



QR Payment Mark Reproduction Requirements

Version 1.1 (April 2018)

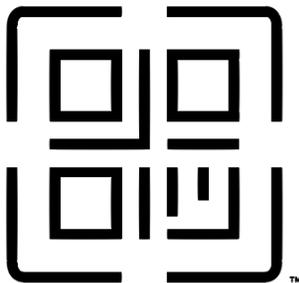
These standards govern the use of the EMV® QR Payment Mark (referred to herein as the “QR Payment Mark” or the “QR Mark”), a trademark of EMVCo, LLC (“EMVCo”).

This document includes the requirements for use of the Mark for point-of-sale acceptance, on mobile phones for in-app consumer presented payments, other payment and non-payment form factors, and within supporting marketing collateral. Following these requirements will help ensure an optimal user experience.

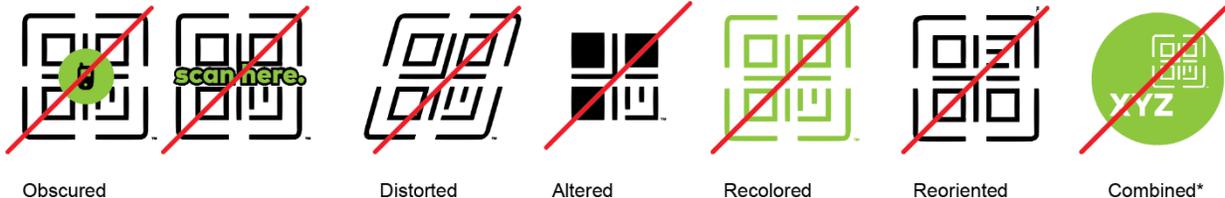
A written Trademark License Agreement must be in place with EMVCo for the right to use the QR Payment Mark. For more information on entering into a Trademark License Agreement with EMVCo, please visit www.emvco.com/about/trademark-centre/. EMVCo reserves the right to terminate the Trademark License Agreement in instances of non-compliance with these requirements.

Elements of Imagery

The QR Payment Mark image is comprised of a stylized depiction of a QR Code.



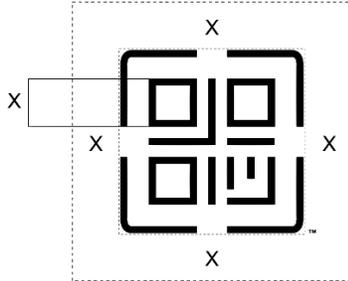
Except as discussed within this document, the QR Payment Mark must always appear exactly as shown in the image above and must never be broken apart or visually altered in any way. Examples of unacceptable usage are as follows:



***Note: The Mark can be used by certain licensees in combination with other marks subject to certain criteria and with separate written permission from EMVCo. See “Use in Composite Marks” on page 4 of this document.**

Clear Space Requirements

As a general requirement, the minimum clear space around all four sides of the Mark must be equal to the full height of the corner square (x), as shown below.



Exceptions to Clear Space Requirements

On mobile devices, or equivalent form factors, or in marketing materials (where space may be extremely limited) the clear space requirement above does not apply in full - in these instances, the minimum clear space required around all four sides of the Mark is 2mm.

Size Requirements

For most form factors, the QR Payment Mark must appear at a height no smaller than 7mm. On extremely small form factors or in marketing materials where space may be extremely limited, the Mark must appear at a height no smaller than 5mm.

In addition to these minimum size requirements, it is expected that the QR Payment Mark will appear at a size equal to the other brand imagery displayed.

Exceptions to Clear Space and Size Requirements

Use in Mobile Device Operation System (OS) Status Bar

Where the Mark is being applied within the status bar of an OS on a mobile device to denote availability, the minimum size and clear space rules do not apply. In these instances, the Mark may be used at a smaller size, provided it remains clearly legible.



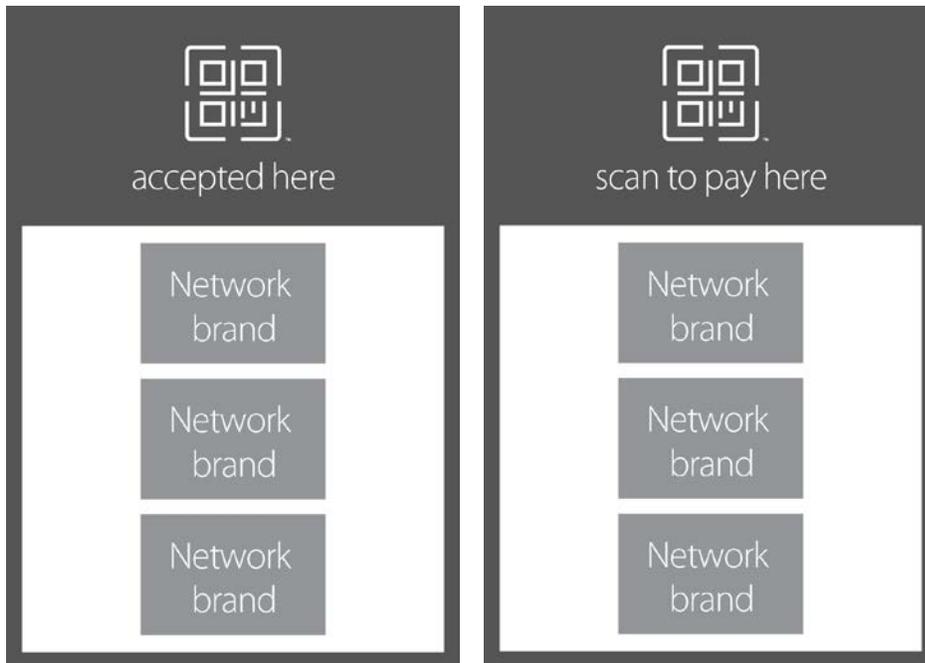
Color Options

The QR Payment Mark must appear in solid black, tints of black or white, whichever provides sufficient color contrast and legibility against the selected background color or material. When only one color printing is available, the Mark may appear in the color that the communication is printed in.

Functional Messaging

When used within a QR application or communication, functional messaging may be shown with the QR Payment Mark for the sole purpose of instructing the end user how to make a QR transaction.

Any functional messaging used must not interfere with the visibility or integrity of the Mark. An example of such functional messaging is shown below.



Simple clarifying language may accompany, but not overlap, the Mark, provided clear space requirements are met. Acceptable text could include “Accepted”, “Accepted here”, “Pay with” or a local language equivalent.

Supplemental Messaging

The descriptive action phrase “scan to pay” is suggested to support the QR payment mark at or adjacent to the point of sale. The phrase should be used descriptively as “scan to pay” or “scan to pay here.”

Use in Mobile/Digital Applications

The QR Payment Mark may be used to represent QR transaction capabilities in mobile and other digital applications.

Typical uses of the Mark within digital user interfaces include:

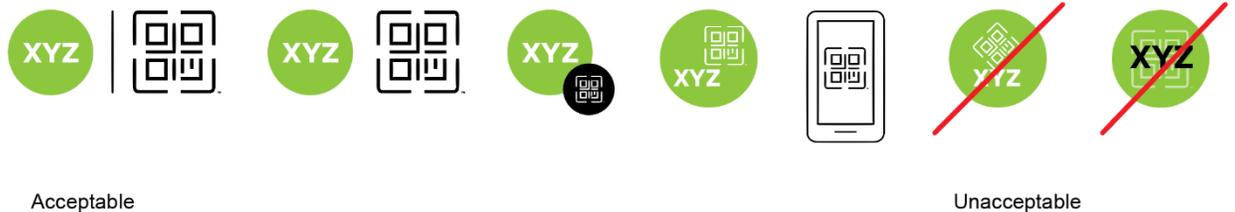
- identifying that a QR payment service is active/ready to make a QR payment;
- when selecting credentials/an account for payment; or
- when using or completing credentials/an account in a transaction

Use in Composite Marks

The QR Payment Mark may be used by certain licensees with separate written permission from EMVCo within a combined “composite” mark, provided the following criteria is met:

- the licensee must not seek trademark rights to, or registration of, the entirety of the composite mark (including the QR Payment Mark);
- the licensee must include EMVCo’s trademark attribution language (see “Use in Marketing Collateral and other Communication Materials” below);
- the Mark must remain completely intact and unaltered, including proper orientation;
- reasonable clear space must be maintained around the Mark; and
- the Mark must be used for its intended purpose (please refer to the “Acceptable Use Cases” document (available via www.emvco.com) for further guidance).

The following are acceptable and unacceptable examples of composite marks:



Use in Marketing Collateral and other Communication Materials

Licensees may display the Mark in marketing collateral and other communications to support their QR code product or service, provided the above use standards are followed

In marketing collateral and other communications, the following trademark attribution language must be included where space permits: *“The QR Payment Mark, consisting of a stylized QR code, is a trademark owned by and used with permission of EMVCo, LLC.”*

When describing the Mark in text, the complete name “EMV® QR Payment Mark” should be used in the first or most prominent mention. Thereafter, the shorthand “QR Payment Mark,” “QR Mark,” or “Mark” is acceptable, provided there is clear distinction made between this Mark and the EMV® Scan Mark.

Obtaining QR Payment Mark Artwork

The QR Payment Mark artwork can be readily obtained from EMVCo by downloading, completing, signing, and submitting the appropriate Trademark License Agreement, which can be found at www.emvco.com/about/trademark-centre/.

Organisations working in partnership with an EMVCo member payment network (American Express, Discover, JCB, Mastercard, UnionPay and Visa) may also obtain the QR Payment Mark artwork via the relevant payment network as a sub-licensee.

EMVCo Right to Review and Decline Use Cases

Conditions of the Trademark License Agreement require Licensees to inform EMVCo of any new use case that may fall outside of the QR Payment Mark reproduction requirements outlined above and to seek EMVCo's express written permission of use in instances of non-compliance with these requirements. EMVCo reserves the right to decline a particular use case or refuse such permission of use. Licensees must inform EMVCo of proposed new use cases and request permission of use via email to secretariat@emvco.com at least thirty (30) days prior to such use. EMVCo reserves the right to withdraw permission of use in instances of non-compliance with these requirements.

In all cases, it is the responsibility of the licensee or service provider to ensure quality assurance testing occurs to confirm that the mobile phones, other payment and non-payment form factors or solutions deployed meet expected levels of performance and interoperability.