Overview: Visa is introducing new requirements for the use of sensory branding in certain Visa events.

Visa Sensory Branding includes the Visa Brand animation, the Visa Brand sound and the Visa Brand haptic, which work together to signal a defined Visa event. Examples of a Visa event are successful in-app transactions, using Visa technology to send or receive money via an issuer wallet or third-party apps, successful enrollment in services that require Visa credentials such as Click to Pay, Tap to Phone and more.

Effective 1 November 2022, clients must integrate Visa Sensory Branding into all new executions for payment experiences (excluding physical POS terminals), as outlined in the Visa Product Brand Standards (VPBS, a Visa Supplemental Requirement) and further specified in the Visa Digital Brand Requirements,¹ to signal a Visa event on supported devices.

Effective 1 November 2023, clients must integrate Visa Sensory Branding into all executions for payment experiences (excluding physical POS terminals), as outlined in the Visa Product Brand Standards (a Visa Supplemental Requirement) and further specified in the Visa Digital Brand Requirements,¹ to signal a Visa event on supported devices.

Examples of payment experiences in scope for the Visa Sensory Branding requirement include, but are not limited to, those involving e-commerce, transit, Connected Commerce and Internet of Things (IoT) devices, wearables, digital wallets and person-to-person (P2P) apps. Payment experiences involving digital POS, such as Tap to Phone, are also in scope for the Visa Sensory Branding requirement. Clients should reference the Visa Digital Brand Requirements,¹ available on visa.com and the Visa Product Brand Standards page at Visa Online, for a complete list of payment experiences that require Visa Sensory Branding (e.g., for e-commerce solutions, Visa Sensory Branding requirements currently only apply to Click to Pay executions).

All elements of Visa Sensory Branding, including the Visa Brand animation, the Visa Brand sound and the Visa Brand haptic, must be used together as one complete experience whenever possible. Each sensory brand element may be used alone or in combination with one of the other sensory brand elements only in environments with more limited capabilities or functionality. For example, a client developing a wearable device with visual and haptic capabilities, but no sound capability, would only be required to implement the Visa Brand animation and Visa Brand haptic.
Coinciding with this new requirement, Visa has also updated its Visa Brand animation to align with its new visual identity. The new Visa Brand animation takes advantage of Visa’s updated acceptance mark, a solid vibrant blue, as shown below, and utilizes motion to deliver a streamlined, fully immersive consumer payment experience. The updated Visa Brand animation replaces the former Visa Brand animation, which leveraged the Visa POS Graphic, also known as the Visa Flag or Visa Acceptance Mark, and utilized moving flags or bars. Similar to the previous Visa Brand animation, the new Visa Brand animation allows clients the flexibility to customize based on background color, checkmark and co-branding needs. Full details can be found in the Visa Product Brand Standards and the Visa Digital Brand Requirements.¹

Note: The Visa Brand sound and Visa Brand haptic remain unchanged.

Updated Visa Brand Animation Behavior

Visa Sensory Branding Resources

Visa Sensory Branding resources, including the new Visa Brand animation, are currently offered as native files, which clients can access via the Visa Product Brand Standards, by contacting their Visa representative or by emailing VisaSensoryBranding@visa.com. Later this year, Visa will also introduce a new version of its Visa Sensory
Branding software development kit (SDK) for iOS, Android and web solutions via the Visa Developer Center and the Visa Product Brand Standards website.

- **Until 1 November 2022**, clients with new or existing executions have the option of utilizing the updated Visa Sensory Branding native files, which includes the new Visa Brand animation, or using the current version of the Visa Sensory Branding SDK (version 1.0.6), which includes the old Visa Brand animation. Clients that choose to use the current Visa Sensory Branding SDK (version 1.0.6) are still required to update their executions to the updated Visa Sensory Branding by **1 November 2023** utilizing either the new version of the Visa Sensory Branding SDK (once available) or the updated Visa Sensory Branding native files.

- **Beginning 1 November 2022**, clients with new executions must use the updated Visa Brand animation, utilizing either the Visa Sensory Branding native files or the new version of the Visa Sensory Branding SDK. **Note:** The availability date for the new Visa Sensory Branding SDK will be communicated later this year.

- **By 1 November 2023**, clients with new or existing executions must use the updated Visa Sensory Branding utilizing either the Visa Sensory Branding native files or the new version of the Visa Sensory Branding SDK. After this date, clients can no longer display the old version of the Visa Brand animation.

More information and full requirements for Visa Sensory Branding can be found on the Visa Product Brand Standards website in the "Elements" section under "Brand," then "Visa Sensory Branding."

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1 The Visa Digital Brand Requirements may be updated or modified by Visa from time to time.

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**For More Information**

Merchants and third party agents should contact their acquirer.

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