

Dove Hologram Options Will Be Streamlined for Use on Cards

Global (excluding Mainland China) | Acquirers, Issuers

Visa Network



Overview: Visa will offer one hologram option for placement on physical cards effective 1 January 2021. Card vendors and issuers may continue to use any hologram stock on hand until it is depleted.

Visa continually looks for ways in which standards can be simplified while still offering issuers the flexibility to design cards as they wish. As part of this process, Visa identified an opportunity to streamline the number of options available for the dove hologram anti-counterfeiting security element used on cards.

The dove hologram is required on cards that do not use the Premium Visa Brand Mark (PVBM), as the PVBM has built-in anti-counterfeiting security features that are superior to any version of the dove hologram.

What Is Changing?

Visa currently has three options of the dove hologram that issuers may use on cards:

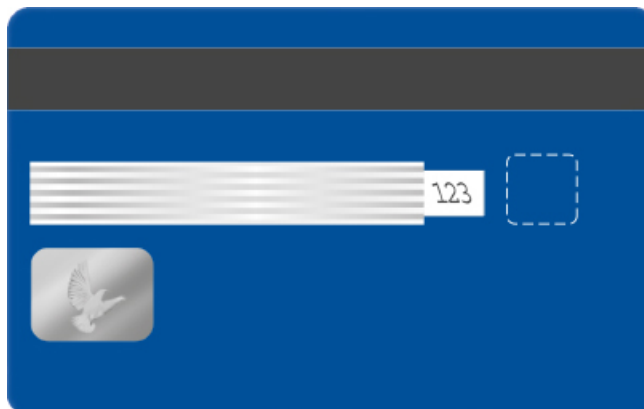
- The standard size dove hologram (available for use on the front of cards only)



Mark Your Calendar:

- Hologram vendors will no longer produce dove design and mini dove holograms (**December 31, 2020**)
- Updated Visa Product Brand Standards available (**January 1, 2021**)

- The mini dove hologram (available for use on the back of cards only)



- The silhouetted dove hologram (available for use on card front or card back)



The silhouetted, or silo, dove hologram is the latest version and includes enhanced security features from the earlier versions. It also uses a smaller footprint on the card.

Effective 31 December 2020, hologram vendors will no longer produce the standard size and mini dove holograms and will print only the silhouetted dove hologram for use on physical cards. Card vendors and issuers may continue to use any hologram stock on hand until it is depleted.

As a reminder, inclusion of the dove hologram on physical cards is not necessary when the PVBM is applied.

The Visa Product Brand Standards have been updated to reflect the change and will be further updated on **1 January 2021** to remove the standard dove and mini dove holograms as options.

For More Information

Merchants and third party agents should contact their acquirer.

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