

Discover[®] Global Network Brand Guidelines

Version 2.0 / October 2021

The Discover® acceptance mark is primarily used to highlight card acceptance to consumers at the point of sale.

It is critical to remember the Discover acceptance mark is not a logo. It is how we represent “acceptance”—not how we represent the B2B payments brand. It should never be used as a replacement for the Discover® Global Network logo in B2B marketing collateral.

Beyond point of sale, the acceptance mark may be used in the body of select marketing communications when educating consumers and merchants on the topic of acceptance. In these instances, the Discover® Global Network logo must also be used for branding purposes (e.g. cover art, header, footer).

When mentioning Discover Global Network in a partnership, please write out the brand name in our correct font.

Note: To maintain a consistent identity, the acceptance mark should not be repositioned, redrawn or altered for any reason.

All acceptance mark files can be found [here](#)



Discover® Acceptance Mark (Consumer-facing/B2C/POS only)



Discover Global Network logo (B2B only)
The DGN logo should only be used for B2B material. Consumer-facing media such as POS signage, cardholder communications and ads should use the acceptance mark to represent our brand and acceptance.

The acceptance mark is available in two shapes: horizontal (primary) and square. Horizontal is the preferred shape, but square can be used when necessary for

constrained mediums, such as digital payments, wearable devices, e-commerce, etc.

Horizontal (Primary)



Square



Using ample clear space will give the acceptance mark room to breathe and drive recognition among consumers. The clear space should be the equivalent of

two Discover Os from the border of the acceptance mark for both horizontal and square formats.

Horizontal (Primary)

Clear space is equal to two Os from the Discover logo.



Square

Clear space is equal to two Os from the Discover logo.



You may only use the Discover Acceptance Mark as provided by Discover® Global Network. You may not manipulate the Acceptance Mark in any way or use any individual element of the Acceptance Mark (Orange Glow, asymmetrical curve and Discover logo) outside of the Acceptance Mark on Cards, Collateral and Program advertising materials.

- Always use the Discover Acceptance Mark when showing Discover as a payment option.
- Only use the Discover Acceptance Mark as provided by Discover.

- Always use the preferred full color acceptance mark whenever possible.

- Use relevant variants when it's not possible to use the preferred full color acceptance mark.

The following are not allowed:

- Manipulating the acceptance mark in any way or use any individual elements of the acceptance mark (Orange Glow, asymmetrical curve and Discover Logo) outside of the acceptance mark.
- Obstructing the acceptance mark with type or imagery.
- Incorporating the acceptance mark into a design, graphic, illustration or logo.

Minimum Size

- The white area in the acceptance mark should never appear smaller than .5" wide.
- Use the 1-color solid acceptance mark when it will be smaller than 1" in width.

Printing

- The Register Mark symbol in the Discover Logo “®” must appear in black.
- When printing the acceptance mark on a dark background, there is no white rule separating the border from the background.
- The glow should not be imaged or laser imprinted. In this instance, a solid version of the acceptance mark should be used.

Color options available are:

- Full color (CMYK & RGB)
- 2-color Spot (CMYK, PMS & RGB)



Grayscale options available are:

- Grayscale (CMYK & RGB)
- 1-color (CMYK & RGB)
- Reverse (CMYK & RGB)



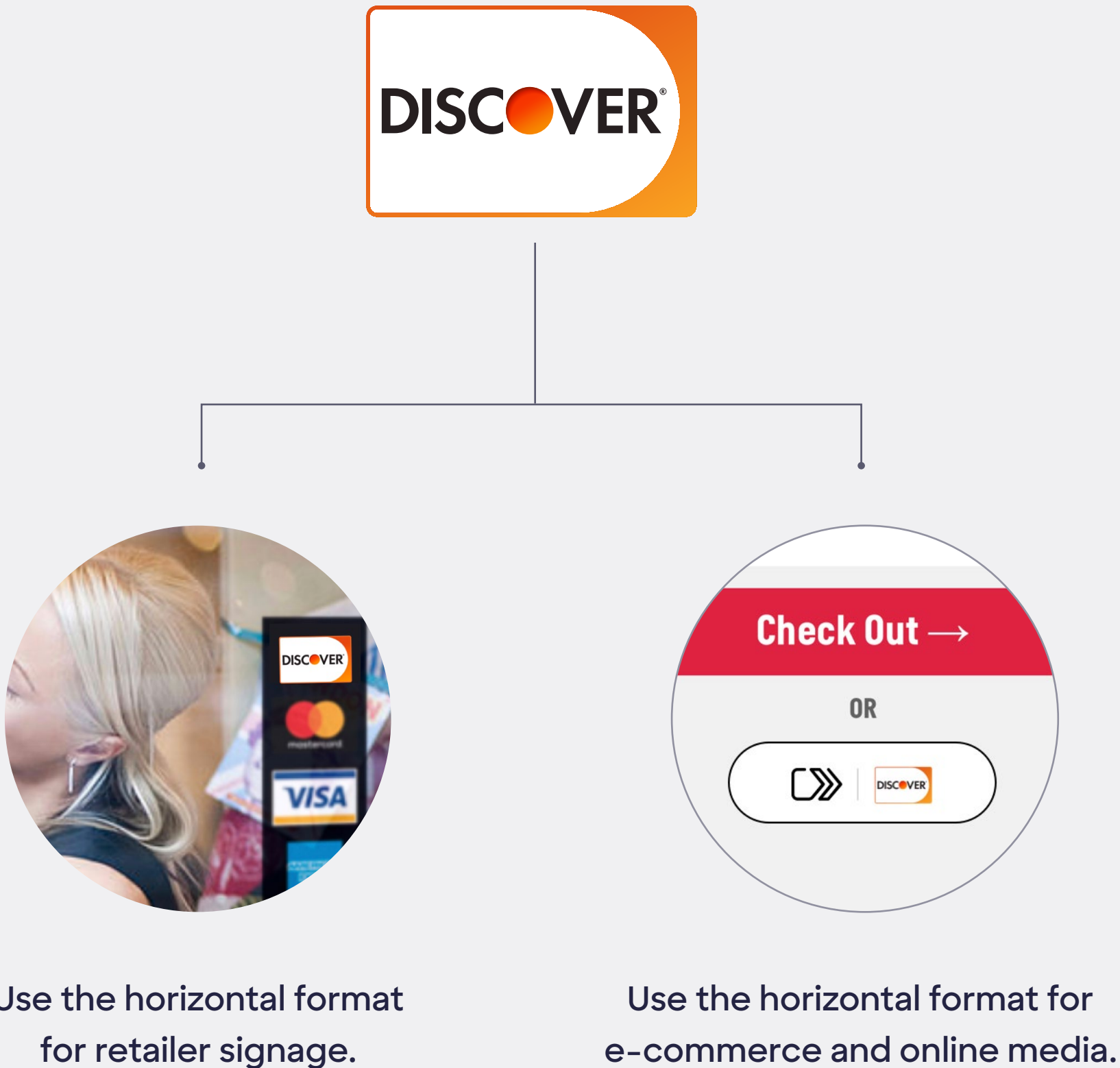
The Acceptance Mark on Signage and Decals

- Color option for signage use only includes a solid “O” for optimal printing:

The placement of the acceptance mark (retailer, online, etc.) should determine whether the horizontal or square shape should be used. Horizontal is the preferred

shape because it allows greatest legibility of the wordmark. The square mark is more applicable in square-shaped contexts, such as wearable devices.

Horizontal (Primary)



Square



Limited color variants of the acceptance mark can be used in applications where 4-color process is not available, when limited by availability of colors in print applications and/or when a merchant

is using 1-color or gray to showcase all competitor marks. Only use these variants when the full-color acceptance mark cannot be used.

Gray



1-Color



2-Color (for Decal Use Only)



Reverse



When creating marketing collateral in the international space, some audiences may be less familiar with DGN. In these instances, acceptance marks can be used

to showcase relevant sub-brands (e.g., Diners Club®) that they have more affinity toward.

North America (Leads With Discover)



Can be displayed as a set.



Should live with the Discover® Global Network logo, but not be paired in a lockup.

Note: The acceptance mark should not be used in place of the brand logo.

International (Leads With DCI)



Can be displayed as a set.



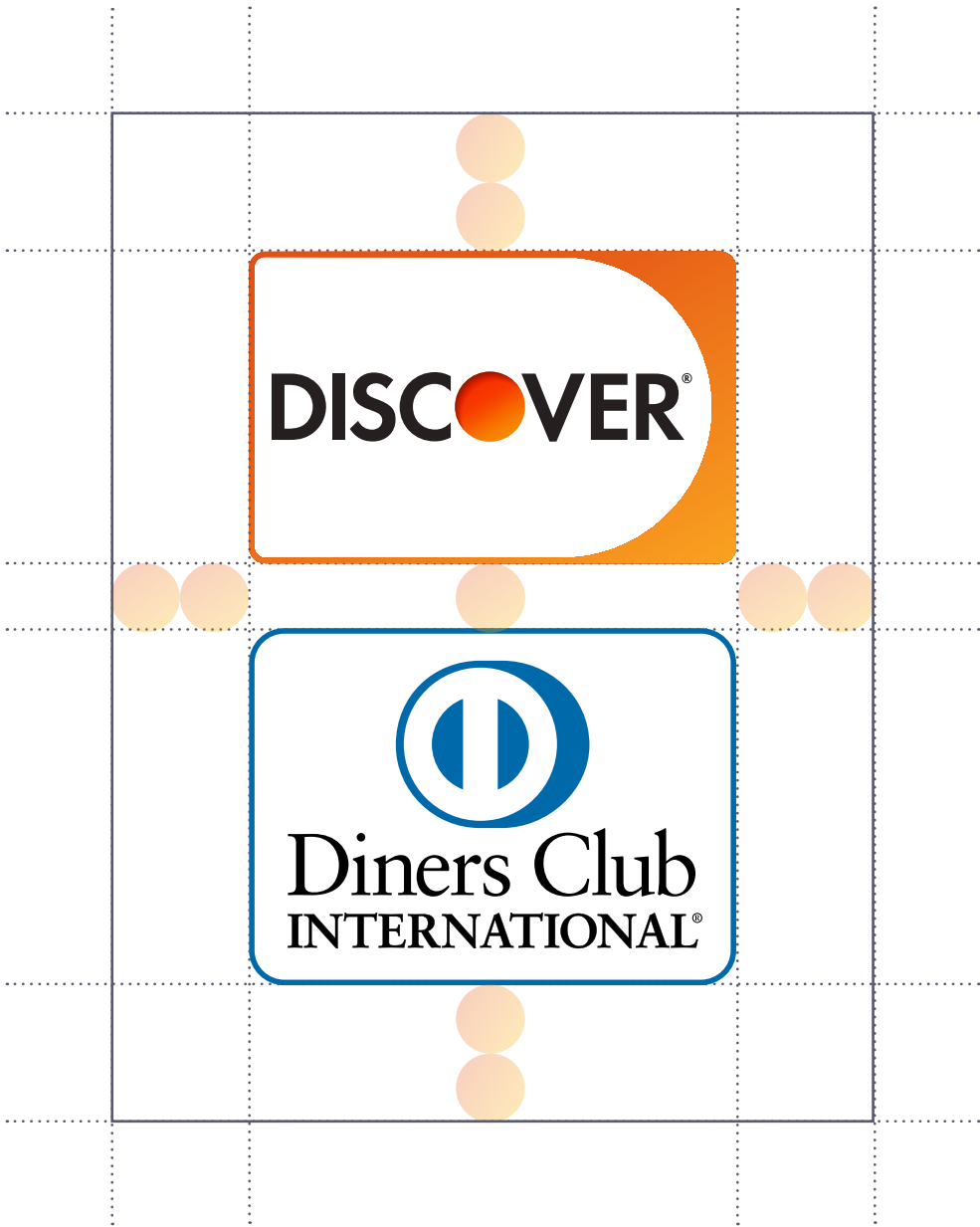
Should live with the Discover® Global Network logo, but not be paired in a lockup.

Note: The acceptance mark should not be used in place of the brand logo.

When creating lockups for North America media, the Discover acceptance mark is to be prioritized over the Diners Club International (DCI) logo when reading

from left to right or top to bottom. In international contexts, the opposite is true, with DCI as the main priority of communication.

North America (Leads With Discover)



International (Leads With DCI)



When creating signage specifically for international audiences, we should use the Discover and Diners Club acceptance marks. Below are three primary examples where acceptance marks are used.

- **Permanent POS signage:** Signage that can be used indefinitely.

International: Knowing Diners Club International has more affinity globally than Discover, signage should lead with the Diners Club acceptance mark, followed by the Discover acceptance mark.

For Americas (Canada, Mexico, Caribbean): Signage should lead with Discover acceptance mark, followed by Diners Club acceptance mark.
- **Temporary POS signage:** Signage that should be used temporarily, based on the guidelines and governing rules associated with a campaign.

This can be developed with the Diners Club and Discover acceptance marks, as well as any relevant partner logos.

- **Special campaigns:**

Communication materials within campaigns that involve Diners Club and/or Discover acceptance marks, as well as relevant partner logos. Partner logos should be prominently displayed and not paired as a lockup with Diners Club and Discover acceptance marks.

Diners Club and Discover acceptance marks may also be used stand-alone to showcase acceptance.

Permanent POS Signage
(International)



Permanent POS Signage
(Americas)



Special Campaigns

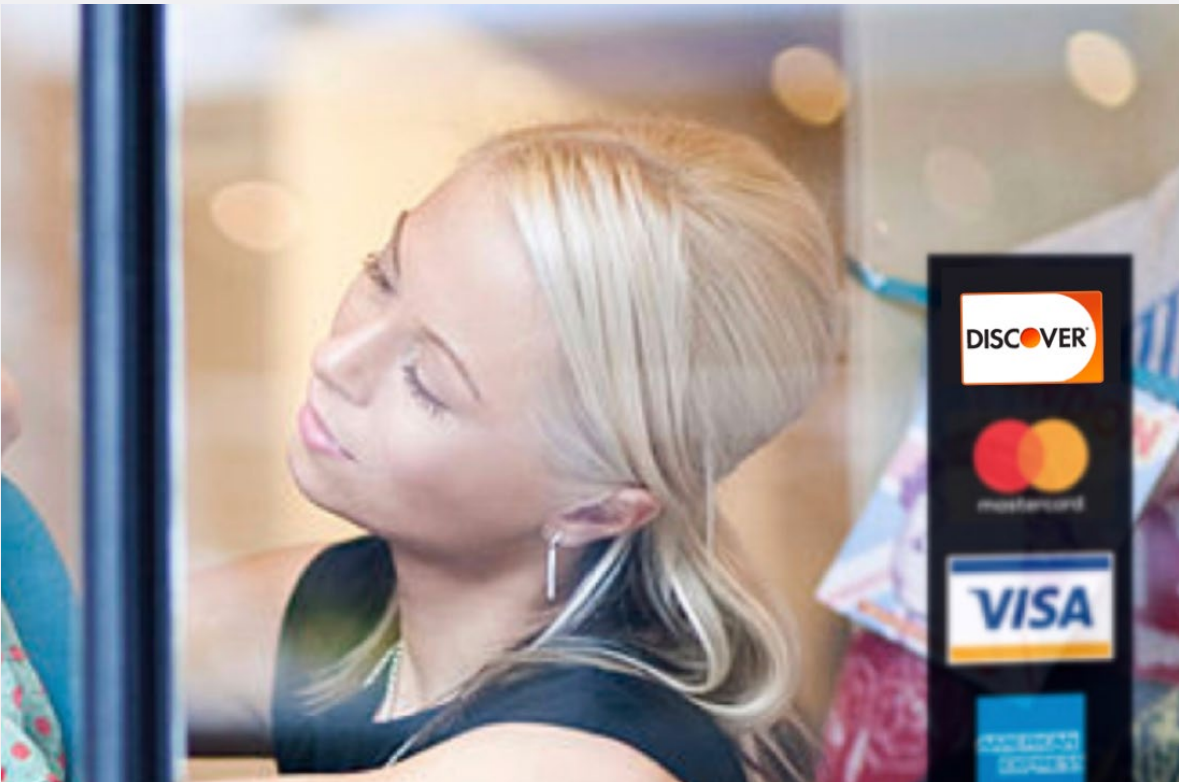


Communications





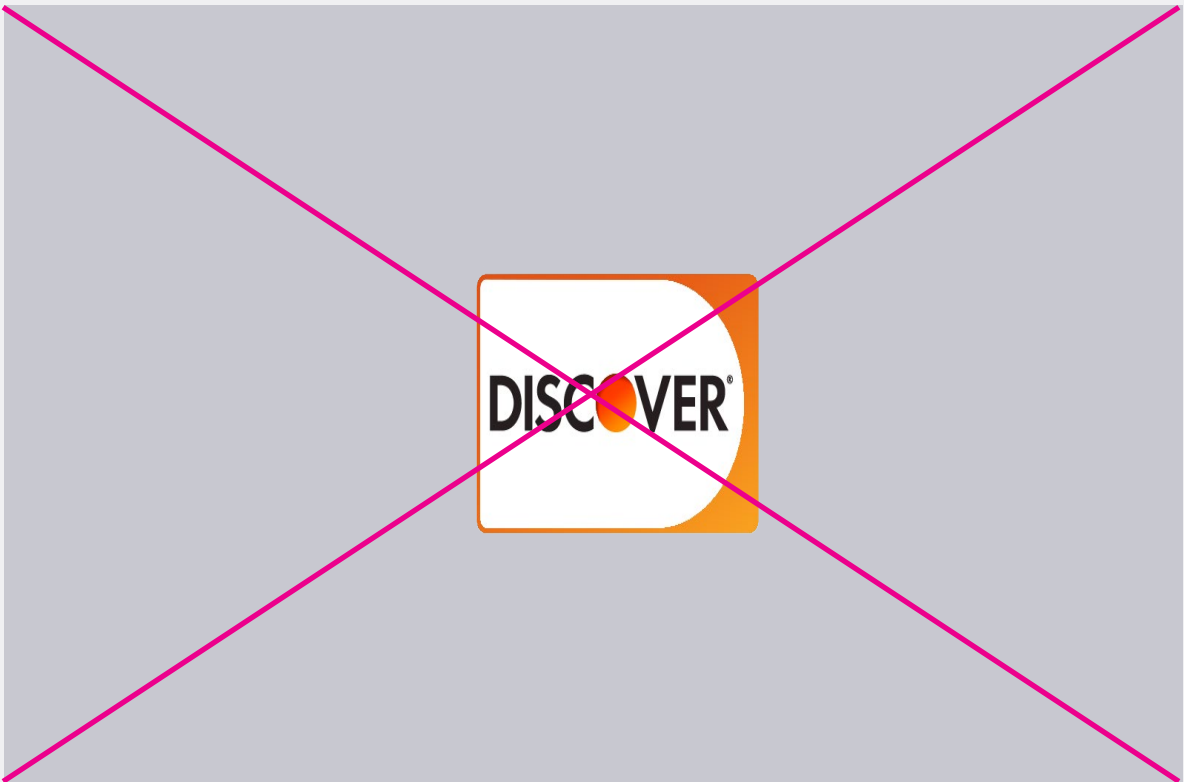
Do use ample clear space when displaying the acceptance mark.



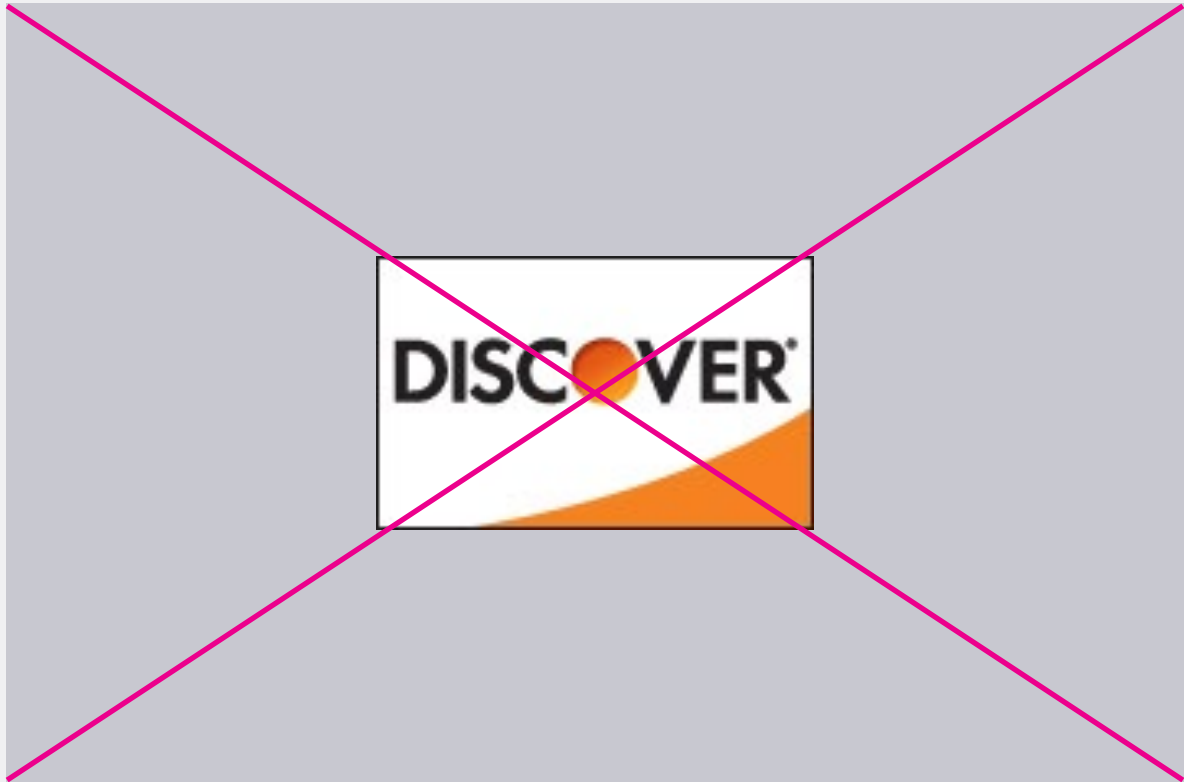
Do use the horizontal acceptance mark when possible (POS, for example).



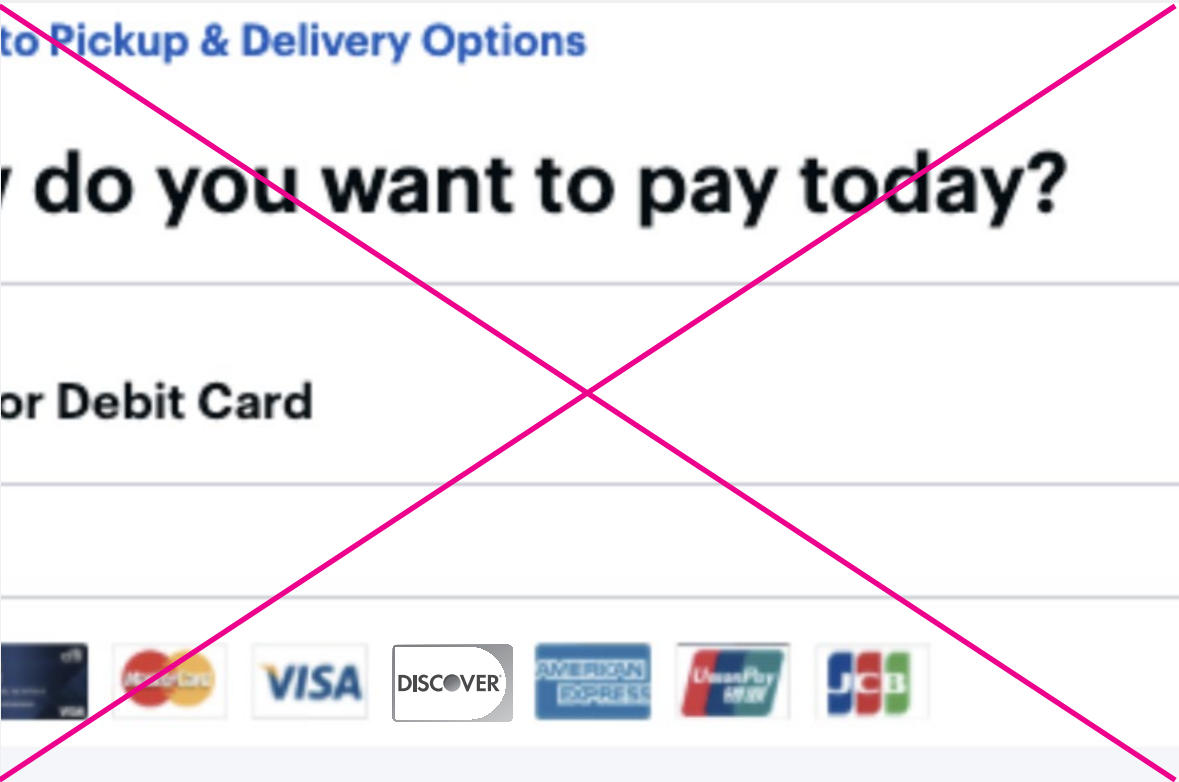
Do use the square acceptance mark when appropriate for the medium.



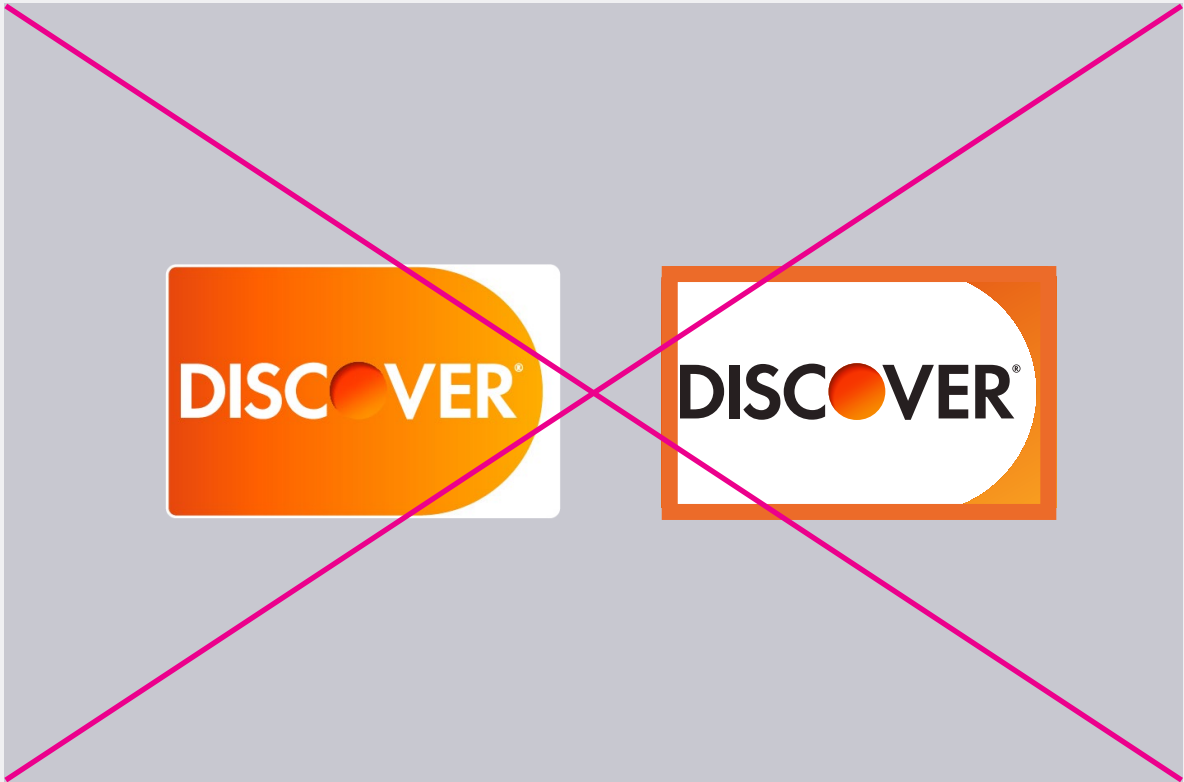
Don't reposition or distort the acceptance mark in any way.



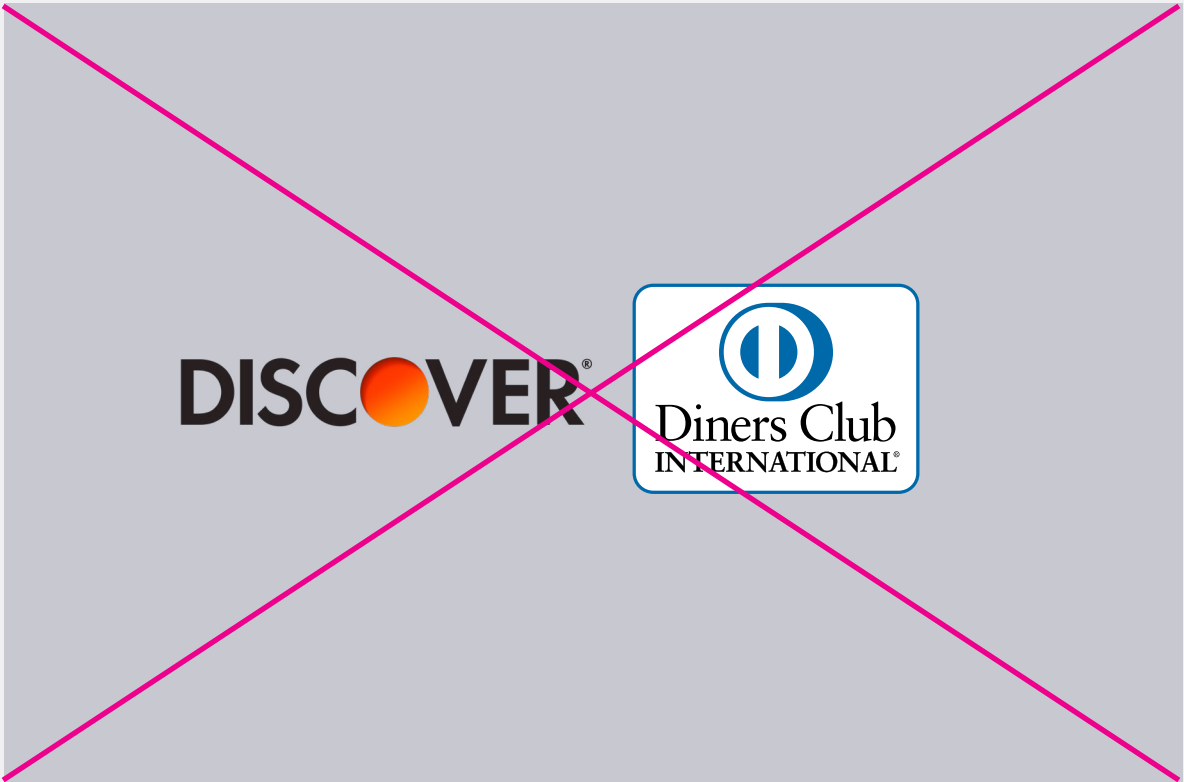
Don't use out-of-date versions of the acceptance mark.



Don't use color variants unless absolutely necessary.



Don't redraw the acceptance mark in any way; only use assets provided by Discover Global Network.



Don't use the Discover logo in place of the acceptance mark.

Thank you