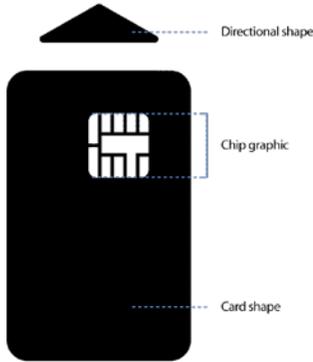


# EMV® Chip Terminal Icon Reproduction Standards

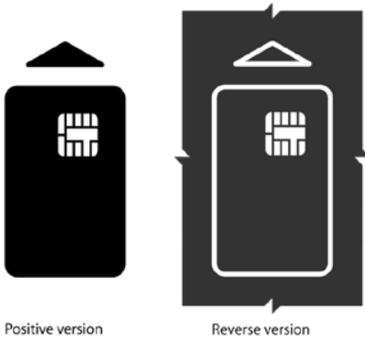
Last Revised 5.December.2013



These standards are for use of the EMV® Chip Terminal Acceptance Icon. The Icon is an optional symbol that can be used to indicate that an ATM or other payment terminal or device is enabled to accept EMV® chip cards.

## Elements

The Icon is comprised of three elements: the card shape, the directional shape, and the chip graphic. These shapes, their proportion to each other, and their relative positions have been carefully considered. Always use approved artwork. Do not alter or redraw any element in the Icon. To ensure visual consistency, never alter the drawing, arrangement or proportion of the individual elements of the image.



## Artwork Versions

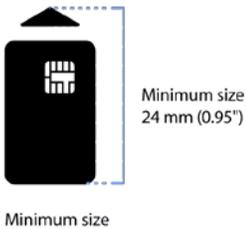
### Positive Version

Use the positive version in black or a dark color on backgrounds that are white or light in color. In the positive version, the card shape and directional shape appear in a dark color; the chip shape is reversed to white or the color of the background, provided sufficient contrast is maintained for reasonable legibility.

### Reverse Version

On backgrounds that are black or dark in color, use the reverse version. For the reverse version, the outlined card and directional shape along with the solid chip graphic all appear in white; the color within the card and directional shape is either black or the color of the background, provided sufficient contrast is maintained for reasonable legibility.

**Note:** Avoid using either version on busy or cluttered backgrounds that reduce the visual impact of the Icon. Always use approved artwork and respect the minimum size and free space standards.



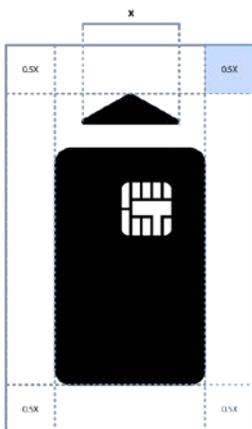
## Other Applications

The Icon also may be displayed either in positive or reverse using engraving, etching, embossing (raised surface), or debossing (indented surface). In such instances, either Icon version may be used to maximize legibility and visual impact.

## Minimum Size and Free Space

The Icon may appear at any legible size appropriate to the device it is displayed upon. The minimum recommended size is 24 mm (0.95") based on the height of the card shape plus directional shape.

Protect the legibility of the Icon by preserving a clear area, free of graphics, text, or other visuals, that is at least one half the width of the directional shape.



Minimum free space

## Decal Design

Decals should be trimmed square or with radius corners as shown in the examples on this page. Decals may be printed on a clear, white, or other neutral color substrate to best suit the circumstance and achieve proper visibility.

Recommended options for decal shape and display include:

1. Square corners and a border that is approximately 1/3 of the minimum free space
2. Decal with radius corners
3. Decal on clear substrate so background shows through

## Placement

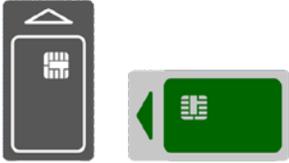
The Chip Terminal Acceptance Icon should be displayed near the card insertion slot and / or in an area that clearly identifies to consumers that a particular ATM or terminal can accept chip cards.

1. Application of Icon in area near card slot
2. Application of Icon on border / frame of ATM

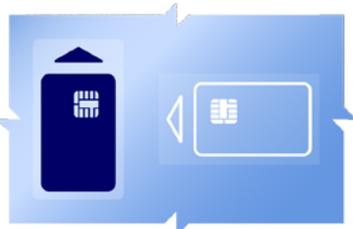
The Icon can be oriented horizontally (arrow pointing right or left) and vertically (arrow pointing up or down.)



1 Decals with square corners



2 Decals with radius corners



3 Decals with icon on transparent carrier



1 Placement near card slot



2 Placement elsewhere on device