



Secure Remote Commerce (SRC): Payment Icon Reproduction Requirements

Version 1.0 (June 2019)

These standards govern the use of (), referred to herein as the “EMV® SRC payment icon”, “SRC payment icon,” “payment icon” or “icon”, a trademark of EMVCo, LLC (“EMVCo”).

This document includes the requirements for use of the icon that will signal that a payment is enabled by the EMV® Secure Remote Commerce Specification. The icon may be used for a visual representation of SRC functionality on websites, mobile phones for in-app, within, or in immediate proximity of, a payment trigger or non-payment form factors, such as marketing collateral. Following these requirements will help ensure an optimal SRC user experience.

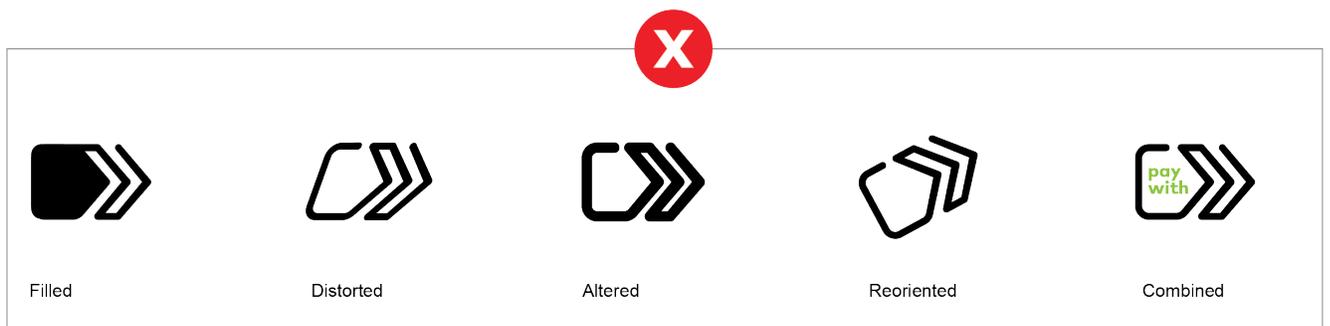
A written Trademark License Agreement shall be in place with EMVCo for the right to use the payment icon. For more information on entering into a Trademark License Agreement with EMVCo, please visit www.emvco.com/about/trademark-centre/. EMVCo reserves the right to terminate the Trademark License Agreement in instances of non-compliance with these requirements.

Elements of Imagery

The SRC payment icon is comprised of a pentagon design oriented on its side with a stylized depiction of a fast forward symbol on the right, formed by a continuous line. Except as discussed within this document, the icon shall always appear exactly as shown in the image below and shall never be broken apart or visually altered in any way.



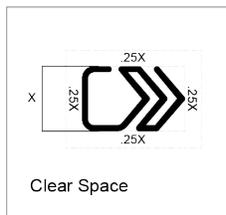
Examples of unacceptable usage are as follows:



Exceptions to the above standards require pre-approval from EMVCo. To receive pre-approval, please submit a request through the EMVCo Query System on EMVCo.com.

Clear Space Requirements

As a general requirement, the minimum clear space around all four sides of the icon shall be equal to one quarter (.25x) of the full height of the icon (x), as shown below.



Exceptions to Clear Space Requirements

In certain use cases (e.g. mobile), where space may be extremely limited, the clear space requirement above does not apply in full. When the height of the icon is less than or equal to 32px, 2mm/8px clear space is required on all surrounding sides of the icon. When the height of the icon is greater than 32px, one quarter (.25x) of clear space is required around the icon.

Size Requirements

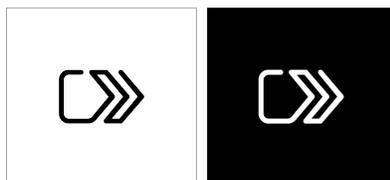
For most use cases, the icon shall appear at a height no smaller than 5mm/20px. Where space may be extremely limited, the icon shall appear at a height no smaller than 3mm/12px.

In addition to these minimum size requirements, it is expected that the icon will appear at a size equal to any other brand imagery displayed.

Icon Color Options

The SRC payment icon shall appear as a solid, monochromatic color that provides the best color contrast and legibility against the selected background. Background colors should be neutral and shall provide sufficient contrast for the icon to be clear and visible. For best reproduction results, the black version of the icon should appear against a white or light color background. The white (reverse) version of the icon should appear against a medium or dark color background. The background shall always be a solid color and the icon shall never be presented against an image, texture or other graphic element.

For digital, refer to applicable web accessibility guidelines to determine appropriate color contrast.



Use with Other Marks

The icon may be used with other marks subject to the following criteria:

- The icon cannot be given a proprietary name.
- The icon may be combined with an SRC participant mark for marketing to reinforce participation in SRC – referred to, herein as the “Icon with SRC participant mark.”



In an SRC enabled payment experience the icon shall be combined with SRC System Operating Images* – referred to, herein as the “Icon with SRC System Operating Images.” These images shall be used within, or in immediate proximity of, the payment trigger or button. For a definition of “immediate proximity”, see “Display and Representation” on page 4. For detailed information on a trigger or button, see “Icon with SRC System Operating Images within, or in Immediate Proximity of, an SRC Trigger or Button” on page 5.

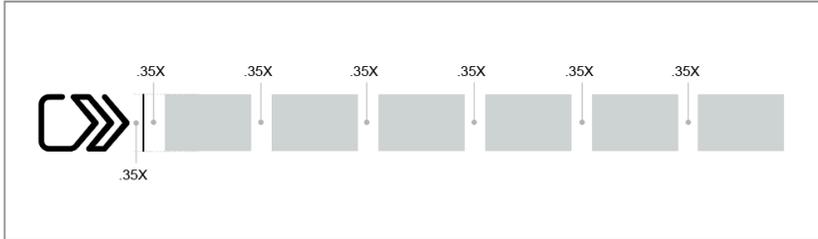
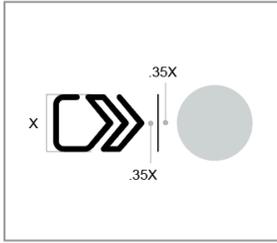


***SRC System Operating Images are the unique images referring to an SRC System that will be displayed in association to the SRC trigger and payment icon.**

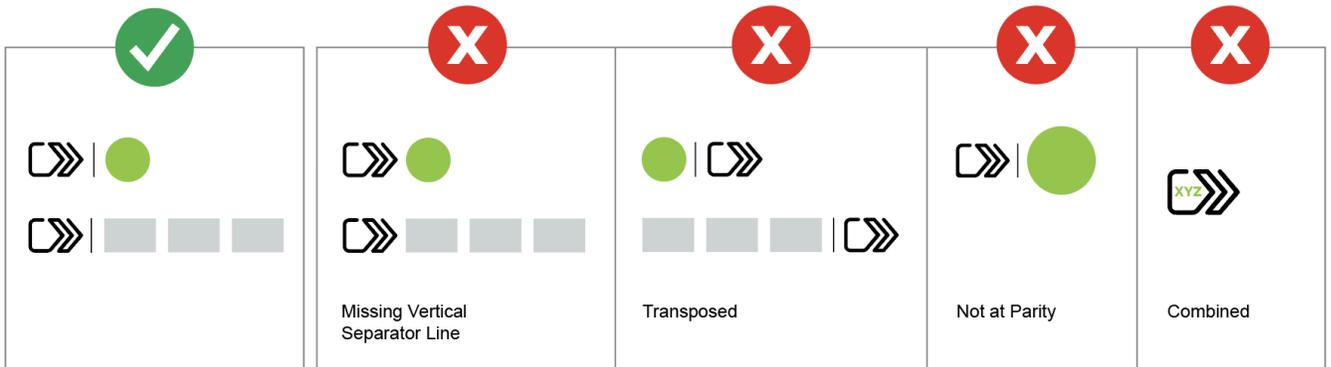
Specifications

The icon with an SRC participant mark or SRC System Operating Images shall appear in full color (following respective brand requirements) and at size parity. This combination shall always include the icon, positioned first, then the vertical separator line, and finally an SRC participant mark or SRC System Operating Images spaced and sized as shown below.

When the SRC payment icon is used with multiple SRC System Operating Images, the spacing amongst assets (icon, vertical separator line and SRC System Operating Images) shall be evenly distributed (.35x).



Acceptable and unacceptable examples of the icon with other marks are as follows:

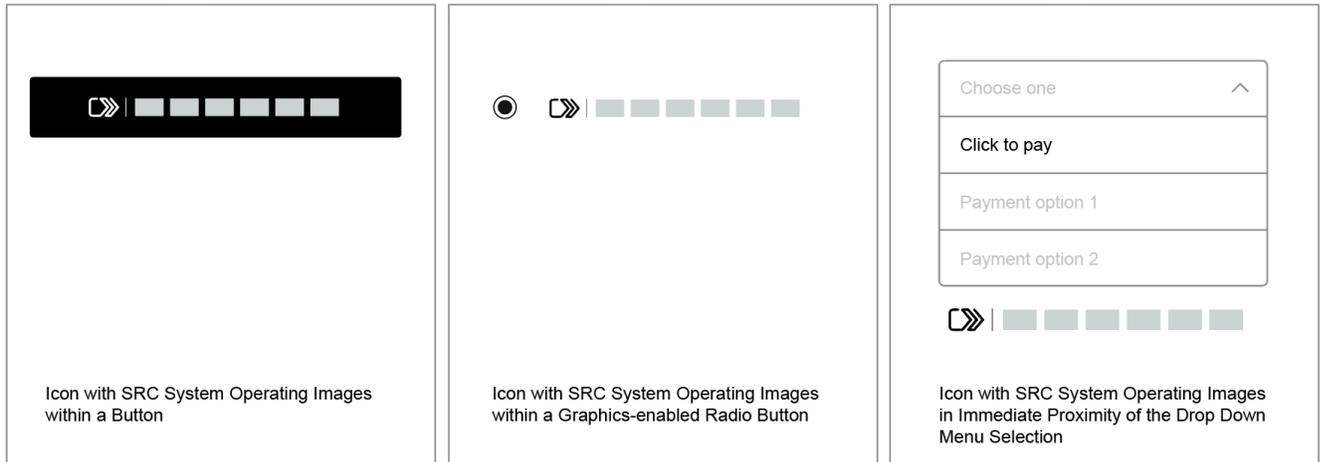


Icon with SRC System Operating Images within, or in Immediate Proximity of, an SRC Trigger or Button

A Secure Remote Commerce enabled transaction may be triggered by clicking a button, radio button, or selecting a payment option via a drop down payment selection menu.

Display and Representation

Merchants who choose to implement SRC technology for payments on their digital payment application shall display an icon with all SRC System Operating Images during checkout within immediate proximity of any trigger type. Immediate proximity is defined as within a payment interaction (trigger) that visibly associates the trigger or button with the icon and all SRC System Operating Images or that places the icon and all SRC System Operating Images near the navigation with a minimum distance of 8 pixels of white space from the navigation. The clear space is 4px.



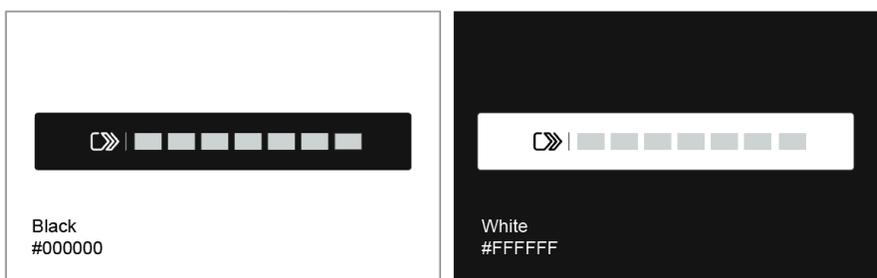
Stand-alone Trigger

Merchants who elect to utilise a graphics enabled stand-alone trigger to represent their SRC enabled payment experience shall display the icon with SRC System Operating Images within the trigger or button during checkout as shown above, left.

A stand-alone trigger may lack the capability to display graphics such as in the case of a drop down menu selection. In instances where images are not displayable, the call to action, "Click to pay" shall be displayed as text, and the icon with all SRC System Operating Images shall be displayed in immediate proximity as shown above, right.

Stand-alone Trigger Background Colors

The merchant may choose a neutral background color that provides sufficient contrast for all SRC System Operating Images, for example, black or white:



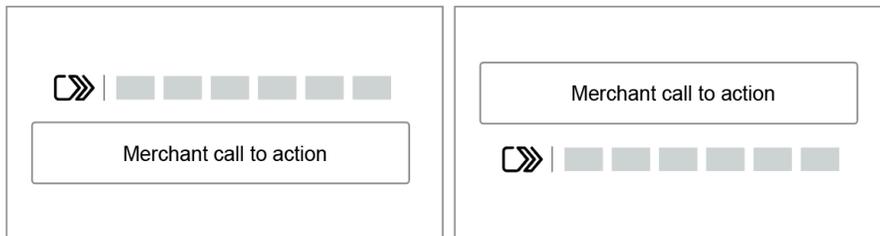
For objective assistance in determining sufficient contrast refer to applicable web accessibility guidelines:

- <https://www.w3.org/TR/WCAG20/>
- <https://webaim.org/resources/contrastchecker/>
- WCAG 2.0 AA

For the purpose of the icon with SRC System Operating Images, a ratio of 4.5:1 would be a sufficient contrast ratio when dealing with graphical elements (unless at large scale).

Integrated Merchant Trigger

When an SRC experience is triggered off the merchant's existing checkout trigger, the icon with SRC System Operating Images shall be displayed in immediate proximity of the merchant's checkout button.



Referencing the Payment Icon in Communications

When describing the EMV payment icon in business to business (B2B) text, the complete reference "EMV[®] SRC payment icon" shall be used in the first or most prominent mention. Thereafter, the shorthand "SRC payment icon," "payment icon" or "icon," is acceptable.

When describing the EMV payment icon in business to consumer (B2C) text, "payment icon" or "icon," is acceptable.



B2B:

Offer your cardholders an easy, smart remote checkout experience with the **EMV[®] SRC payment icon**, supporting EMVCo's Secure Remote Commerce Standard.

B2C:

Your card has been activated for an easy, smart checkout experience wherever you see this **icon** .

Or:

Your card has been activated for an easy, smart checkout wherever you see .

In communications, the following trademark attribution language shall be included where space permits: *"The EMV[®] SRC payment icon, consisting of a pentagon design oriented on its side with a stylized depiction of a fast forward symbol on the right, formed by a continuous line, is a trademark owned by and used with permission of EMVCo, LLC."*

Call to Action in a Trigger and as Descriptive Language

In a non-graphics enabled environment, the SRC payment icon and all SRC System Operating Images shall appear in immediate proximity of the trigger. “Click to pay” or local language equivalent shall act as the SRC call to action in this context, replacing the SRC payment icon.

“Click to pay” should also act as descriptive language in both B2B and B2C text to reference the SRC experience.



B2C:

Your card has been activated for an easy, smart checkout wherever you see this icon .
Simply click to pay.

“Click to pay” is not a programme name, therefore, shall be used in sentence case only:

- Upper case “C” if used in the beginning of the sentence or in the call to action, e.g., “Click to pay for an easy, smart checkout experience.”
- Lower case “c” if used within a sentence, e.g. “Simply click to pay for an easy, smart checkout experience.”

Obtaining SRC Payment Icon Artwork

The SRC icon artwork can be readily obtained from EMVCo accessing the link to and executing the Trademark License Agreement, which can be found at www.emvco.com/about/trademark-centre/.

Organisations working in partnership with an EMVCo member payment network (American Express, Discover, JCB, Mastercard, UnionPay and Visa) may also obtain the icon artwork via the relevant payment network as a sub-licensee.

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 SRC payment icon reproduction requirements outlined above and to seek EMVCo’s express written permission of use in instances of non-compliance with these requirements. EMVCo reserves the right to decline a particular use case or refuse such permission of use. Licensees shall inform EMVCo of proposed new use cases and request permission of use via email to secretariat@emvco.com at least thirty (30) days prior to such use. EMVCo reserves the right to withdraw permission of use in instances of non-compliance with these requirements.

In all cases, it is the responsibility of the licensee or service provider to ensure quality assurance testing occurs to confirm that the mobile phones, other payment and non-payment form factors or solutions deployed meet expected levels of performance and interoperability.