

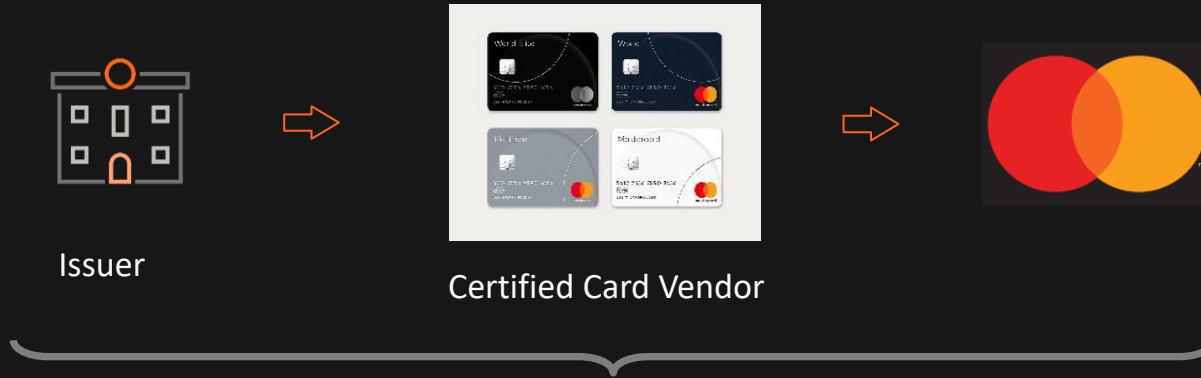
# Card Design Review Process

12 July 2023



# Overview

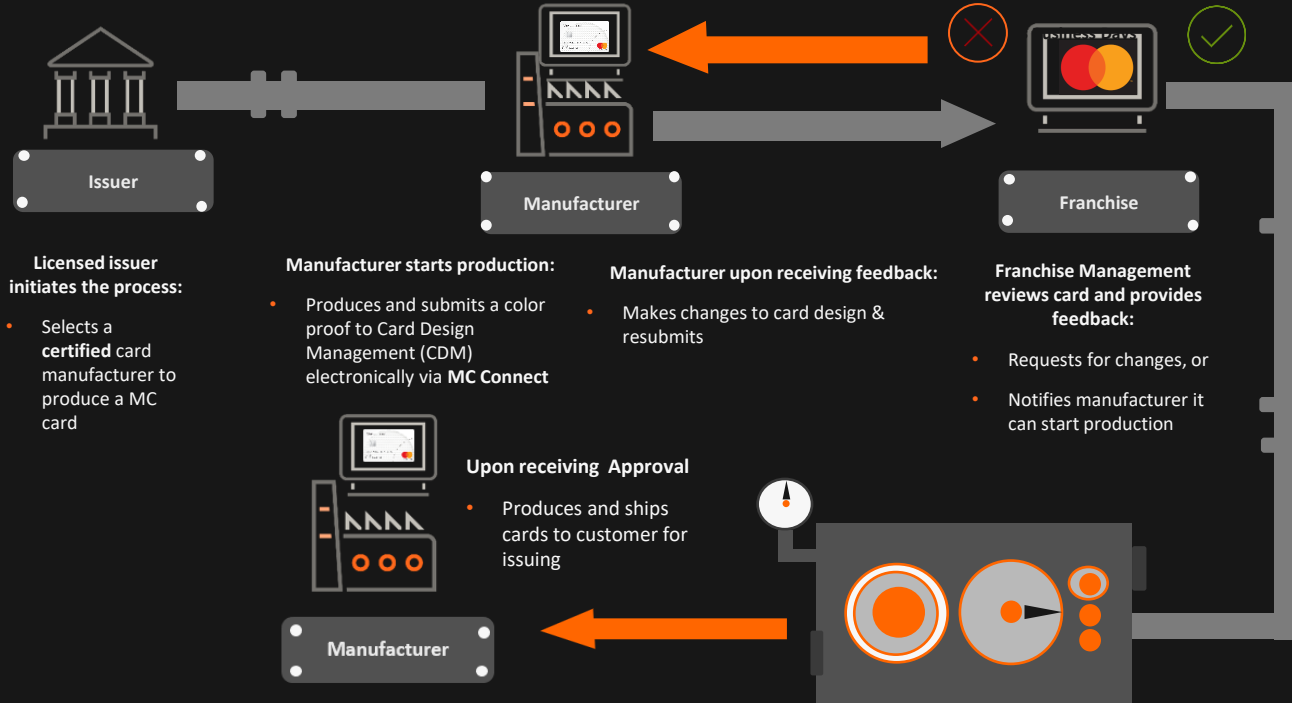
## Stakeholders of card design approval process



**Three-Party Model to enable smooth communication**

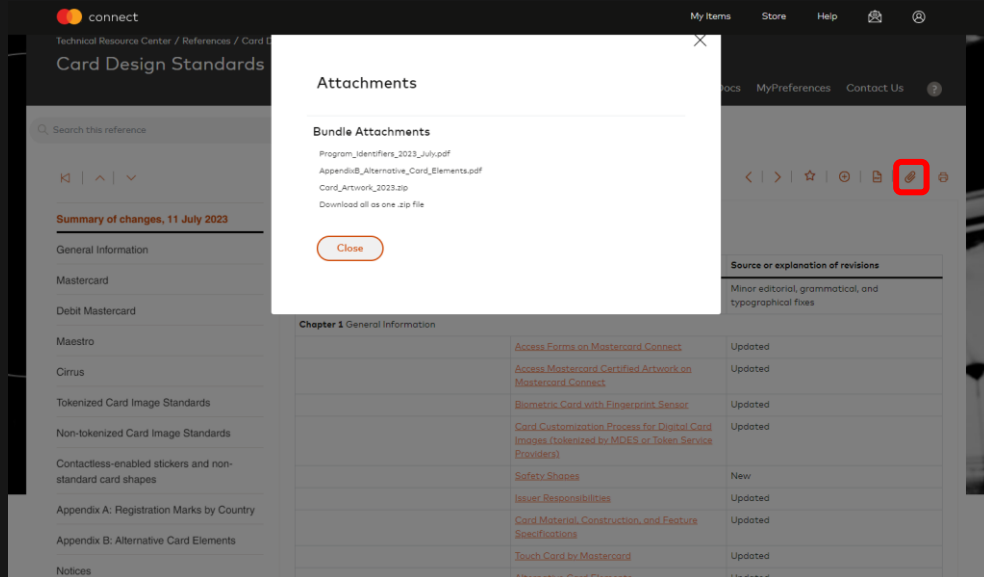
# Overview

## Card design review process



# Accessing Materials

## Log on to MC Connect

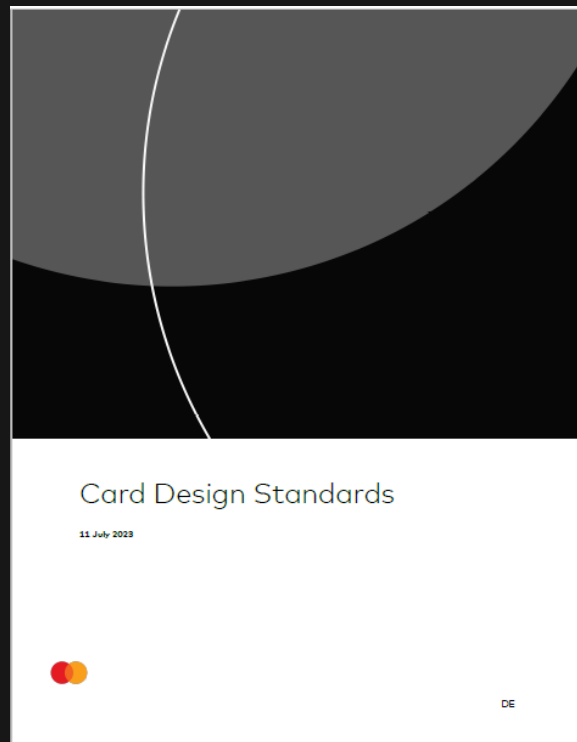


## Go to Technical Resource Center

- Select Announcements for Bulletins
- For manuals select References > Rules > Search Card Design Standards
  - Click on Card Design Standards
    - Click on PDF Icon to download the manual
  - For Supplementary documents, click on the “Paperclip” icon to access:
    - Program Identifier Sheet
    - Appendix B Alternative Card Elements
    - Card Artwork Zip File

# Materials

1. Most recent Card Design Standards
2. Program Identifier Sheet
3. Bulletin Announcements



# Card Design Essentials- Physical Cards

## What's Important to Know?

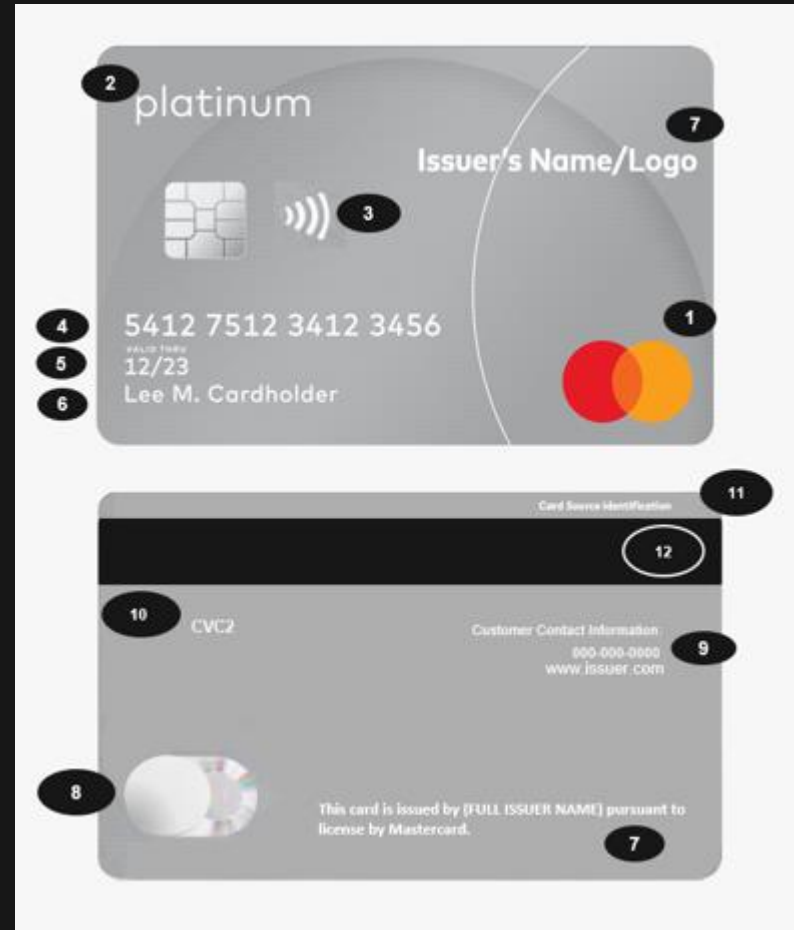
### Card Elements

#### Required:

1. The Mastercard Symbol, Premium Mastercard Brand Mark, or MSS (front)
2. Product Identifier- \*when applicable (as allowed per Program Identifier list)
3. Contactless Indicator- \*when applicable (front or back)
4. Primary Account Number (If embossed, front only. If un-embossed, front or back)
5. Dating Legend/Valid Dates/Expiration Dates (If embossed, front only. If un-embossed, front or back)
6. Cardholder Name (If embossed, front only. If un-embossed, front or back. (Optional if it is an instant issue card).
7. Issuer Identifier- The issuer of the card must be identified using one or both of the following methods: (1) The issuer name and/or logo on the card front or back; (2) The Licensee Acknowledgement Statement on the card front or back.
8. Global/Debit Hologram (on front or back. Not required if Mastercard Holo-Mag is on card back instead of magnetic strip or if Premium Brand Mark/Mastercard Secure Symbol is used)
9. Customer Service Contact Information (Can be Website, Service Number, App, any combination, or all on front or back)
10. Card Validation Code (CVC/CVC2) (area must be labelled on front or back when signature panel with extended tab is not present)
11. Card Source Identification (back)
12. Magnetic stripe or Mastercard Holo-Mag (back)

#### Optional:

1. ICA
2. Signature Panel
3. Mini BIN
4. Co-Brand Partner Logo
5. Ultraviolet "M" and "C"



# What's Important To Know?

## Mastercard Product- Digital (MDES- Tokenized) Cards



## Guidelines for Digital (MDES) Cards

### Required Elements

- Appropriate brand mark required (Mastercard Symbol, Mastercard Premium Brand Mark, Maestro, or Cirrus)
- Applicable Identifiers

### Prohibited Elements

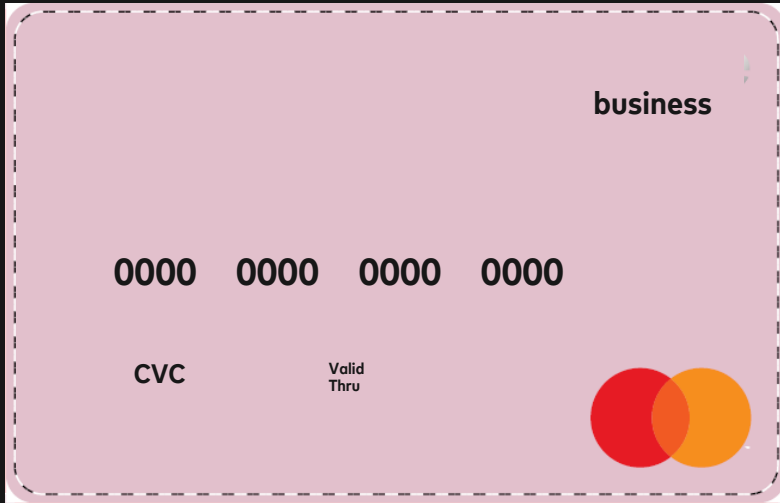
- Primary Account Number (PAN), Cardholder Name, Valid Thru/Expiration Date, or Chip Face Plate
- The Mastercard Global Hologram, Debit Mastercard Hologram, HoloMag, or Magnetic Stripe

### Optional Elements

- Issuer Name/Logo
- Contactless Indicator

# What's Important To Know?

## Mastercard Product- Virtual (Non-Tokenized) Cards



### Required Elements

- Appropriate brand mark required (Mastercard Symbol, Mastercard Premium Brand Mark, Maestro, or Cirrus)
- Applicable Identifiers
- The full 16 digit PAN
- The Card Validation Code (CVC)
- Expiration Date

### Prohibited Elements

- The Magnetic Stripe, Chip Face Plate, or Contactless Indicator
- The Mastercard Global Hologram, Debit Mastercard Hologram, HoloMag, or Magnetic Stripe
- Non-Mastercard Payment Marks

### Optional Elements

- Cardholder Name
- Affinity or co-branding program name
- Customer Service Contact Information
- Issuer Name/Logo

## Things to Know

It is important that the issuer provides their vendor with all the required information:

1. If the product is a prepaid card, the Prepaid Registration (RPP) Number must be provided.
2. Any elements not in compliance with Card Design Standards must be accompanied by a Variance Case Number
3. The issuer should indicate if the artwork is for product graduation when the artwork does not match the BIN product code.
4. If a BIN is pending a product code change or update, the issuer must obtain a CIS Project Number from the CIS team and provide a description of the project scope. Example: CIS Project Number XXXX-XX, Scope: BIN 111111 product code change from MCS to MCW.

# Contacts

## Questions?



- For question related to Card Design Questions: [Card\\_Design@mastercard.com](mailto:Card_Design@mastercard.com)
- For question related to licensing activity: [Licensing@mastercard.com](mailto:Licensing@mastercard.com)
- For question related to RPP registration: [Prepaid\\_Registrations@mastercard.com](mailto:Prepaid_Registrations@mastercard.com)
- For Product Security, Tests, Metal Card & Non ISO standard cards: [CSI\\_Security@mastercard.com](mailto:CSI_Security@mastercard.com)
- Marketing materials, samples, mini tags, and stickers: [Ask.Brand.Manager@mastercard.com](mailto:Ask.Brand.Manager@mastercard.com)
- For Digital (MDES) and Virtual card designs send request to: [Card\\_Design@mastercard.com](mailto:Card_Design@mastercard.com)
- For Variance submissions: [Variance\\_Requests@mastercard.com](mailto:Variance_Requests@mastercard.com)