



No Matter Which Card Is Presented, Always Follow These Important Procedures.

Play It Safe.

1. Slide the stripe through the terminal in one direction only to obtain authorization.
2. Check the card's security features to make sure the card has not been altered.
3. Check the authorization response and take appropriate action.
4. Get the cardholder's signature on the transaction receipt.
5. Compare the name, account number, and signature on the card to those on the transaction receipt—they should match.

Note: Always follow these procedures regardless of the card design.

If You Suspect Fraud, Make a Code 10 Call.

1. Call your voice authorization center and say, "I have a Code 10 Authorization request."
2. Follow the operator's instructions if you can do so safely.

**For more details on accepting Visa, please visit
www.visa.com/merchant.**

Visa Has A Brand New Look

A guide to help you identify the Visa card design options that will be in the marketplace.



Introducing the New Visa Brand Mark and Card Design Options.

The Visa brand has evolved to include a refreshed Visa Brand Mark and updated card design standards. The new brand architecture reflects the needs of Visa merchants and members and the evolution of the Visa brand from credit to all forms of payment. As of January 2006, the Visa Brand Mark will be included on newly-issued Visa cards, at the point of sale, and in marketing materials.

Many of the Visa card design elements are common to all Visa cards. Those elements are reflected below. The most notable differences among card design options are in the use of the Dove Hologram.

Card design with Dove Hologram on back

Magnetic stripe on the back of the card.

Mini Dove Hologram may appear to the left, to the right, or below the signature panel on the back of the card.

3-digit security code appears either directly on or to the right of the signature panel on back.

Signature panel can be customized and may vary in length. Tamper-evident design causes the word "void" to appear if the panel is compromised.

First four numbers of account number are printed here.

Expiration date is embossed on the front of the card.

Embossed account number is 16 digits and begins with a 4.

Visa Brand Mark is blue and gold on a white background.



Card design with Dove Hologram on front



Dove Hologram on the front of the card has a three-dimensional appearance when the card is tilted back and forth.

Card design with holographic magnetic stripe on back



Holographic magnetic stripe incorporates doves that appear in multiple color animation when card is moved.

Card design with Visa Flag and Dove Hologram on front



Dove Hologram is positioned above the Visa Flag and has a three-dimensional appearance when the card is tilted back and forth.

Visa Flag is on the front of the card.

Please refer to the back panel for Visa card acceptance procedures.