

There's Something Different About Visa.



Original Visa Card Design

With Visa Flag (in market through December 2010)

- The dove hologram appears to fly when you tilt the card back and forth.
- The embossed "flying V" appears next to the expiration date on embossed cards, but not on unembossed cards.
- Traditional magnetic stripe

Visa's new brand mark and updated card design support Visa's increasing importance in the global marketplace and its efforts to make Visa® cards even more secure. Beginning January 2006, updated Visa cards with enhanced security features will start to appear. By January 2011, all Visa cards will use this updated card design.

Updated Visa Card Design with New Visa Brand Mark and Security Features

NEW The holographic magnetic stripe on the back of the card above the signature panel now incorporates the dove hologram.

- Doves appear in multiple color animation when the card is moved from side to side.
- The black dot behind the middle dove appears to move when the card is moved from side to side.
- A ring appears around the sun when the card is moved from side to side.



NEW The signature panel on the back of the card will either look like this or have a custom design. Any attempt to erase the signature will cause the word "VOID" to appear. Portions of the embossed account number may also be present.

NEW The 3-digit security code will appear either directly on or to the right of the signature panel.

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

The first four numbers of the account number are printed here.



The expiration date is embossed on the front of the card.

NEW The new Visa Brand Mark appears in blue and gold on a white background and is more prominent than before.

Play It Safe: When a Customer Presents a Visa Card...

1. Swipe 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...

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

