

Mastercard Identity Check overview

General requirements

1. There are two configurations of the Mastercard® Identity Check™ Identifier. Use the correct one for your needs. Approved artwork may be downloaded from brand.mastercard.com
2. Always surround the Identity Check Identifier with sufficient clear space. Based on "x", which is equal to the height of the Mastercard Symbol, clear space should be $1/2x$.
3. Always reproduce the Identity Check identifier at a size that is clear and legible (depending on screen/print resolution).
4. Always provide sufficient contrast with the background against which the Identifier appears.
5. The Mastercard Identity Check Identifier should be used in consumer-facing applications. For B2B materials, in text and verbally, the product should be referenced by its full name—Mastercard® Identity Check™.

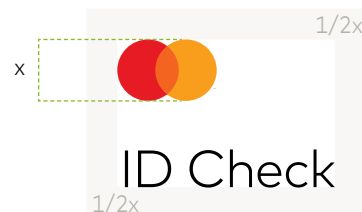
If after reading the branding requirements you still haven't found the answer to your query, please [contact us](#).



Horizontal



Vertical



Screen: 90px/180pt
Print: 1.51in/38.5mm



Screen: 90px/180pt
Print: 0.98in/25.0mm



Mastercard® Identity Check™
provides enhanced security
for online shopping.



Use & placement

The Identifier represents the Mastercard® Identity Check™ service; it does not represent or replace the Mastercard Acceptance Mark on websites or other communications.

Placement on a merchant website

The Identifier is provided to merchants for display on their websites to indicate their participation in the Mastercard Identity Check program. Use of the Identifier by participating merchants is mandatory.

It is recommended that the Identifier appear on any page that displays payment options. Substantial free space between the Identifier and the payment acceptance marks must be maintained.

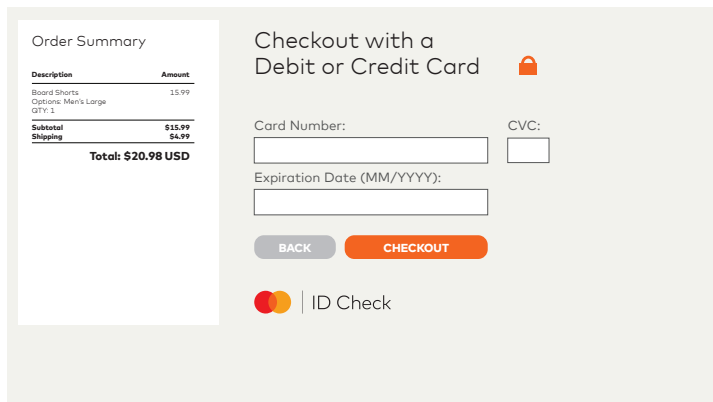
In applications that promote more than one service brand, the Identifier must be presented at parity in size, color, and frequency with all other brands.

Mastercard must review and approve all proposed use of the Identifier on merchant websites.

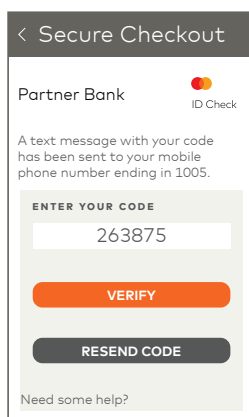
Placement within an issuer portal

The Identifier is available for customers or "on behalf of" application service providers to brand a Mastercard-sanctioned authentication program. Use of the Identifier is required for all such programs and should appear in the issuers' enrollment screens and media as well as the purchase authentication window.

While merchants may display multiple marks on their website, issuer enrollment, and authentication screens must not contain any other authentication Identifier.

A screenshot of a web checkout interface. On the left, an 'Order Summary' table lists items: 'Board Shorts' for \$15.99, 'Options: Men's Large' for \$15.99, and 'Qty: 1'. The subtotal is \$15.99, shipping is \$4.99, and the total is \$20.98 USD. On the right, the heading is 'Checkout with a Debit or Credit Card' with a lock icon. Below this are input fields for 'Card Number' and 'CVC', and an 'Expiration Date (MM/YYYY)' field. At the bottom are 'BACK' and 'CHECKOUT' buttons, followed by the Mastercard logo and the text 'ID Check'.

Web checkout experience

A screenshot of an app checkout interface titled '< Secure Checkout'. It shows a 'Partner Bank' section with the Mastercard logo and 'ID Check' text. A message states: 'A text message with your code has been sent to your mobile phone number ending in 1005.' Below this is a text input field labeled 'ENTER YOUR CODE' containing the number '263875'. There are 'VERIFY' and 'RESEND CODE' buttons. At the bottom, it says 'Need some help?'.

App checkout experience

