This document is intended for anyone using the term ‘EMV®’

Specific use cases are shared regarding how to use the registered EMV word mark in communication materials, including presentation slides, websites, traditional and social media, external business publications, images and videos/ animations.
Contents

01 Welcome
02 When to use the ‘EMV’ registration mark
02 Using the term EMV with different payment technologies

Use Cases:

03 Presentations
04 Websites
05 External media materials
06 Social media corporate accounts
07 External business publications
08 Images
09 Videos
10 Got a question?
Welcome

EMV® is a technology toolbox that enables globally interoperable secure payments across face-to-face and remote environments.

The word ‘EMV’ is a registered trademark that exclusively belongs to EMVCo, the technical body that facilitates the worldwide interoperability and acceptance of secure payment transactions by managing and evolving the EMV Specifications and related testing processes.

Using the EMV word mark clearly distinguishes products, services and solutions that comply with the EMV Specifications.

EMVCo actively encourages all payment stakeholders to make factually accurate statements and representations concerning EMV Specifications across all communication channels. EMVCo does not request a license for use of ‘EMV’, however, it does require compliance with these Usage Guidelines.

It is important to note that:

- Use of EMV as part of a domain name is prohibited. However, use of EMV within the body of a website is permitted so long as the use is otherwise compliant with these Usage Guidelines.

- Use of EMV as part of a company name or trade name is prohibited. This includes companies or organisations providing products and services complying with the EMV Specifications.

- EMV may not be incorporated or combined with any other mark or word (prefixes or suffixes) without prior written agreement from EMVCo and parentheses (brackets) should not be used around the word.

- EMV may not be used in way that is misleading or likely to cause confusion as to whether a person, entity, product, service or website is affiliated to EMVCo, or to make fraudulent claims about the compliance of a product or service.

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.
When to use the ‘EMV’ registration mark

EMVCo requests the registration mark ® be used in the first reference to EMV in any written material. This document provides examples of how to implement this across different communication mediums.

EMVCo requires the ® symbol to be accompanied by the following attribution:

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

As EMV is used as the ‘umbrella’ term to distinguish and clearly identify the EMV Specification suite and technical outputs from the body to external audiences, all specifications and technical frameworks use EMV as part of their name. Within this context the trademark is used. For example:

- EMV® QR Code Specification for Payment Systems, Consumer Presented Mode
- EMV® Payment Tokenisation Specification – Technical Framework
- EMV® 3-D Secure – Protocol and Core Functions Specification

Using the term EMV with different payment technologies

The EMV technology toolbox comprises a number of different payment technologies from both face-to-face and remote payment environments. When using the term, it is important to clarify ‘what’ EMV payment technology is being referred to. Using the term ‘EMV’ in isolation within any context should be avoided. Instead, reference should be made to:

- EMV Chip (this includes contact, contactless and mobile payments at the point-of-sale)
- EMV Payment Tokenisation
- EMV 3DS
- EMV SRC
- EMV QR Codes
For example:

- webinars, webcasts, seminars, conferences or content for information sharing.

Recommendations:

As presentation slides are used for a variety of reasons and can be shared extensively either in full or edited versions, EMVCo requests that the registration mark is used in the first reference to EMV in each slide within the PowerPoint.

The attribution only needs to appear once, and it is recommended that this be on the first slide that references EMV.

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

Images are examples of proper use of the EMV® word mark. Third-party use of the EMVCo Globe Logo is allowed only with express authorisation from EMVCo. Unauthorised use is prohibited.
It is recommended that the registration mark accompanies references to EMV throughout a website or intranet. This is to reflect the diverse navigation of a website and the unknown entry point of visitors.

If there are multiple uses of EMV on a single webpage, the registration mark would only be necessary on the first reference.

The attribution should appear somewhere on the website, but is not necessary on every webpage which mentions EMV.

For example:

digital media including intranet sites

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.
Use Cases: External media materials

For example:

press releases, articles, blogs

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

Recommendations:

EMVCo acknowledges that the media limits how it uses registration marks. For press material, EMVCo requests the registration mark be used in the first reference to EMV in the title, and the first reference to EMV in the main body of the text. For example:

EMVCo Reports X Billion EMV® Chip Payment Cards in Global Circulation

Official figures of aggregated data published by technical body EMVCo show that by the end of XXXX, the number of EMV® payment cards in global circulation had increased by XX billion in the previous 12 months to a total of XX billion.

The attribution should appear at the end of the document. In a press release it is recommended that this would be in the ‘Notes to Editors’, or as a footnote.
Use Cases: Social media corporate accounts

For example:
LinkedIn, Facebook, Twitter

Recommendations:

Due to the immediate and dynamic nature of these platforms, the registration mark should be used for every occasion where EMV is mentioned across social media. For example in profiles, as well as Tweets and LinkedIn posts.

No attribution would be required, as EMVCo recognises that this is not possible within the character limit or profile set-up on most social media platforms.

Images are examples of proper use of the EMV® word mark. Third-party use of the EMVCo Globe Logo is allowed only with express authorisation from EMVCo. Unauthorised use is prohibited.
Use Cases:
External business publications

For example:

- white papers
- eBooks
- product collateral
- data sheets
- and specifications

Similar to external media materials, EMVCco requires that the registration mark is used in the first reference to EMV in the title and the first reference to EMV in the main body of the text in all external business publications.

The attribution should appear in the footnote on the same page as the registration mark.

A Guide to EMV® Chip Technology

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCco, LLC.

Images are examples of proper use of the EMV® word mark. Third-party use of the EMVCco Globe Logo is allowed only with express authorisation from EMVCco. Unauthorised use is prohibited.
Use Cases: Images

Recommendations:

If the term EMV is used as part of an image, it should be accompanied by the registration mark.

No attribution would be expected as EMVCo is aware that this would not be feasible given limited space.
Use Cases: Videos

For example:

animations, interviews

Recommendations:

It is required that the EMV registration mark is used for every reference where EMV is written throughout a video or animation. For example, this could be the title and synopsis of the video, any narrative / text that appears written on screen, or visuals within the video.

No attribution would be required, as EMVCo appreciates this would be difficult within this format.
Got a question?

Visit the Trademark Centre on the EMVCo website for more details on other marks owned by EMVCo, including the Contactless Indicator and Contactless Symbol, and EMVCo logo.

If you have any questions or queries regarding your usage of the EMV word mark, please submit a query through the contact us function.

Legal Notice

Uses that may be potential infringements should be reported to EMVCo and the appropriate legal action will be taken.

Please contact the legal team at emvcolegal@emvco.com.