

Diners Club International® Acceptance Mark and Logo Guidelines

It is critical that the Diners Club International logos and acceptance mark are always used consistently, within the guidelines established in this manual.

The acceptance mark is defined as the combination of the Split Circle Device and the words Diners Club International and a rounded outer box. This is used by merchants and acquirers to communicate acceptance.



Our logo is defined as the combination of the Split Circle Device and the words Diners Club International executed in our approved colors and font. This is used for cardmember facing and business communications.



All depictions must conform to the proper colors, fonts and formats, since they are as much a part of the logo and acceptance mark as our name. To ensure the proper dimensions and a consistent look, never attempt to recreate them; always use an approved, original art file. The only approved colors for reproduction are illustrated within as well as our preferred configuration; however, all of our logo configurations must conform to the same guidelines.



For Merchants and Acquirers

Diners Club International® Point-of-Sale Acceptance Mark

Our point-of-sale acceptance mark identifies businesses that accept the Diners Club International card, providing visual assurance to cardmembers that their card is welcomed. Our acceptance marks also build brand awareness among our cardmembers and prospective cardmembers. Therefore, it is important that merchants and acquirers consistently use the correct acceptance mark. Our acceptance mark design maximizes the visual impact of our name and Split Circle Device.

Some examples of appropriate acceptance mark locations include:

- Store card acceptance decals
- ATM card acceptance decals
- Online shopping carts
- Point-of-sale
- ATM screens

PREFERRED 2-COLOR ACCEPTANCE MARK



2-COLOR ACCEPTANCE MARK REVERSED (BLUE BORDER REMOVED)



BLACK-AND-WHITE VERSION SHOULD ONLY BE USED WHEN A MERCHANT IS PRODUCING THE PIECE AND ALL THE MARKS APPEAR IN BLACK INK



1-COLOR ACCEPTANCE MARK



Unacceptable Use



THE BACKGROUND WITHIN THE ROUNDED RECTANGLE BOX MUST ALWAYS REMAIN WHITE AND THE WORDS "DINERS CLUB INTERNATIONAL" MUST ALWAYS REMAIN BLACK (NO OTHER COLORS ARE ACCEPTABLE)

Point-of-Sale Acceptance Mark Decals

To help merchants promote customer card use and assure our mark appears with prominence equal to other card marks, licensees may print decals that include acceptance marks of other cards. However, the acceptance mark must always appear to be equal in size and prominence to all the other acceptance marks. Place our logo in the first position to encourage Diners Club card usage and use the acceptance mark order shown below.

Diners Club International® Business Logo

All logo depictions must conform to the proper colors, fonts and formats, since they are as much a part of the logo as our name. To ensure our logo always has the proper dimensions and a consistent look, never attempt to recreate the logo yourself; always use an approved, original art file. The only approved colors for reproducing our logo are illustrated below in our preferred configuration; however, all of our logo configurations must conform to the same guidelines.



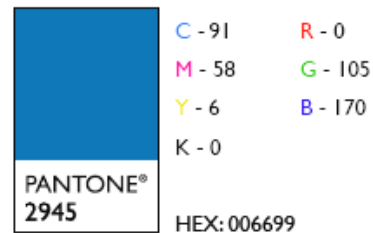
Background treatments

Our logo must be clearly legible. Therefore, when the logo appears on a background color or pattern, it may require special treatment.



Diners Club International Blue

Color plays an important role in communicating our brand and should therefore be used thoughtfully and sensibly. Do not proof your materials using the color representations shown on this page.



Diners Club International® Business Logo (continued)

Proper configurations and colors help ensure the integrity of our brand is not compromised. It is not acceptable to distort our logo in any way, including the use of unapproved configurations, colors, fonts, backgrounds or dimensions. The following examples depict unacceptable logo usage, but are by no means an all-inclusive list.

RELATIONSHIP BETWEEN SPLIT CIRCLE DEVICE AND NAME ALTERED			SPLIT CIRCLE DEVICE COLOR ALTERED AND OUTLINED
SPLIT CIRCLE DEVICE REMOVED AND NAME SUPERIMPOSED			SPLIT CIRCLE DEVICE SHADOW ENLARGED
ENTIRE LOGO COLOR CHANGED TO SOMETHING OTHER THAN BLACK, SILVER, WHITE OR PMS 2945			DINERS CLUB INTERNATIONAL NAME COLOR CHANGED
SPLIT CIRCLE DEVICE SHADOW EXTENDED TO CONTAIN NAME			LOGO HAS BEEN ROTATED
DINERS CLUB INTERNATIONAL TYPEFACE CHANGED			PART OF THE NAME REMOVED
LOGO WARPED/TWISTED			INSIDE OF SPLIT CIRCLE DEVICE REVERSED TO SHOW BUSY BACKGROUND THROUGH
LOGO COMPRESSED/SQUEEZED			LOGO EXPANDED/STRETCHED
SPLIT CIRCLE DEVICE MOVED/FLIPPED			INSIDE OF SPLIT CIRCLE DEVICE CHANGED TO BLACK
ANY TYPE OF GLOW OR EFFECT APPLIED			LOGO OUTLINED

More information

Please contact DCIBrand@discover.com if you have questions regarding the use of the Diners Club International logo or acceptance mark in your communications.