



Priceless Guidelines

Foreword

For over a quarter-century, priceless has been the soul of Mastercard, helping us become one of the most recognizable—and most valuable—brands in the world.

But priceless is more than a word. It's a way of looking at the world. It's a way of reaching out to an audience of billions, while still speaking to each of them as individuals. It's a way of connecting over shared humanity.

This document is designed to help you fully harness the limitless power of priceless so you can meet the needs of a changing world.

A handwritten signature in black ink, appearing to read 'Raja', with a stylized flourish underneath.

Raja Rajamannar

Chief Marketing & Communications Officer

The role of this guide

This guide will help you seize the opportunities before us:

- **Drive attribution of priceless to Mastercard**
- **Be consistent globally**
- **Drive scale of the brand**

When deployed consistently and with best-practices, priceless can be a powerful, emotional, and memorable differentiator between us and our competitors.

This guide will help you use our most powerful assets—across diverse audiences and touchpoints—to evoke emotional connections effectively.

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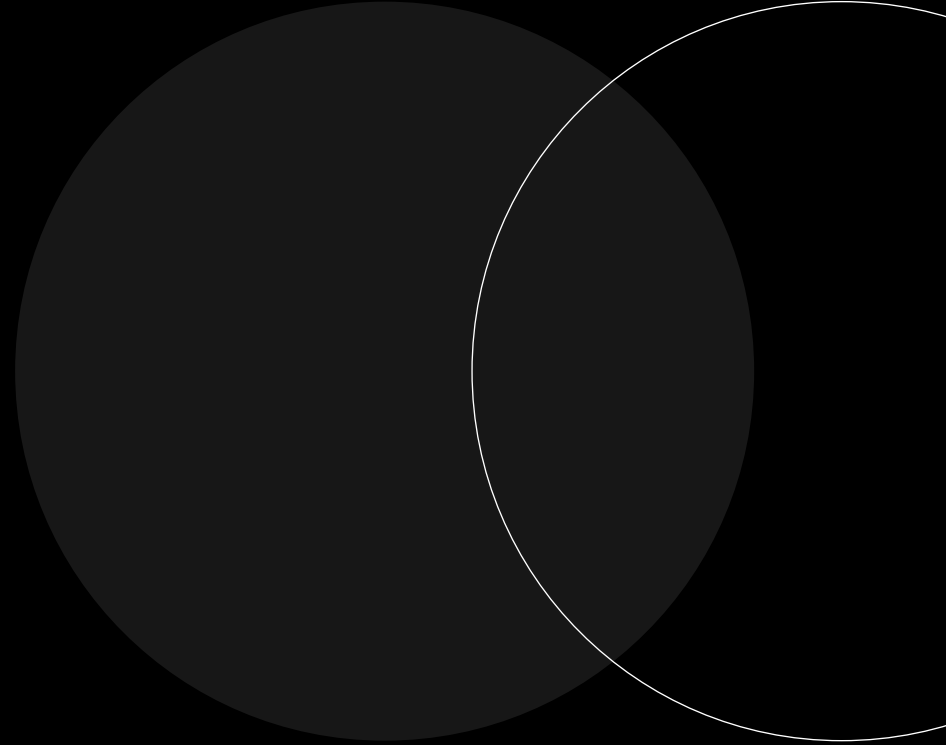
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- Case studies: TVC, Print, OOH, Digital, Social, B2B, B2B2C/Merchant/Issuer/Partner

01

Priceless overview
and framework

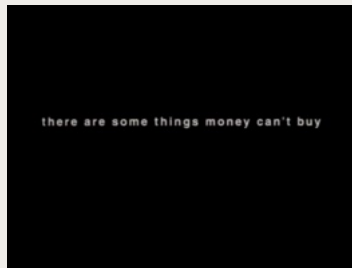


For 25 years, **priceless** has been the soul of the Mastercard brand.

In 1997, Mastercard launched the priceless campaign, defining what is, and remains, priceless in people's lives: **what money can't buy**.

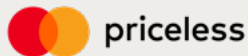
Priceless isn't about the cognitive or rational. Instead, it's about our most human moments—moments intensely personal, yet universally understood.

It's inherently about experiences that move people.



Original Priceless Ad | 1997 | TVC | B2C | [LINK](#)

25 years of evolution and innovation

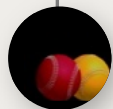


priceless impact

priceless experiences

priceless moments

1997 1998 2006 2009 2011 2012 2013 2014 2016 2017 2018 2019 2019 2019 2020 2020 2021 2022 2022 2022 2023



The Original
Baseball Ad (US)



Arrivals
Ad (UK)



Priceless
Causes



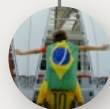
The Pirate
Ad (AUS)



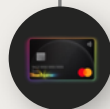
Priceless
Restaurant



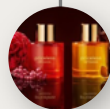
The BRITs:
Start Something
Priceless



Impossible Mascots
(Brazil)



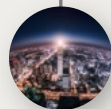
True
Name Card



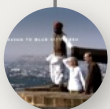
Priceless
the Fragrance



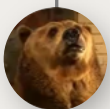
Messi Ad: What's
Priceless to You?
(Global)



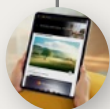
Extend priceless
across enterprise
capabilities



Trip to India
Ad (Global)



The Bear Ad
(Brazil)



Priceless
Experiences on
priceless.com



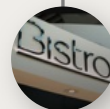
Priceless
Surprises



Introduction of MC
Symbol and New
Brand Identity



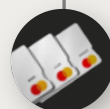
Launch of Sonic



Airport
Bistro
Lounge



Priceless
Planet Coalition



Touch Card



Priceless
the Album



“One single word
packed with
power and
spirit...**priceless**”

Raja Rajamannar

**Brand Affection Study & priceless Research H1 2021*

Please note, this slide should not be shared with outside merchant partners

Drives Mastercard brand affection index lift

+21^{pts}
lift

With **priceless** awareness &
attribution to Mastercard

+35^{pts}
lift

With **priceless** experience

Increases top of wallet adoption

+18%^{gain}

In Mastercard top of wallet
behavior with **priceless** awareness
& attribution to Mastercard

+27%^{gain}

Among **priceless** experiencers

Heightens issuer perceptions

Among those who were aware of **priceless**

71%

Felt that if an issuer offered **priceless**, it
would improve their opinion of their bank

Priceless Pillars

The **priceless pillars** are four unique implementations to activate priceless. Each pillar targets different outcomes and demographics, from partners to cardholders. The pillars are used by markets across the planet, oftentimes within larger programs. Due to their constant usage, we have created this section to address the most common use cases for each.



priceless experiences

Priceless experiences are what we use to connect people to passions and the priceless platform is the best-in-class mar-tech solution for consumers and customers.



priceless surprises

Priceless surprises allow us to drive brand excitement with incredible precision and customization. These surprise and delight moments and experiences allow for easy activation of portfolios, as well as a chance to recognize and champion loyal cardholders and their stories.



priceless causes

Priceless causes* is a purpose-first opportunity for cardholders to connect to deeper emotional and philosophical causes, thereby increasing brand affection.

*Used as an internal term and not to be used in advertising. In advertising, name the cause/organization rather than the pillar name (i.e. Stand Up to Cancer, World Food Program)



priceless specials

Priceless specials provide wonderful offerings and powerful gratification to all cardholders globally. They are designed for scale and reach, and consequently can increase everyday transactions.

OVERVIEW

Multisensory

Mastercard is one of the most visually recognizable brands on Earth. With the multisensory strategy, it is becoming instantly recognizable across all five senses.

Most importantly is the brand's sonic DNA, a rubric for the brand's sophisticated and impactful audio identity, from sonic at checkout at hundreds of millions of registers, to the music in every television, radio and video spot. Our goal is for people globally to recognize the brand with their ears as easily as they do with their eyes.

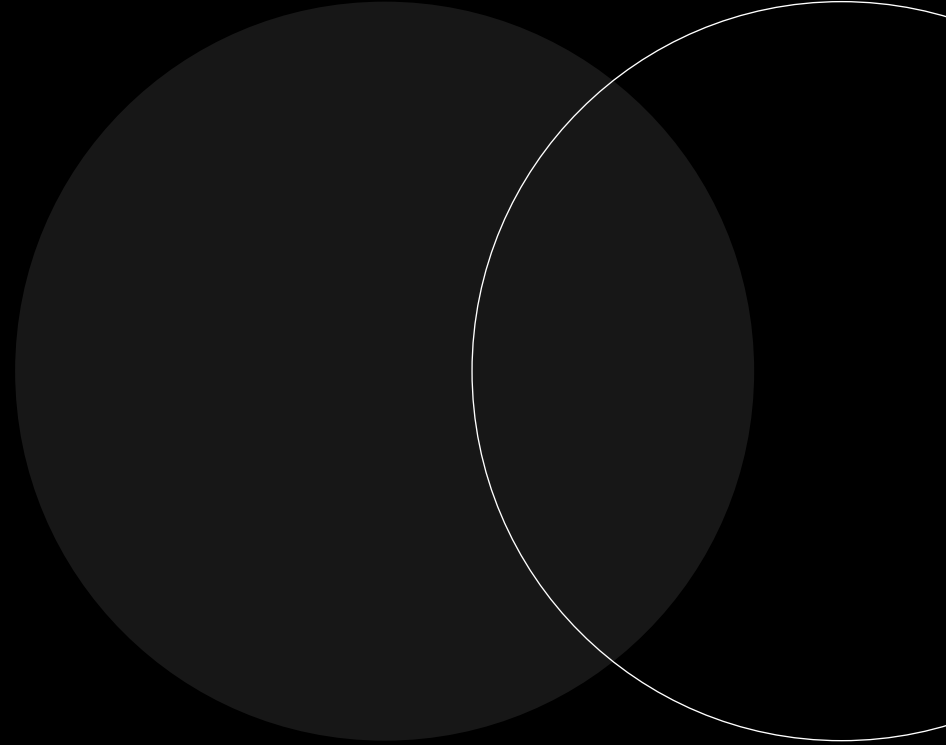
Additionally, with developments like Touch Card and experiments with haptics, the "feel" of the brand is being defined, alongside successful implementations of taste and smell branding with things like restaurants, scents and more. When we tap into these five senses, it can help us express the emotional experience of something truly priceless. It brings an idea to life by making it tangible.

The full multisensory deck can be found [here](#).



02

Principles of priceless



Why priceless?

Priceless is our key competitive differentiator.

Priceless is the radiant, miraculous, and very human core of Mastercard.

Priceless is at the forefront, as well as the center, of everything that we do — as a company, as a brand, and as employees.

Priceless is what separates us from everyone else, but it's so much more than a business differentiator: it's a way to experience the world.

PRINCIPLES

The definition of priceless

But what is priceless? It's universal, it's constant, and everyone knows it when they see it. (Or hear it, or feel it.)

The best way to define priceless is to think of it as an **emotional outcome** — a magical, oftentimes unexpected result, rooted in tension and insight.

Consider the original priceless television spot from 1997 as the definitive working definition of priceless: Going to a baseball game is just going to a baseball game.

But, when you're at that game, having a real conversation with your 11-year-old son, that is priceless. This lands the tension that life is busy and sometimes can get in the way of meaningful moments that you love, but this baseball game created an opportunity for true connection.

Priceless is a key that unlocks opportunities for creative work that no other company can touch.

Therefore, every piece of creative work we do should make people feel something. Make them laugh. Or smile. It should touch them. Or surprise them, in a big or little way. Work like that will make people feel more connected to Mastercard than they were before.

Look for something in culture that can inspire your project. Look for a trend or find a human insight. And don't stop looking until you find it.

Priceless is not simply a thing, a perk, a line or an experience. When everything comes together, in a personal and shared way, to create a moment so magical that you will carry it with you forever, that is priceless.

PRINCIPLES

The definition of priceless, cont.

Priceless is usually relatable to others, ranging from universal, to the specific intended audience.

A trip with your immigrant mother to her homeland is very broadly relatable, great for a brand-level campaign. A round of golf with your college buddies that you haven't seen in ten years could be relatable to a campaign targeting golfers.

Priceless is generally timeless.

For example: if we had a partnership with a cutting-edge video game, we'd focus on something timeless the game allows for, like bringing together old college friends on opposite sides of the country to chat and battle once a week.

Priceless is frequently intangible; it's usually an experience, or a moment, or an outcome.

If an object is priceless, it is probably because of what that object represents — maybe it's something from childhood, or maybe it's a ticket stub after the best concert of your life, or it's a family relic passed down on your wedding day.

Priceless almost always tells a story; it's not just an isolated moment.

A teen getting a car on their 18th birthday is fun, but not necessarily priceless. A teen working nights for years to afford a car on their 18th birthday is closer. A teen working for years to afford a car, then surprising her dad with a road trip vacation? That's priceless.

What is not priceless

It's also helpful to consider what is not priceless:

Priceless, by definition, is not something you can quantify — the price tag of something is not the priceless part.

Priceless should not require mental gymnastics. It must not be overly complex — priceless should strike a balance between clever, and simple.

Priceless is not a discount off a popular store or ticket. Just because it's not available to most people, doesn't make it priceless. E.g. Courtside seats are exclusive, but available to purchase so not inherently priceless on their own.

Just because something is fancy or expensive doesn't automatically make it priceless — you can't simply say this vacation to Italy is priceless. But you could say taking my grandfather to see his childhood home in Tuscany is priceless.

Priceless is an adjective, but we typically do not use priceless immediately before a noun, like "a priceless conversation" or "a priceless celebration." It is generally reserved only for "priceless experiences" as part of priceless.com materials.

A short summary:

- Priceless should strike a balance between clever and simple
- Just because it's fancy or expensive doesn't automatically make it priceless
- We almost never use priceless as an adjective before a noun (i.e. "I just had a priceless conversation")

PRINCIPLES

The definition of priceless, a quick reference

This outline is a general guidebook, not a definitive blueprint or a mandatory checklist—you might have an idea for priceless that involves one of them, some of them, or all of them.

So, what is priceless?

Common themes and insights:

- Priceless very often shows an outcome, or a **human impact**.
- Priceless should inspire you to want to share the moment (or the piece of creative work) because people **feel connected** to it.
- Priceless typically **involves deep human connection**.
- Priceless always features **emotion**, from heartfelt to hilarious.
- Priceless is usually **relatable** to others, ranging from universal, to the specific intended audience.
- Priceless can be **timeless** or related to a relevant cultural insight.
- Priceless is **frequently intangible**; it's usually an **experience**, or a **moment**, or an **outcome**. If an object is priceless, it is probably because of what that object represents.
- Priceless almost always **tells a story**; it's not just an isolated moment.
- Priceless typically features a **surprise** or twist in how it is written, presented, or conveyed.
- Priceless is rooted in **human truth**.

How to write a priceless line

PRINCIPLES

How to write a priceless line

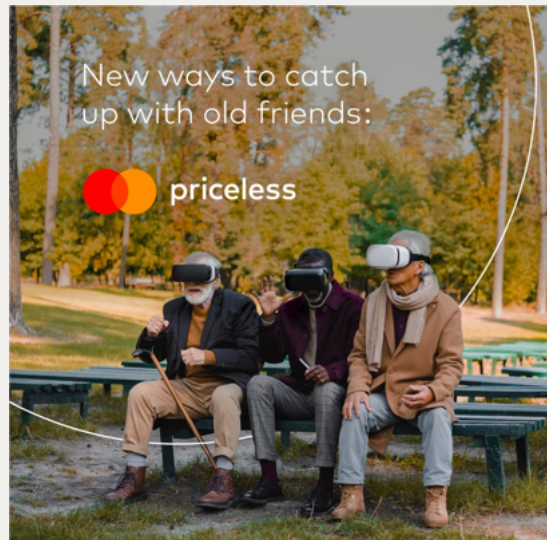
From a purely structural perspective, a priceless line is almost always a single sentence that describes a priceless aspect of something.

Priceless lines almost always come at the end of TV and radio spots as a "payoff" to the story and should not introduce a new topic. They are often incorporated in OOH and print ads and are frequently used as the summarizing point of creative work across every medium.

There is only one acceptable syntactical format for a priceless line: the word priceless must stand alone, introduced by a colon. See the example on the right.

This format was established in the original priceless commercials, and is crucial to maintaining the magic and equity of the brand.

Here's an example of a hypothetical priceless line:



How to write a priceless line

The feeling of priceless is magic. So, it is to be expected that the creative act of making a priceless line feels a little magical, too — **the approach can vary wildly, depending on the writer, the task, and the medium.**

There is no formula for priceless. Typically, thinking of a priceless line can be very non-linear. However, there are common approaches that creatives use:

1. What's an impediment to priceless in life? What's a creative way to overcome it?
 - This framework is easily applied to the original priceless ad, Baseball — the difficulty of having authentic conversation with preteens/teenagers.
2. What's an unexplored opportunity for priceless in life? Consider environments and activities that are surprising, yet authentic.
 - Things like sunsets or gender reveals are almost cliché. Consider life's other triumphs — a man does physical therapy after a skiing injury, then finally hits the slopes again... to teach his kids to ski; an art student works tirelessly to finish a piece for an art opening, and reveals that it's a portrait of her mom who's in attendance; a retirement-age birdwatching couple goes on a hike and, right as they're about to get in the car to leave, they finally see a bird they've been searching for
3. What is a modern twist on a timeless insight?
 - For example, what does "do unto others as you would have them do unto you" mean through the lens of preserving nature? Supporting small biz? Or playing online games?

PRINCIPLES

A note on punctuation

While using a colon is mandatory for all visual representations of priceless lines, there can be allowances in voice-over for video and audio:

For audio-only formats (like radio or podcast reads) we can allow for different constructions — "X is priceless," "Going to X? That's priceless." depending on space and time limitations. The goal should always be to prioritize clarity.

"Because seeing the super hero you can be, that's priceless."

Similarly, in video formats that have accompanying voiceover (TVC, etc.), we can allow for slight variation to the voice-over. For example, a TV spot could have:

- SUPER — "Helping the next generation find their voice: priceless"
- VO — "Because helping the next generation find their voice is priceless."

It is recommended in all instances to get voice-over reads that match the colon exactly as alternative options, for coverage.

PRINCIPLES

How to write a priceless line

Here's some more examples of good "twists" for hypothetical examples:

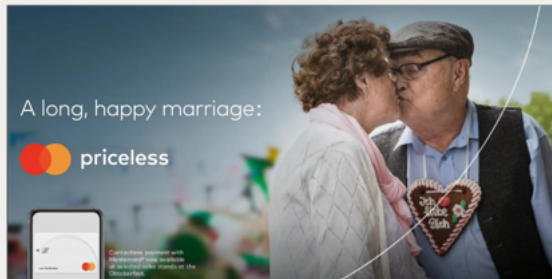
❌ Too expected

- Having family dinner together: priceless
- Finally getting the car you dreamed about as a teenager: priceless.
- Learning to surf: priceless

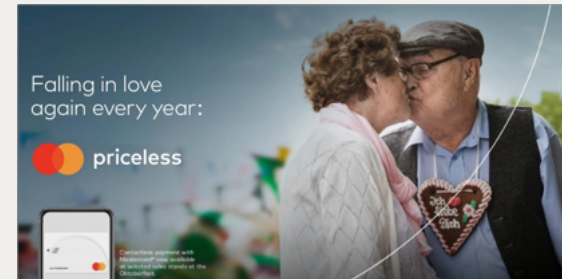
✅ Surprising twist

- Impressing grandma with her own recipe: priceless
- When the family sedan becomes their sedan: priceless
- Your 1st first wave, after 71 tries: priceless

Here's an example of a line that's too straightforward, and a line that's a good twist:



❌ Too expected



✅ Surprising twist

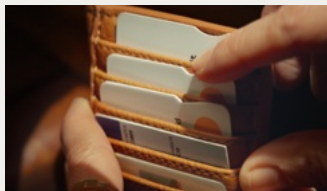
PRINCIPLES

A detailed example of a priceless line

Other very good priceless lines act as a summary, and as something for the viewer to consider.

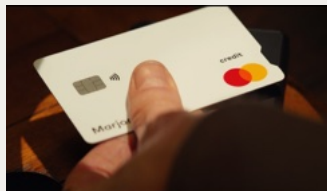
For Touch Card, the Mastercard card design that has notches in the side of each card that allows people with low vision or blindness to recognize their different cards at a touch, we had a spot that used closed captioning to narrate the events as a way for viewers to empathize with blind and low vision people. Our priceless line is to the bottom right.

Please note that this is a good example of the flexibility of allowing the voiceover to have a construction for the priceless line other than a colon.



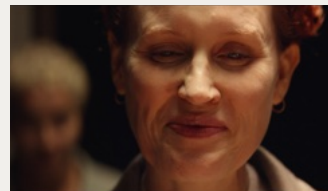
Audio Description/VO:

Her cards used to feel the same but Touch Cards from Mastercard have distinct notches for debit, credit and prepaid.



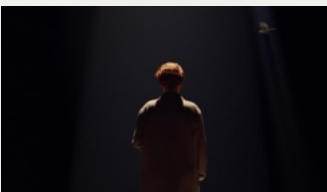
Audio Description/VO:

She feels a half hexagon. Her credit card.



Audio Description/VO:

She taps a terminal and takes her latte. "Thank you"



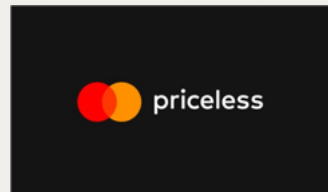
Audio Description/VO:

She steps outside and strides away "from us.



Audio Description/VO:

Touch cards appear, each with a distinct notch. Introducing Touch Card by Mastercard



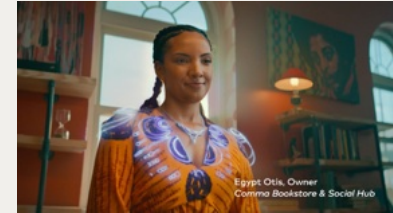
Audio Description/VO:

Because a world designed for all of us is priceless.
[LINK to view full spot](#)

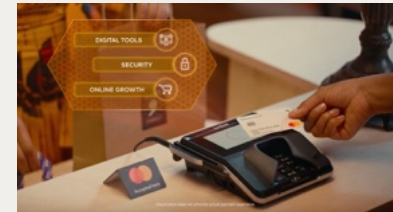
Another example of a priceless line

For a campaign supporting Black women-owned small businesses, in conjunction with the launch of the movie Black Panther 2, our spot showed a young Black girl seeing a successful Black woman business owner. Our priceless line is shown on the bottom right.

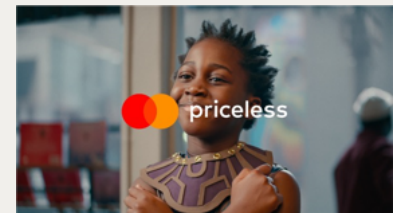
Again, this is an example of how there's greater leniency with TVC syntax in delivering the language around priceless, as the performance and pacing of a spot can sometimes demand specific delivery. Here, we used "....that's priceless.", even though it isn't standard.



VO: Superheroes are everywhere. In our movies, our communities, and running our small businesses.



VO: And they can grow online securely with Mastercard tools. Extending their reach far beyond the storefront.



VO: Because when you see the Superhero you can be... that's priceless.

PRINCIPLES

Additional examples

These examples are references for powerful priceless lines and **should not be used as creative references.**



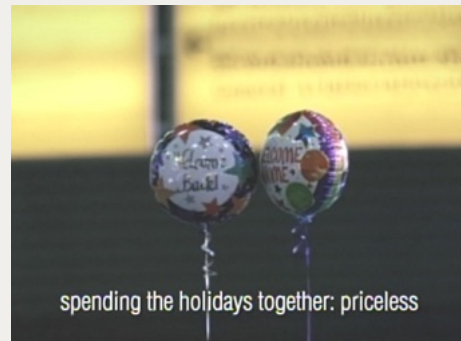
Baseball | 1997 | [LINK](#)



Ireland | 1997 | [LINK](#)



India | 1998 | [LINK](#)



Arrivals | 2006 | [LINK](#)

PRINCIPLES

Additional examples

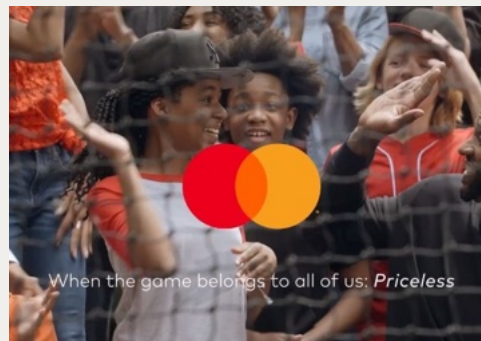
These examples are references for powerful priceless lines and **should not be used as creative references.**



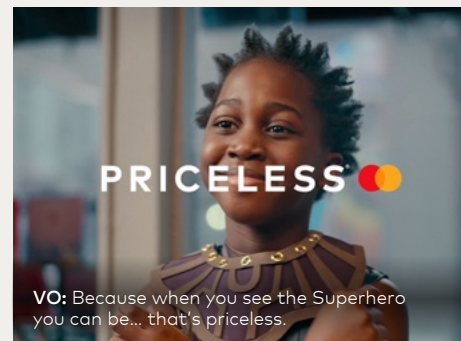
Cardboard Box | 2012 | [LINK](#)



Pirate | 2013 | [LINK](#)



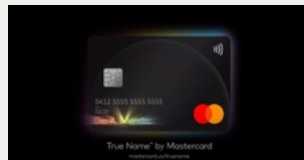
This is Your Game MLB | 2022 | [LINK](#)



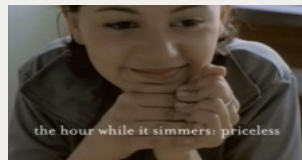
Black Panther | 2022 | [LINK](#)

Historical examples

The following examples span the last quarter-century (and counting) of Mastercard spots. Consequently, please do not mimic the copy or visual structures, as they may be outdated. Instead, please consider this a compendium of best-in-class work that brings priceless to life in many different ways.



Because being your true self is priceless [LINK](#)



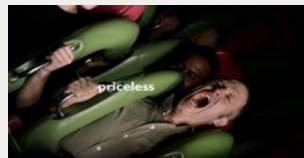
The hour while it simmers: priceless [LINK](#)



The freedom of having your own place: priceless [LINK](#)



Faith, hope, glory: priceless [LINK](#)



Your dad screaming like your little sister: priceless [LINK](#)



People who understand you: priceless [LINK](#)



The feeling of home when you're only halfway there: priceless [LINK](#)



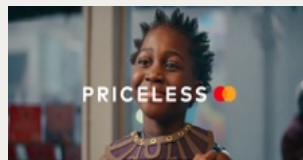
Hole in one... And a witness: priceless [LINK](#)



Feeling like a kid in a candy store: priceless [LINK](#)



Seeing him with wings for 15 minutes: priceless [LINK](#)



When you see the hero you can be, that's priceless [LINK](#)



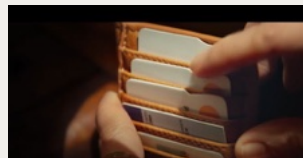
Gaining your fathers-in-law's trust: priceless [LINK](#)



Always being a step ahead: priceless [LINK](#)



Not being "mom": for one night: priceless [LINK](#)

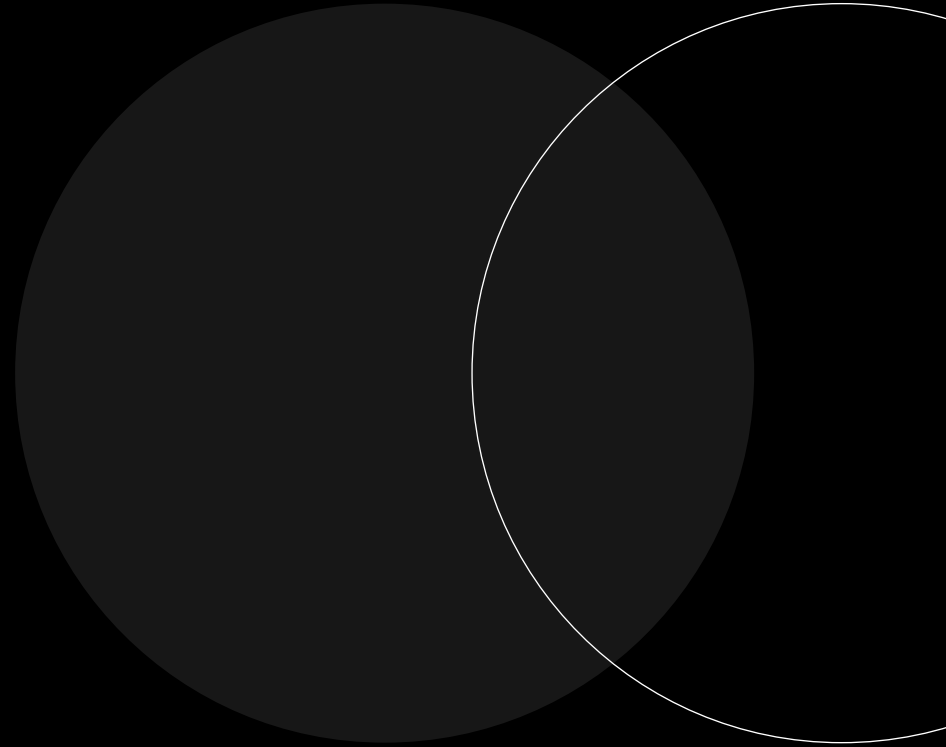


Because a world designed for all of us is priceless [LINK](#)



03

Bringing
priceless to life



Case Studies

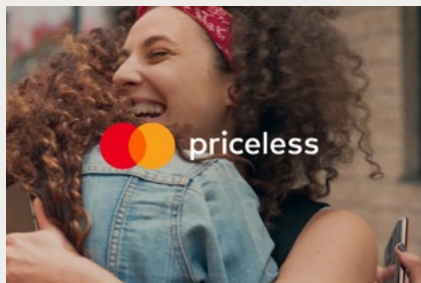
Reminder that this outline is a general guidebook, not a definitive blueprint or a mandatory checklist.

The following case studies are examples of how we bring priceless to life with an insight that's rooted in human truth. Every campaign should be inspired by an insight.

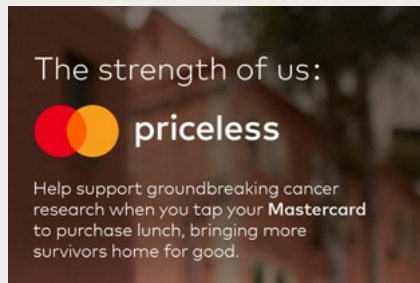
So, what typically makes an insight priceless?

- It's relatable to others, ranging from universal, to the specific intended audience.
- It inspires emotion and human connection.
- It can be timeless or related to a relevant culture.
- It typically features a surprise or twist in how it is written, presented, or conveyed.
- It's not an object but what the object can represent like a story, moment, experience or outcome.

Case studies



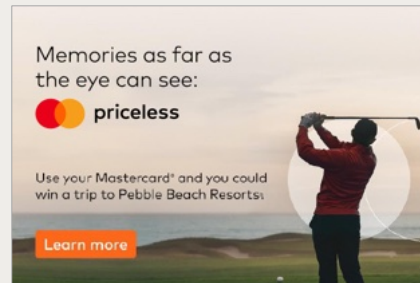
TVC



Print



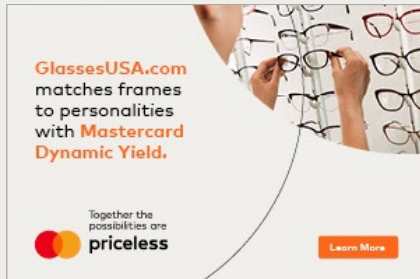
OOH



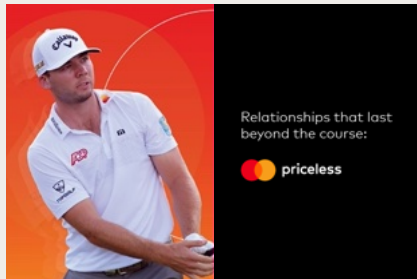
Digital



Social



B2B



B2B2C

BRINGING IT TO LIFE

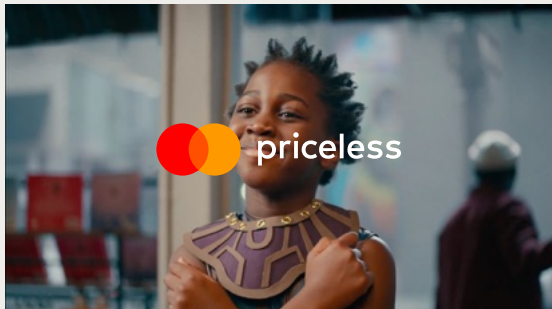
TVC

TVC

Television is a complex and adaptable medium. For this reason, we have several layout options for integrating priceless into a TV spot.

Lockup only: You may want to use just the priceless lockup when there is no statement associated with priceless in the spot. This format may also be useful when there is little space available for additional graphics. It is preferred to keep the lockup centered to maintain a clear and confident presence.

In video and animations, use the priceless lockup accompanied by approved sonic signature. A link to the priceless animation can be found [here](#).



Black Panther | 2022 | B2C | [LINK](#)

Subject is centered and not an MC ambassador.
A centered lockup is recommended.

What makes this priceless:

A young girl makes a **connection** with a Black-owned businesswoman which **inspires** her imagination and future prospects.



White backgrounds are recommended when resolving to the logo with no visual background displayed.

TVC



A Sense of Priceless | 2021 | B2C | [LINK](#)

Subject is centered and not an MC ambassador.

A centered lockup is recommended.

What makes this priceless:

We see all of the **relatable** sights, sounds and senses of **human connection** that were lost during the pandemic as a reminder that we're close to reuniting.



Stand Up to Cancer | 2023 | Partnerships | B2C | [LINK](#)

In some instances, the priceless lockup can be placed off-center and slightly reduced in size bring the action and emotion to the forefront.

What makes this priceless:

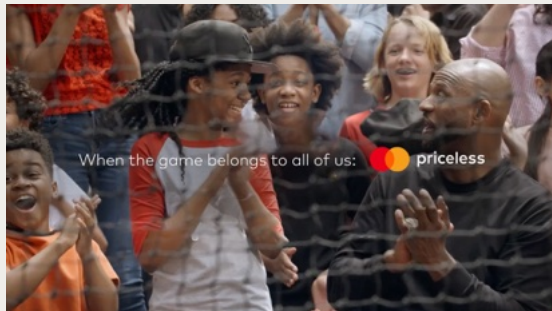
We see the **story** of people coming together to **connect** and inspire each other to do their part in the battle against cancer.

TVC

With a priceless line: You may want to include a priceless line preceding the lockup in instances where there is no voiceover for the priceless line. A priceless line may also be included when the message requires additional reinforcement or when the spot is part of a broader campaign and serves as a unifying thread.

It is recommended the copy and lockup be on the same horizontal baseline, centered and the text size of the priceless line should be the same x-height as the lockup.

Should the priceless line extend beyond the margins, copy can appear on 2 lines and centered above the lockup.

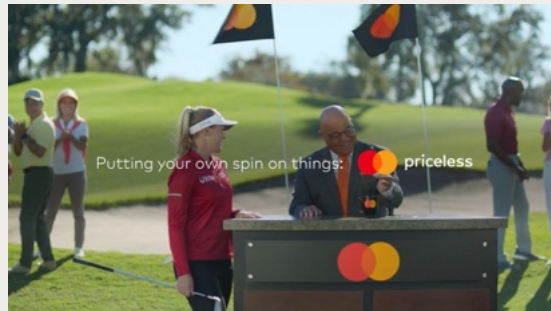


This is Your Game MLB | 2022 | Sponsorships | B2C | [LINK](#)

Copy and lockup remain on one line and do not obscure faces or important information.

What makes this priceless:

A neighborhood game has a **surprising and heartfelt twist** when a pro ballplayer gives the kids front-row seats to the big game.



API | 2022 | Sponsorships | B2C | [LINK](#)

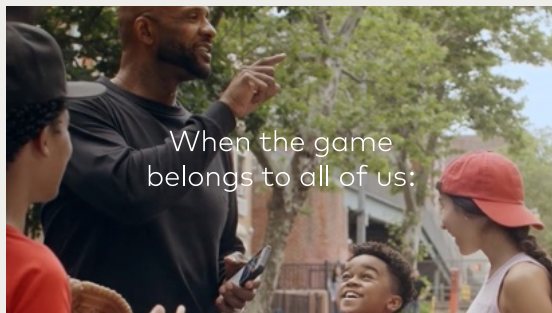
Copy and lockup remain on one line and do not obscure faces or important information.

What makes this priceless:

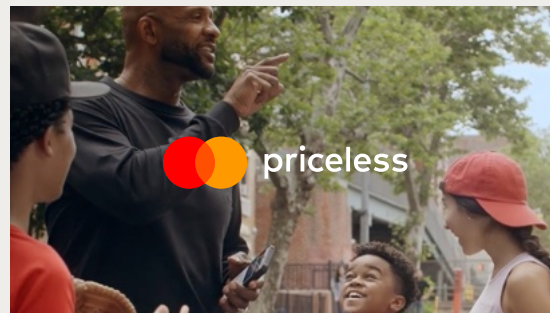
A young golf pro gets **inspired** to try a new trick shot that sees her make her own mark on the game.

TVC

With a priceless line resolved to the priceless lockup : If timing allows, a priceless line may also be included prior to ending on the priceless lockup. Both elements should always be centered within the frame.



When the game
belongs to all of us:



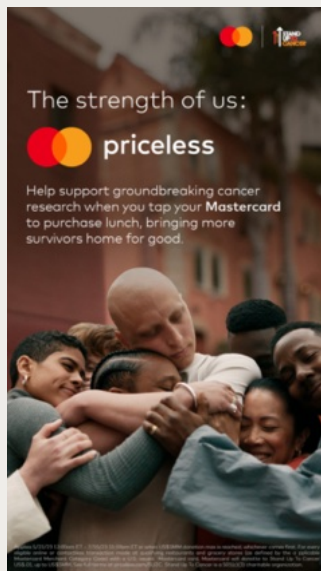
This is Your Game MLB | 2022 | Sponsorships | B2C | [LINK](#)

Print

Print

Each of the examples to the right use the same combination of a priceless line with the priceless lockup below it.

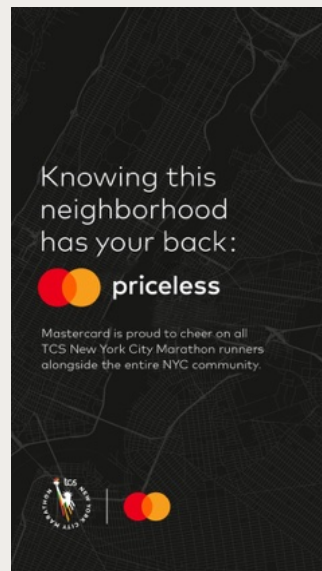
The only differences are the size and placement of these elements. This is where the designer leading the project needs to use their best judgement to ensure that text and graphics are legible and that they support the overall composition.



Stand Up to Cancer | 2023 | Print | B2C | Partnership

What makes this priceless:

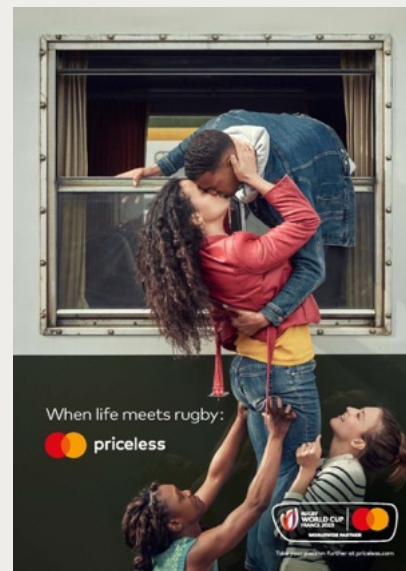
The power of people coming together in a **heartfelt** embrace to represent each doing their part toward a bigger community goal.



NYC Marathon | 2023 | Print | B2C | Sponsorships

What makes this priceless:

The local community rallying to support their neighbors leans into the **cultural insight** that events like the New York Marathon brings people together.



Rugby World Cup | 2023 | Print | B2C | Sponsorships

What makes this priceless:

It draws the parallel between the comradery between teammates and friends to help each other share the **moment**.

Print

When designing for print, the most important elements to consider are color, composition, and legibility.

It's also important to remember that the text size of the priceless line should be the same as the text size of the lockup.

There are two vertical spacing options that dictate how close the lockup should appear below the priceless line, the technical details of which are described in the toolkit section of this guide.

When the composition allows, the addition of a keyline helps further the brand. See more about use of key line on page 71.



NYC Marathon | 2023 | Print | B2C

The addition of the keyline on this print ad helps the runners in the foreground stand out. The orange gradient was used throughout this campaign as an additional design element to elevate brand presence.

What makes this priceless:

Two people are on their own journey, accomplishing a personal goal while supporting each other along the way. It **tells a story** of sharing triumph.



Pride | 2021 | Print | B2C

Priceless lockup is farther from the text above to fill the white space in the composition.

What makes this priceless:

The copy speaks to the wonderful and powerful qualities that make up who we are. It serves as a rallying cry to **inspire** the queer community to be themselves.

Out-of-home

OOH

Depending on the media placement, out-of-home ads may be static (print/digital) or dynamic (video). Because of this, OOH placements share many of the same considerations from the previous sections on TVC and print.

However, they differ from these media types in their scale and environment. OOH placements are usually large in scale and located in high-traffic areas. Because of their scale and the lack of a captive audience, information and graphics should be streamlined, simplified, and highly legible.

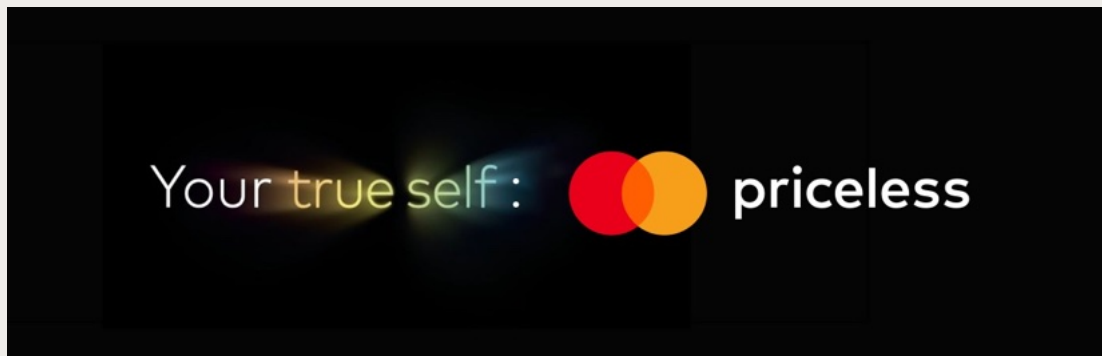


Cross Border | 2022 | Billboard | B2C

The main image provides enough context for a priceless moment to be understood without additional text. The area in the middle of the image may be too small or too complex for additional text to be legible.

What makes this priceless:

Two people from two different cultures share a meal on the other side of the world. It **inspires human connection**.



Pride | 2022 | Walking Banner (Parade) | B2C

The solid background does not convey a sense of pricelessness. Therefore, a priceless line is needed as support.

What makes this priceless:

It's a powerful reminder and rallying cry to be proud of who we are while the rainbow colors speaks to pride. The words 'Your True Self' bring to life the **human truth** that we all want to be free to express who we are.

OOH

New developments in digital out-of-home present us with innovative marketing opportunities. In the example to the right, an optical illusion is created when video is distorted in order to make it appear 3D.

It's important to understand the benefits and drawbacks associated with this new technology. Because of the nature of optical illusions, these displays have a certain angle from which they can be viewed correctly. From other angles, the creative will appear distorted. This can limit the overall effectiveness of the ad.



Grammys | 2023 | Animated Billboard | B2C | [LINK](#)

Graphics and text are minimal in order to maximize the visual impact of the placement and reduce the likelihood of text distortion. Since this is located at a busy intersection, viewers don't have time to read lengthy lines of copy.

What makes this priceless:

The black women who are among the fastest-growing group of entrepreneurs blazing the trail for the next generation. The moment concludes with a mic drop to these women and their **human impact**.

OOH

Not every OOH placement is the size of a freeway billboard or the façade of a building. OOH ads on public transit, in airports, or on street furniture may only be a few feet in size.

These placements are more likely to be experienced from up close and allow viewers more time to study the creative. For these reasons, you have more freedom to experiment with longer bodies of text and more complex graphics.



UEFA Champions League | 2022 | Billboard and Metro Station | Sponsorships | B2C

A keyline was added to the composition as an additional graphic element to reinforce the brand. See more about use of key line on page 71.



Kizbuhel | 2023 | Airport Banner, Metro Station, Resort Banner | Sponsorships | B2C

Since the subject is centered in the composition, the text and lockup have been centered as well. The keyline can be excluded when the image is too busy or when there is not sufficient space.

What makes this priceless:

Above: A group of skiers find they have even more in common than they expected. The line has a **surprise twist** that nods to the comedic nature of the situation.

Left: Two old friends come together to connect over their love of sport bringing to life the **human connection** that's found at the game.

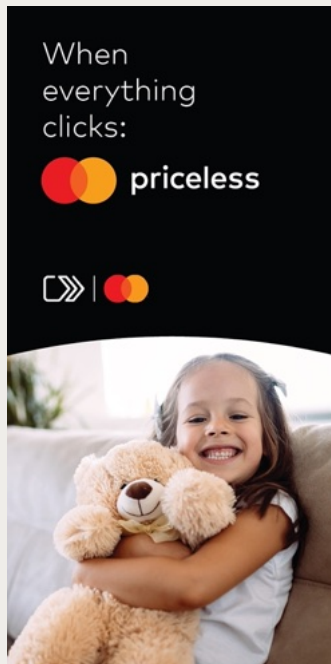
BRINGING IT TO LIFE

Digital

Digital

Digital placements—especially banner ads—can be some of the smallest media placements you'll encounter. They present the unique challenge of needing to capture attention and convey information within a very limited space.

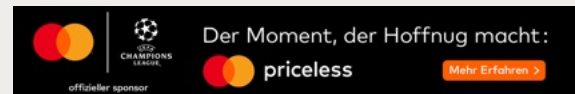
Whenever possible, utilize animated digital placements as they allow you to tell a longer and more complex story. If you're restricted to static placements, you may need to reduce the creative to only the most basic and necessary elements.



Click to Pay | 2023 | Banner | B2C

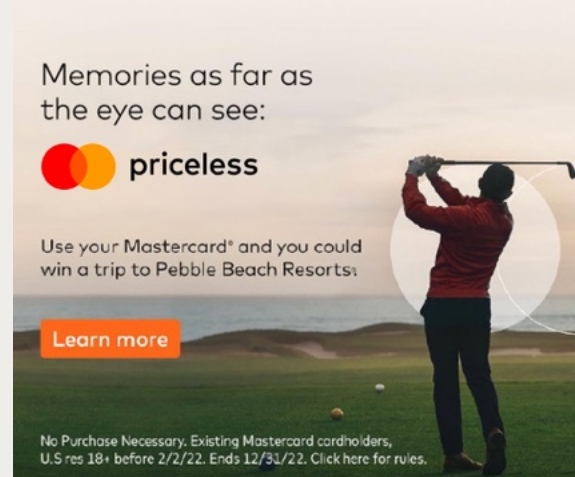
What makes this priceless:

A parent gifts their child a gift that represents the deep **emotion** she feels for her daughter, and the love, care and protective nature of a 'mama bear'.



UEFA Champions League | 2021 | Banner | Sponsorships | B2C

English Translation: "The moment, that gives hope:"



U.S Open | 2022 | Banner | Sponsorships | B2C

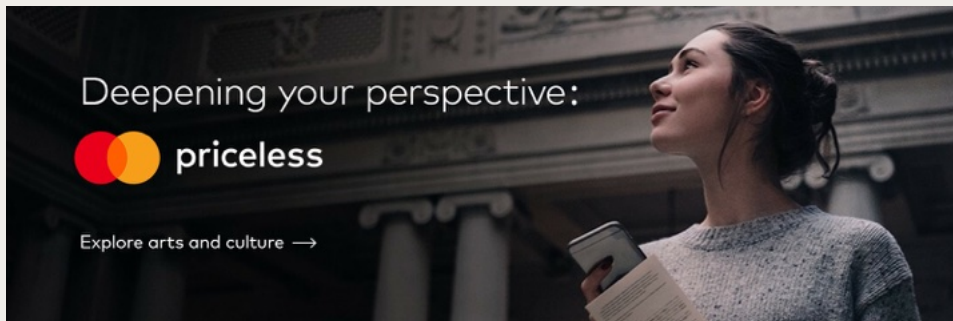
What makes this priceless

A man has the chance to combine his travel of passion with golfing, a unique **experience** he'll remember forever.

Digital

Mastercard has a vast web presence, so it's important that priceless is represented consistently across everywhere from priceless.com to campaign microsites.

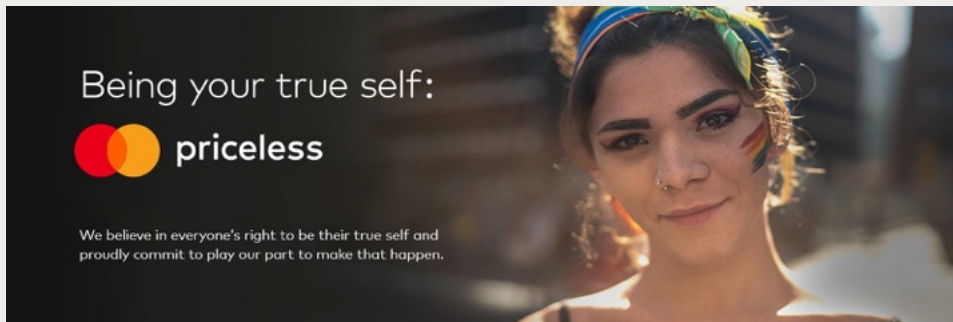
When creating creative for web headers, a stunning image should occupy most of the real estate, with short and concise copy that doesn't overshadow the priceless lookup.



priceless.com | 2023 | Website Header | B2C

What makes this priceless:

A young woman looks around in wonder, marveling at an artistic masterpiece. It **inspires the human emotion** behind learning and discovering culture.



Pride | 2022 | Website Header | B2C

What makes this priceless:

A young person feels safe and empowered to proudly express who they truly are, **inspiring** others to do the same.

BRINGING IT TO LIFE

Social

Writing a Priceless Line in Social

We should always aim to use a priceless line in social in posts that meet the priceless criteria.

In those cases, the following guidelines should be followed:

- The priceless line can be present in copy AND/OR in video/image
- The "p" in priceless must be lowercase
- Use priceless as a hashtag as much as possible (see hashtag guidelines pg. 49)
- Avoid representing priceless as an adjective

When writing about #PricelessExperience, experiences must feel priceless. As you write social copy, consider ways you can make the experience sound thrilling, purposeful, or sentimental. Can you evoke excitement and curiosity? Describe how it will enrich a person's life? Does your copy provoke joy, excitement, action, or satisfaction?

If there is an extenuating circumstance in which you are not able to convey priceless in the post, then the use of priceless can be excluded.

PRINCIPLES

Priceless Lines

A priceless line...

Has an interesting or clever twist

Leans into a strong emotion

Captures a point of connection

Depicts a relatable scenario

Describes a moment or an experience, not a thing

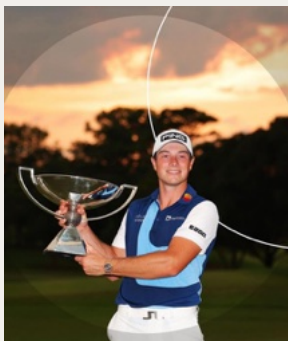
Clearly connects to the story



mastercard Getaway memories becoming the ultimate treasure: #priceless.



Doing business as your true self: #priceless.



mastercard Making your mark on the course: #priceless.

Congratulations to #MastercardAmbassador @viktor_hovland on taking home the @tourchampionship win and being crowned this season's #FedExCup champion. 🏆



Mastercard
@Mastercard

What a goooooooooooooal!!!!!!

Watching the #WNT light up the world stage #priceless. 🔥



Mastercard
@Mastercard

Football is life, and the GOAT gives us life.

S/o to #MastercardAmbassador @LeoMessi for showing us how it's done: #priceless.



Mastercard
@Mastercard

This Trans Day of Visibility, let's celebrate our trans and non-binary friends who bravely embrace who they are every day.

Link in bio to more about True Name by Mastercard. 🇺🇸

Embracing your true self: #priceless.



Mastercard
@Mastercard

Learn more about how opening Digital Doors can make big moves for your small biz: #priceless.



PRINCIPLES

Image & Video

Priceless line should appear in the image/video and/or copy of a social post. Video or image should leverage priceless logo lockup, including at the end of a priceless line.

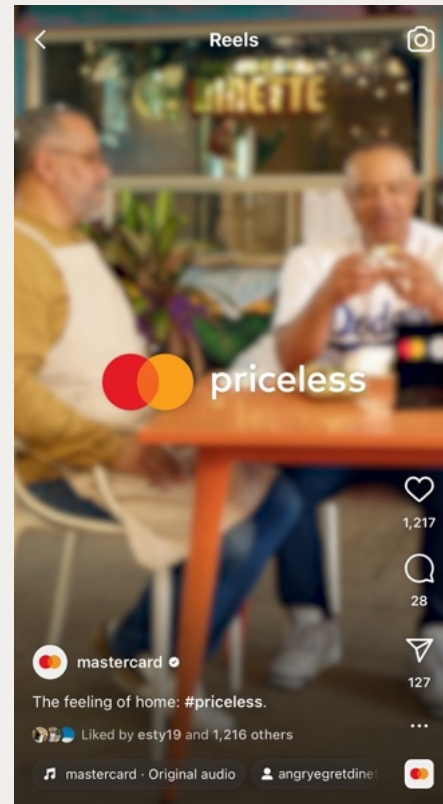
Imagery should feel immersive, and evoke a sense of adventure, joy, anticipation, and should always feel authentic.

When leveraging native text — like in an Instagram story — can write priceless natively, without the logo lockup.

Priceless line or priceless logo lockup should appear at the end of a video or in the last frame of a carousel.

Mastercard logo should appear within the first 3 seconds of a video.

If there is an extenuating circumstance in which you are not able to convey priceless in the post, then the use of priceless can be excluded.



Hashtags

General guidelines:

Use #priceless or #PricelessExperience.
Avoid using priceless in any other
unapproved hashtags.

Use hashtags only where they're
functional (i.e. do not use over video or
on a platform where hashtags are
not clickable).

Priceless hashtags no longer in use:

#StartSomethingPriceless
#PricelessToMe

#priceless guidelines:

Always use #priceless in a priceless line

The "p" in #priceless should always
be lowercase

The #priceless hashtag should always
follow a priceless line. For example:
"Finding your true self: #priceless"

#priceless should be used to reach a
broader audience and capture more
attention.

#PricelessExperience guidelines

You should use #PricelessExperience
promoting a Priceless Experience- ensure
the description and visuals are elevated to
convey a sense of "Pricelessness".

Aim to use #PricelessExperience in a
sentence as opposed to a tack-on

Always capitalize the "P" and "E" in
#PricelessExperience

#PricelessExperience should be used to
track posts and conversations around
Priceless Experiences.

Photography

Photography is a vital tool we use to connect with our audience. It expresses the priorities, experiences, and aspirations of our consumers. Our imagery should celebrate the vast range of people who interact with our brand every day and reflect the priceless moments that our products make possible.

✓ Key Characteristics:

Clean/not busy

Natural

High resolution

Pops of color

Integrates brand colors

Features a human element

Includes diversity

Not over-edited or over saturated

Avoid solid white or black backgrounds, as they lack context and will blend into the platform UI

✗ Avoid:

Emotionless images

Device-focused images that are not part of a bigger human story

Clichéd scenarios or contrived settings

Avoid leading with non-human imagery (landscapes, photos of items, etc.)

Staged interactions

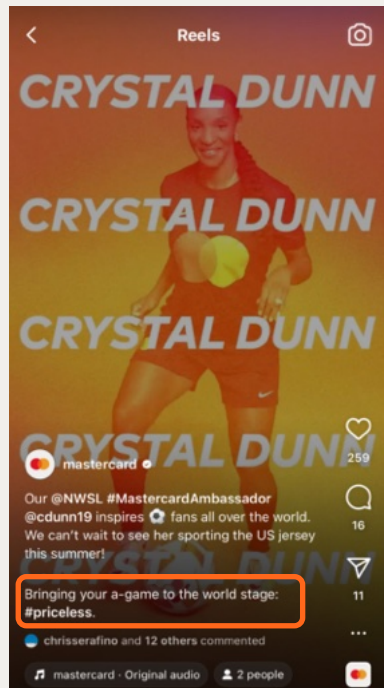
Obvious posing

Bland color

Competitor colors

Obvious post-production or Photoshop effects

Creative We Love



Why it works:

Image/Video

- Champions brand colors
- Logo is present immediately (must be present within the first 3 seconds)

Copy:

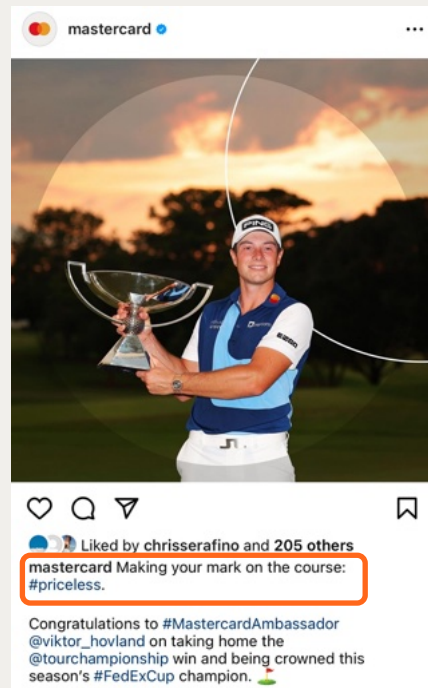
- Leverages brand tone of voice

Priceless:

- Includes priceless line in copy
- #priceless is lowercase
- #priceless is a hashtag

What makes this priceless:

A young sportswoman cracks the big leagues and achieves her dreams, **inspiring** the next generation of girls.



Why it works:

Image/Video

- Champions brand colors
- Leverages ownable design treatment

Copy:

- Leverages brand tone of voice

Priceless:

- Includes priceless line in copy
- #priceless is lowercase
- #priceless is a hashtag

What makes this priceless:

A young golfer wins big at the tournament, we can feel the positive **emotion** as he creates his own legacy.

Additional Social Examples



What makes this priceless:

A group of friends gather to **connect** and celebrate pride and each other. Even though it's in another language, the message is **universal**.

BRINGING IT TO LIFE

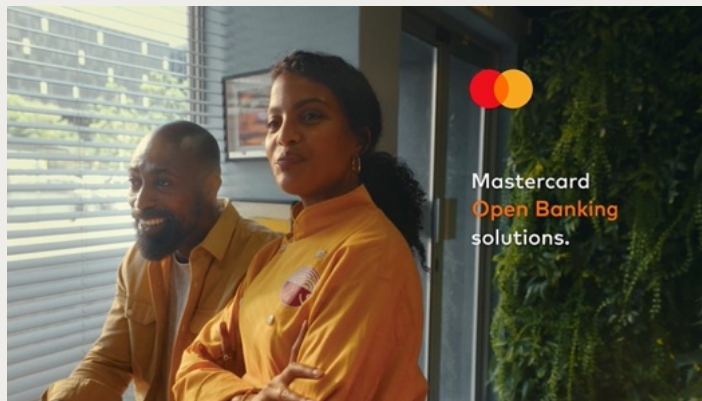
B2B

B2B TVC

"Together, the possibilities are priceless" is a 360 campaign that broadens perceptions about Mastercard. It speaks directly to decision makers and uses real-world examples of partnerships.

The campaign has its own priceless lockup, which is present on almost every creative execution. One notable exception is this the TVC to the right where we end with a VO and the animated priceless lockup.

A full summary of this campaign and its elements can be found in the B2B Playbook [here](#).



Open Banking | 2023 | B2B | [LINK](#)

Commercial features the "ticker animation" which is a core element of the B2B campaign.

What makes this priceless:

Two business owners are able to grow their business thanks to new tech that **connects** them to more loans.



Open Banking | 2023 | B2B | [LINK](#)

A voiceover allows us to include "Together the possibilities are priceless" without using the B2B lockup. The priceless lockup is used here in isolation to keep the frame clean and uncluttered and to avoid needless repetition.

B2B Print

In print, each execution dramatizes a business problem and answers it with a human outcome, using Mastercard's ownable circle motif to highlight the two "sides" of each story. One side presents the challenge a business faced, the other shows how Mastercard provided a solution that ultimately benefited the business's customers.

All print placements in the B2B campaign should include the "Together, the possibilities are priceless" logo lockup.

Note: Only off-white (Grey 1) should be used for backgrounds in B2B communications.



Send | 2023 | Print | B2B



UK Post Office | 2023 | Print | B2B



MLB | 2023 | Print | B2B

What makes this priceless:

Above: A grandfather enjoys extra time on the farm with his family while making new **connections** to the world thanks to Mastercard.

Top left: A family is able to get help and support when they need it most thanks to Mastercard tech. This shows the **human impact** of disaster relief.

Left: Mastercard protects the fans and the games from bots trying to interfere with the game. It emphasizes the **human** side of business.

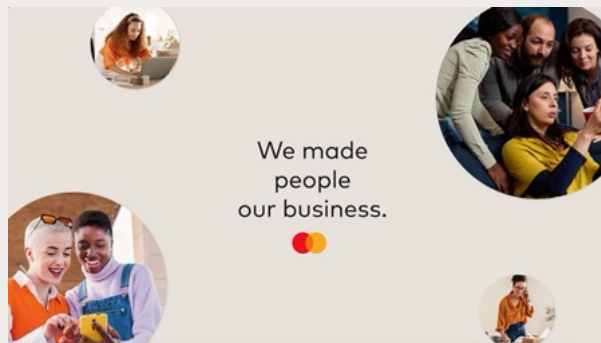
B2B OOH

When available, use digital OOH to help tell a more complete story, while bringing visual energy. While ideally the placements are animated, if there are only static buys, please utilize multiple frames to tell the full story side by side, as shown here.

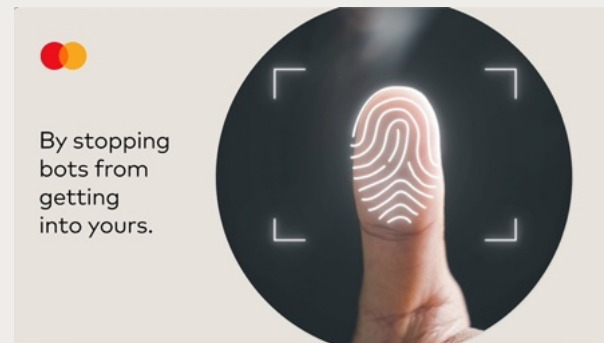
Whether animated or static, B2B OOH should feature both the Mastercard mark and the B2B lookup "Together the possibilities are priceless".

What makes this priceless:

Mastercard's technologies provide peace of mind. It emphasizes the **human** side of business.



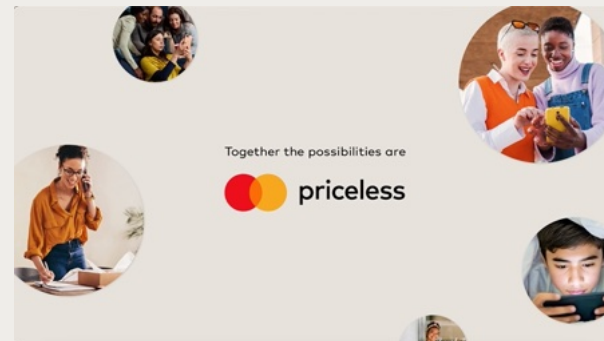
Mastercard Identity Solutions | 2024 | Animated OOH Frame 1 | B2B
[LINK](#) to animated asset



Mastercard Identity Solutions | 2024 | Animated OOH Frame 2 | B2B



Mastercard Identity Solutions | 2024 | Animated OOH Frame 3 | B2B

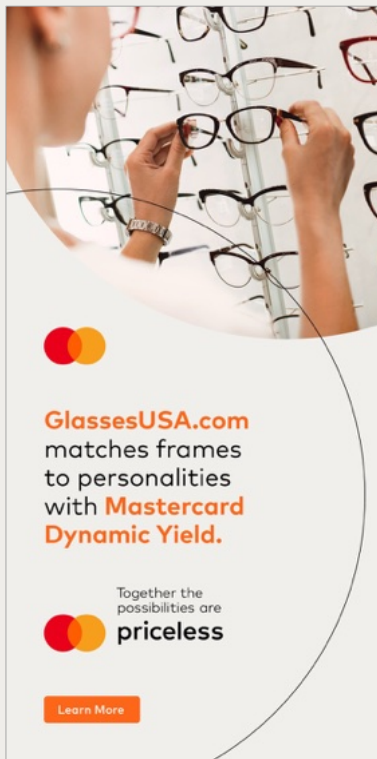


Mastercard Identity Solutions | 2024 | Animated OOH Frame 4 | B2B

B2B Digital

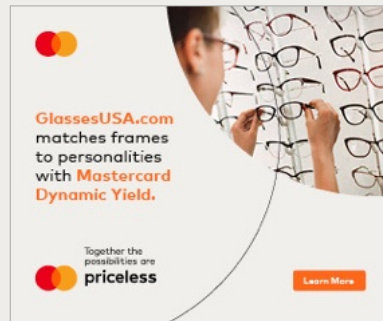
B2B digital placements follow the same general structure as their OOH counterparts.

Animated digital placements are preferred as they allow you to tell a longer and more complex story. If you're restricted to static placements, you may need to reduce the creative to only the most basic and necessary elements.



Dynamic Yield | 2023 | Digital Banner | B2B

This placement is large enough to include both the Mastercard symbol and the B2B lockup.



Dynamic Yield | 2023 | Digital Banner | B2B

This placement is large enough to include both the Mastercard symbol and the B2B lockup.



Dynamic Yield | 2023 | Digital Banner | B2B

This placement is too small to include the Mastercard symbol in addition to the B2B lockup.



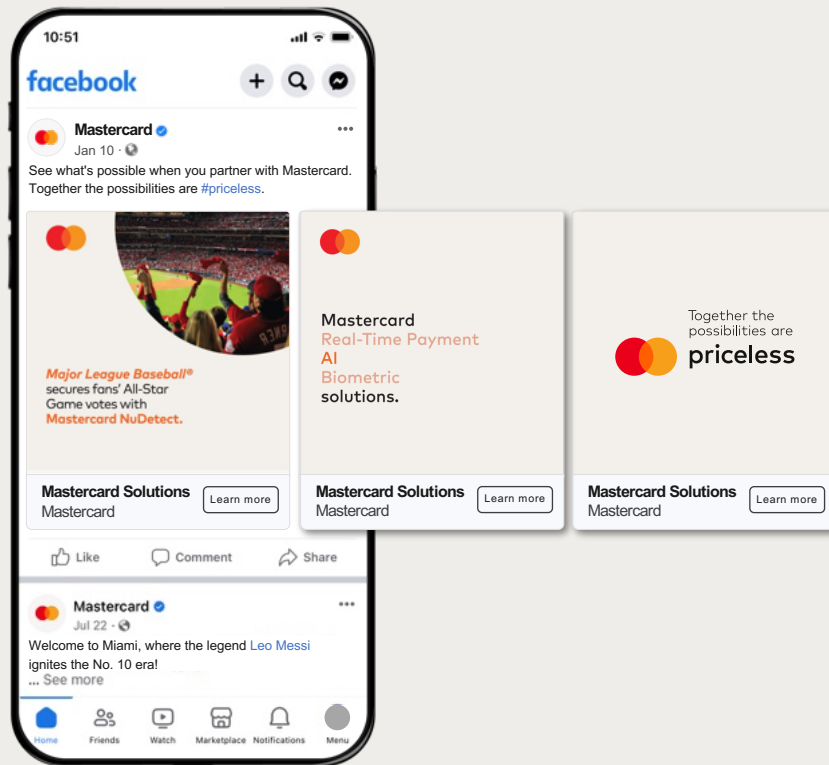
Dynamic Yield | 2023 | Digital Banner | B2B

This placement is large enough to include both the Mastercard symbol and the B2B lockup.

B2B Social

In carousel units, we start with the shortened optimized copy in the first frame, before introducing the ticker to show full list of B2B solutions and an image to show the impact it had on people in the first frame. The end frame includes the tagline and branding.

The caption should include Mastercard's technology followed by end benefit line.



Multi-case | 2023 | Social Carousel | B2B

B2B priceless lockup appears only in the last frame to bookend the series and avoid repetition.

B2B2C, Issuer, Merchant & Partner Examples

Merchant examples

These examples are references for various ways to set the hierarchy when the priceless line and functional copy are incorporated.

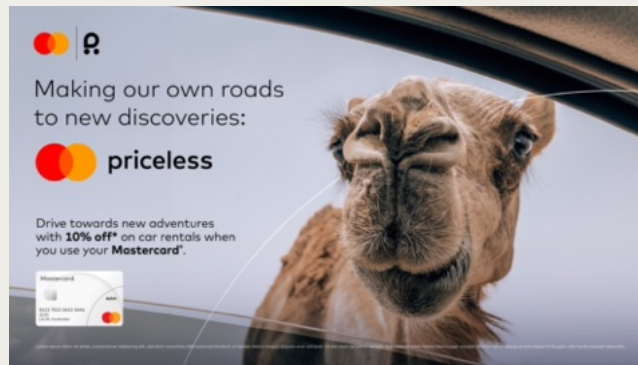
Priceless lines on promotional materials should be held to the same high bar mentioned on previous pages. They should be emotional and insightful. They should never get tactile or focused on the promotion.

The role of the merchant copy is to cover the what and how of the message. Copy should be to the point and feel active (not passive) – and tell our audience how they can proceed or participate in a clear, undiluted way.



What makes this priceless:

The **human** side of the incredible **experiences** these deals unlock.



What makes this priceless:

The **connections** and the **outcomes** that bring to life the **experience** of the deals.

Merchant examples

Finding an adventure you'll never want to end:



 priceless

Book your tickets with Mastercard® for a chance to win an Emirates Holidays voucher worth AED 15,000 every day.

Offer valid from 20th June to 30th July 2023.




What makes this priceless:

Booking a ticket works as a key for this woman to unlock her sense of adventure and **experience** something new.


BRINGING IT TO LIFE

Letting inspiration be my guidebook:



 priceless

Book inspiring journeys with up to **8% off** on Booking.com when you use your Mastercard®.

 Booking.com

What makes this priceless:

A man goes off the beaten path to travel through new countries and **experience** them authentically.

Setting a course for imagination:



 priceless

Get **10% off** Economy and Business® class return tickets to Dubai.

Log on to priceless.com



What makes this priceless:

A mom travels with her child to help them see more of the world to **inspire** their imagination.

Living your passion:



 priceless

Use your Mastercard® online and stand a chance to win.



What makes this priceless:

Messi follows his passion of football and **inspires** others to follow theirs.

B2B2C examples

These examples are references for various ways to set the hierarchy when the priceless line and functional copy are incorporated.

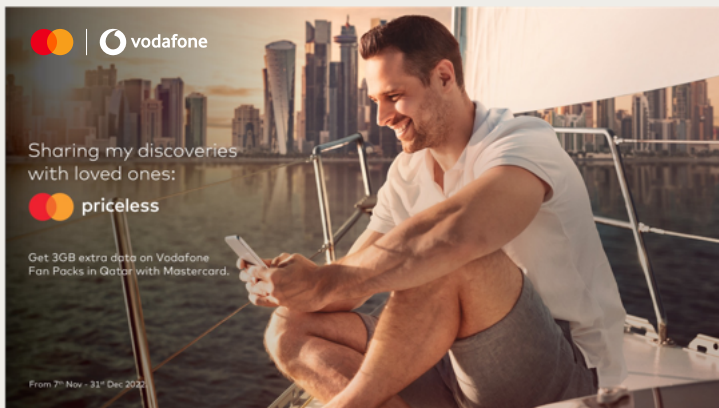
Priceless lines on promotional materials should be held to the same high bar mentioned on previous pages. They should be emotional and insightful. They should never get tactile or focused on the promotion.

The role of the sub copy is to cover the what and how of the message. Copy should be to the point and feel active (not passive) – and tell our audience how they can proceed or participate in a clear, undiluted way.



What makes this priceless:

The human urge to travel and **experience** different cultures by completely leaning into them.



What makes this priceless:

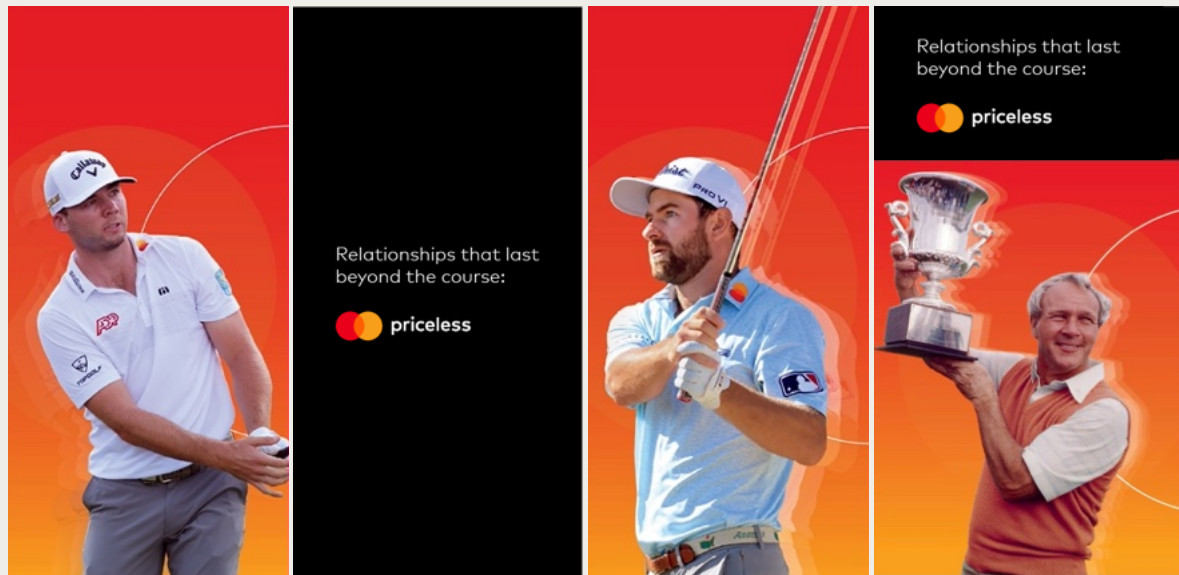
The power of technology in helping us stay **connected** to our loved ones, no matter where we are.

B2B2C DOOH

B2B2C digital OOH placements are likely to be experienced from various distances which doesn't allow much time to study the creative. For these reasons, you should utilize dynamic video combined with our core design elements to create instant brand recognition to tell a quick and concise story.

In this unit, graphic treatments were implemented around the subjects to create a sense of energy while not overpowering the brand circles. Keylines should remain behind people and products.

The priceless line should follow guidelines and remain left justified and centered within its designated space.

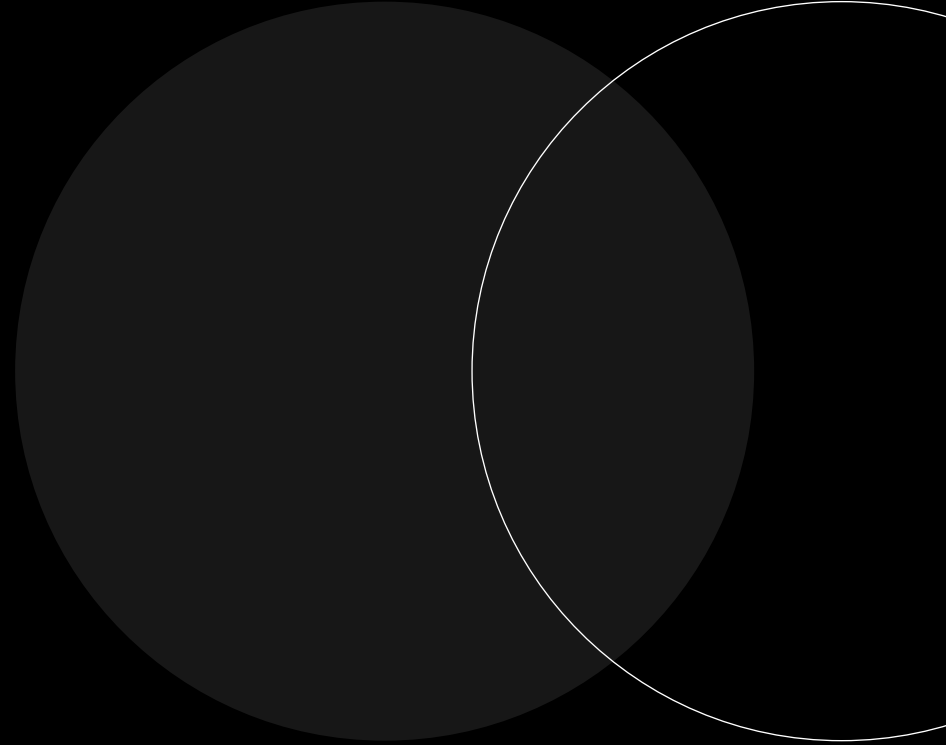


What makes this priceless

The **human connections** that last long after the tournament.

04

PR & Comms Guidance



Priceless PR Toolkit

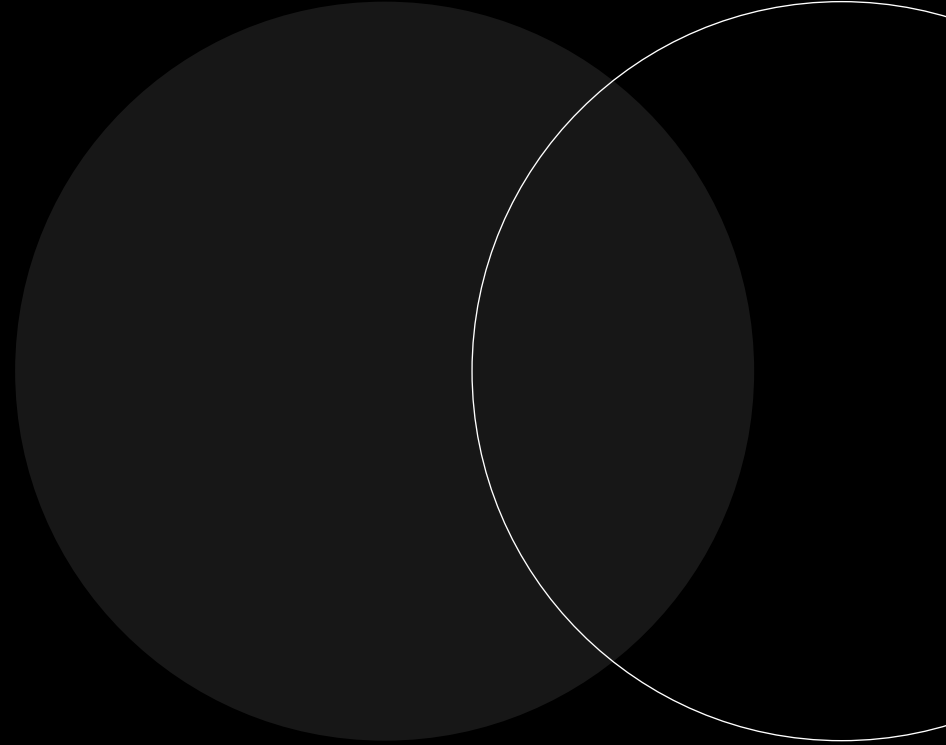
Purpose: An affirmative guide to answer common questions around how to reference and use Priceless within internal- and external-facing communications materials. This information has been approved by Legal, Consumer Marketing, Brand and Communications teams.

Priceless Style Guide:

Priceless as a proper noun	<ul style="list-style-type: none"> Capitalize when using as a proper noun that refers to our brand expression, platform or campaign Use the trademark symbol on Priceless upon first use in written materials, i.e.: press releases, blogs, bulletins, etc. ™ is not used in social media copy 	<p>"The introduction of Priceless" showcased enduring moments in life that money</p> <p>Cannot buy. With continued innovation, Priceless is central to how our brand remains relevant."</p>
priceless.com	<ul style="list-style-type: none"> Lowercase when referring to the Priceless website Never include "www." as a prefix. Capitalize at the start of a sentence or within a headline, per AP Style. ™ is not used 	<p>"We launched priceless.com to bring families and friends together for bespoke moments built around universal passions."</p> <p>"Priceless.com is available in select markets around the world."</p>
Priceless Experiences	<ul style="list-style-type: none"> Capitalize Priceless Experiences when discussing formal experiences offered through priceless.com ™ is not needed 	<p>"Priceless Experiences are unexpected, unique and lots of fun."</p>
Market specific	<ul style="list-style-type: none"> When referencing destination-level programs, include the market following the word "Priceless" ™ is not needed 	<p>"Priceless Experiences are unexpected, unique and lots of fun."</p>
Market specific	<ul style="list-style-type: none"> When referencing priceless as a descriptor/adjective in a sentence or statement, it should be lowercase. Note: Guidance is to avoid using priceless as a preceding adjective whenever possible to prevent against confusion and misuse. 	<p>Do: "Together, the possibilities are priceless."</p>

05

Creative toolkit & resources



Overview

Using the original Mastercard wordmark, designed by Pentagram in 2016, as our blueprint, we have moved to lowercase "priceless," which is more approachable and modern in appearance.

Following the rules that govern this unique lockup and supporting artwork suite will help drive consistency across all touchpoints and increase the attribution of priceless to Mastercard.

Logos



Color



Imagery



Brand Circle Keyline



Partnerships



Typography

Aa Aa

Naming conventions



Logos

General requirements:

1. The priceless lookup has two versions: standard, and high-visibility. The standard version is the default for all communications and can be paired with a priceless line or partner logos. The high-visibility version is for stand-alone large format environmental signage (in-arena, on-ground, etc). Use the correct version for your needs.
2. Always reproduce priceless at a size that is clear and legible (depending on screen/print resolution). Never use the lookup at a size smaller than the minimum size requirements.
3. Trademark and registration marks have been removed from the Symbol and from the word priceless, in response to current global guidance from Legal and Trademark.



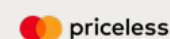
Standard



Standard
Minimum size 13.5mm



High visibility (limited use)



High visibility
Minimum size 12mm



High Visibility Example

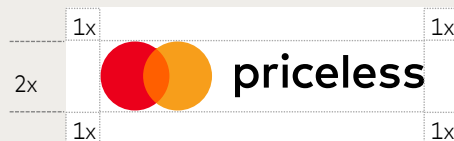
Logos

General requirements:

4. Always provide sufficient light or dark contrast with the background against which the lockup appears.
5. Always surround the priceless lockup with sufficient clear space. Based on "2x", which is equal to the height of the Mastercard Symbol, general clear space should be 1x.
6. The artwork for priceless has been specifically crafted to mirror the original Mastercard wordmark. Characters have been specially drawn, spacing from Symbol uses the Golden Ratio, and the artwork is locked and should not be altered for any reason.



For use on light backgrounds



General clear space



For use on dark backgrounds



Read-through campaign clear space

Color

Brand colors build recognition across all contexts. Mastercard is instantly recognizable by the iconic red, orange, and yellow of our Symbol.

These warm tones also reflect the core characteristics of our brand, including optimism, confidence, and approachability.

While off-white is preferred, black can also be used for backgrounds. The remaining core and secondary colors should be used as accents that supports the red, orange, and yellow of our symbol, driving impact and standout.

****When typesetting black text in print, do not use the Mastercard Black but the CMYK value of 0/0/0/100 instead.**



For use on light backgrounds



For use on dark backgrounds

ACCENT COLORS

Orange 4*
RGB 255/103/27
Hex #FF6719
CMYK 0/76/100/0
Pantone® 166C

Gold 4
RGB 243/139/0
Hex #F9B800
CMYK 0/64/100/0
Pantone® 144C

Yellow 4*
RGB 255/206/31
Hex #FFD101
CMYK 0/29/100/0
Pantone® 740BC

Green 4
RGB 54/131/58/46
Hex #36813E
CMYK 51/78/100/2
Pantone® 377C

Red 4*
RGB 230/42/47
Hex #E61E00
CMYK 0/100/98/3
Pantone® 713C

Teal 4
RGB 74/205/176
Hex #4DC8B0
CMYK 62/0/29/0
Pantone® 319C



RGB	CMYK
1 255/25/209	0/13/20/0
2 255/184/144	0/20/0/0
3 255/149/96	0/32/70/0
4 255/103/27	0/76/100/0
5 178/77/19	0/75/100/34
6 102/41/11	0/75/100/88
7 51/21/5	0/75/100/90



RGB	CMYK
1 255/233/204	0/9/20/0
2 255/209/133	0/18/40/0
3 243/174/77	0/31/70/0
4 243/139/0	0/44/100/0
5 179/77/5	0/44/100/34
6 102/41/11	0/44/100/88
7 44/28/0	0/44/100/90



RGB	CMYK
1 255/244/210	0/4/20/0
2 255/231/145	0/11/40/0
3 255/213/99	0/20/70/0
4 255/206/31	0/29/100/0
5 178/140/22	0/30/100/34
6 102/80/12	0/29/100/88
7 51/40/6	0/29/100/90



RGB	CMYK
1 244/241/213	10/20/0/0
2 237/230/172	20/40/0/1
3 175/204/109	36/4/70/1
4 141/186/64	51/6/100/2
5 98/129/32	51/6/100/34
6 54/74/18	51/6/100/89
7 28/37/9	51/6/100/90



RGB	CMYK
1 244/212/113	0/20/50/1
2 237/170/72	20/40/0/1
3 224/104/130	0/70/80/2
4 202/41/7	0/100/98/1
5 147/29/13	0/100/98/34
6 84/13/29	0/100/98/89
7 42/6/9	0/100/98/91



RGB	CMYK
1 220/245/239	12/0/0/0
2 185/235/223	20/0/0/0
3 132/220/200	43/0/20/0
4 79/205/176	62/0/29/0
5 51/141/113	62/0/29/34
6 30/103/88	62/0/29/57
7 36/41/35	62/0/29/90

*The pantone values for our Orange, Yellow and Red accent colors are intentionally different from the Pantone values of our Brand Mark and Symbol – take special care that you're using the right values for your application.

CANVAS COLORS

White
RGB 255/255/255
Hex #FFFFFF
CMYK 0/0/0/0

Mastercard Black**
RGB 20/20/20
Hex #141413
CMYK 50/50/50/100
Pantone® Black 6C

Gray

RGB	CMYK
1 241/239/235	3/4/0/0
2 213/207/200	6/7/10/17
3 176/176/169	6/7/10/30
4 132/129/125	6/7/10/48
5 86/86/79	6/7/10/77
6 53/52/50	6/7/10/90
7 36/36/35	6/7/10/96

**When typesetting black text in print, do not use the Mastercard Black but the CMYK value of 0/0/0/100 instead.

COLORS RESERVED FOR BRAND MARK AND SYMBOL ONLY

Mastercard Red - Brand Mark
RGB 230/42/47
Hex #E61E00
CMYK 0/100/98/3
Pantone® 7135C

Mastercard Orange - Brand Mark
RGB 255/103/27
Hex #FF6719
CMYK 0/76/100/0
Pantone® 165C

Mastercard Yellow - Brand Mark
RGB 255/206/31
Hex #FFD101
CMYK 0/29/100/0
Pantone® 1375C

Brand Circles

Our Brand Circle Keylines are graphical devices born from the iconic interlocking circles of our symbol. They have the power to establish brand presence on first impression, making them particularly effective for website landing pages, banner ads, and whitepaper covers.

The keyline should be masked behind the primary subject when possible and never placed over text. If unmasked, be sure the keyline is not disruptive to other elements. It can be excluded when the image is too busy or when there is not sufficient space.

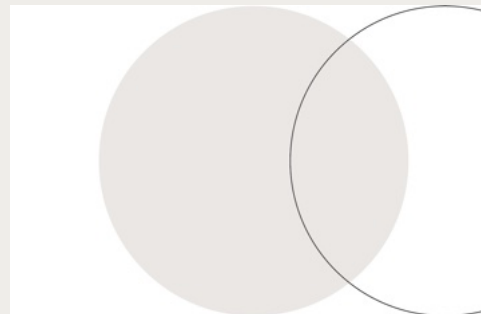
Brand circle configurations A and B are used primarily in priceless work. [Brand configurations \(C-E\)](#) are also available as alternate options to the recommendation.

Note: Always provide sufficient light or dark contrast with the background against which the lockup appears. [Learn how to use Mastercard brand circles here.](#)



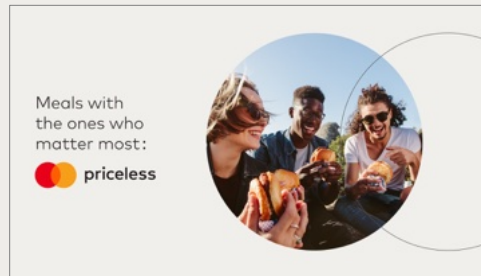
Brand circle configuration A example

[Click to view all brand circle configuration A options](#)



Brand circle configuration B example

[Click to view all brand circle configuration B options](#)



When possible, mask the brand circle keyline behind the primary subject. Otherwise, be sure there is sufficient contrast and is not cutting across any faces.

Imagery

General guidelines:

Visuals should capture real, meaningful moments of connection, while also offering context for where the subjects are and what they're doing.

People and community:

People and community are at the core of everything we do. Photography should capture this spirit; always showing authentic and candid moments of fulfillment and connection. Imagery of people should never feel stock or made-up.



Elevated and aspirational



Real life VS stock



Simple and straight-on



Cinematic



Youthful (in spirit)



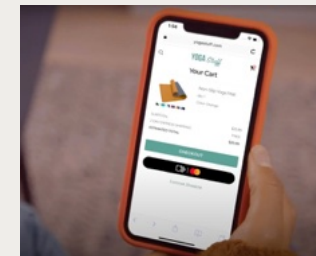
Payment transfers



Modern



Diverse



POV

Imagery

People and community (cont.):

Authentic: People should be relaxed and “in the moment”. This can be done by avoiding fake smiles and forced interactions.

Diverse: We use photography to celebrate and amplify our commitment to diversity and inclusion.

Emotional: Photos that trigger an emotional response are powerful and memorable. They express priceless moments and help us strengthen stories about positive connections and authentic human feelings.



Imagery

Moments of connection:

Images should capture moments of authenticity and meaningful connections between people. These moments should feel real, revealing the many things, places and times that bring people together.

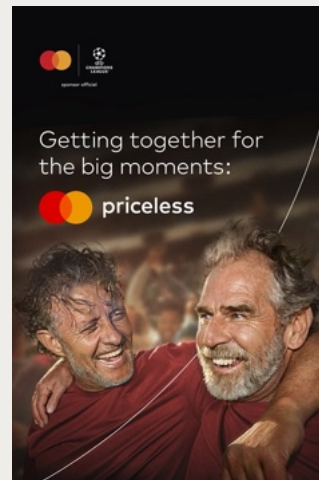
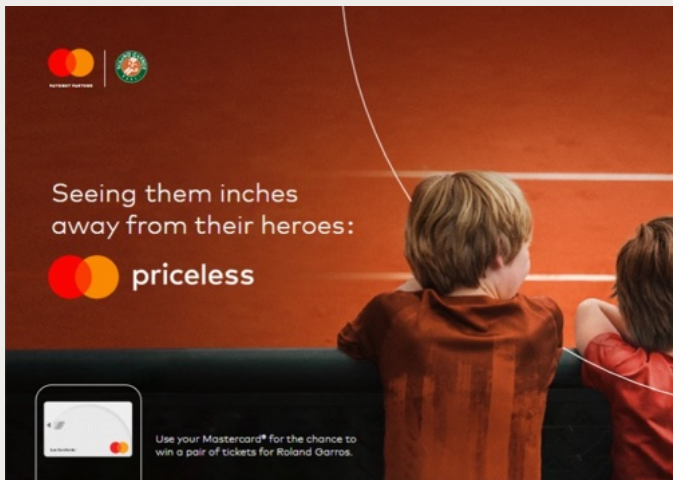
To heighten the genuine feel, the camera should be something that people in the image don't notice. No posing or made-up moments of connection, only human relationships in their most natural forms.



Partnerships

In partnership assets, please ensure to feature a priceless line and the priceless lock-up.

Please put the co-brand lockup in a place where it will not compete with the priceless lockup while ensuring you are still in accordance with your sponsorship partner guidelines.



Please revert to left aligned copy placement using our standard 12-column grid and include brand circle imagery or brand circle graphics in your creative treatments.

Typography

General requirements:

Use a colon following the priceless line, e.g.
"Seeing life through a different lens:".

The headline font is Mark for MC Light.

The colon font is Mark for MC Regular.

The space between the colon and headline
should be adjusted to the same width as
the colon.

The headline and priceless text should be
equal x-heights and aligned left.

Note: priceless should no longer be set in initial
caps and/or orange italic in layouts.



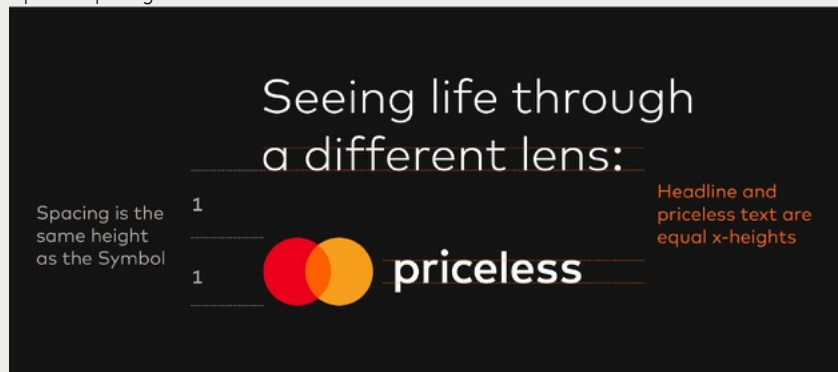
Typography

General requirements:

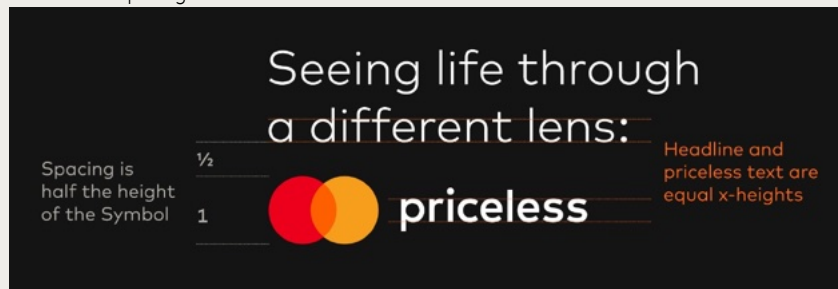
1. Optimal spacing: This is the preferred vertical spacing for the lockup for advertising copy lines. The space between the baseline of the headline and the top of the lockup should be the same height as the Symbol.
2. Condensed spacing: For ads with more graphical elements or less vertical space, the spacing can be reduced to half the height of the Symbol.
3. For extreme landscape formats, the spacing between the headline and Symbol should be half the width of one of the circles.

Note: It might be necessary to move the lockup slightly further left to optically balance the headline and circles

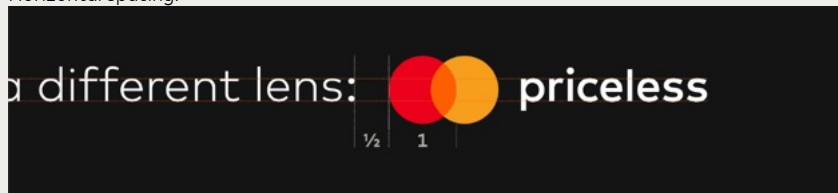
Optimal spacing:



Condensed: spacing:



Horizontal spacing:



Thank you

Have questions?

For any questions regarding the priceless guidelines, please contact **Beth.Dolan@mastercard.com**

Intellectual property

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