment device. Once a terminal is activated for payment, the Symbol must remain visible for a minimum of 15 seconds or for the duration of the polling period.

Additional requirements are:

- Only terminals and readers that are compliant with the EMV Contactless Communication Protocol can display the Contactless Symbol.



- Some instances may require that the Contactless Symbol and the payment brands be separately displayed on the reader (see top illustration at left). The Symbol must only appear once on each terminal, as specified above.
- The Symbol is intended only for payment-related use on EMV compliant point-of-sale terminals and should never appear on payment cards, other payment form factors, or for contactless transactions that are not payment-related.
- The Contactless Symbol must always appear in the visual orientation shown to the left; it must never be rotated or flipped.
- When the Symbol and the payment brands are combined on the same panel, screen, or surface area of the terminal, it is recommended that the Contactless Symbol be separated from the payment brands with a 1 point key line (see graphic to the left).

Use with Other Brands

The following standards apply to the Symbol in relation to other brands:

- The Symbol cannot be given a proprietary name by any payment brand.
- ~~The Symbol must and applicable payment acceptance brands are the only marks that can be displayed on the contactless POS “read area” of any contactless enabled terminal during the time of payment transaction.~~
- ~~The relevant Payment System Brand Marks** - Non-payment brand marks cannot appear with the Contactless Symbol on the read area of a terminal. If a non-payment brand mark relies on one or more of the payment network brands for acceptance function, the relevant network brand(s) should be referenced on or near the contactless “read area” of any payment terminal that has been enabled for contactless payments during the time of payment transaction to indicate acceptance.~~
- ~~There is no requirement for the image order of the payment acceptance brands when displayed with the Symbol, however all brands should be displayed at visual parity with each other. Payment System is defined as a payment network that links payment cards, such as debit or credit cards, of which a bank or any other eligible financial institution can become a customer/franchisor. By becoming a customer/franchisor of the Payment System, the customer/franchisor acquired the ability to issue or acquire cards operating on the network of that Payment System.~~
- ~~The above standards are not intended to prevent any other logos from being displayed on the terminal.~~

**Payment System Brand Mark are those used to indicate which card brands are accepted by the POS terminal at the time of payment.

Functional Messaging

Optional text may accompany the EMV Contactless Symbol when the point of sale terminal accepts only contactless payments. Contactless-only readers may only be deployed with the permission of the relevant network brands. Acceptable text is “Contactless Payment Only” or the local language equivalent. The text should be set





in a sans serif font no larger than $\frac{1}{4}$ the height of the Symbol, and must be placed outside the minimum clear space of the Symbol.

Use in Mobile/Digital Applications

Generally, the Contactless Symbol will not appear in mobile applications unless the mobile device itself is being used as an acceptance terminal. In that circumstance, the preceding placement requirements apply. Additionally, the Symbol can be displayed in instructional screens to describe what to look for and how to use a contactless terminal.

Use in Communications

It is permissible for licensees to display the Symbol in marketing collateral and other communications to support their contactless service offering provided the above use standards are followed. In marketing collateral and other communications, the following trademark attribution language should be included: *"The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC."*

When describing the Symbol in text communications, the complete name *"EMVCo Contactless Symbol"* should be used in the first or most prominent mention. Thereafter, the shorthand *"Contactless Symbol"* may be used.

EMVCo Right to Review and Decline Use Cases

Conditions of the Trademark License Agreement require Licensees to inform EMVCo of any new use case that may fall outside of the Contactless Symbol scenarios outlined above. In the event that a proposed use case would cause market confusion, EMVCo reserves the right to decline a particular use case.

EMVCo reserves the right to withdraw permission of use in instances of non-compliance with these guidelines. Licensees must inform EMVCo of new use cases via email at secretariat@emvco.com.

In all cases it is the responsibility of the licensee or service provider to ensure quality assurance testing occurs to confirm the contactless solution deployed meets expected levels of performance and interoperability.