PULSE®
Graphic
Standards
Manual

Acceptance Mark Use and Reproduction

pulse®

March 2026

PULSE® provides this Graphic Standards Manual (the "Manual") to ensure proper and consistent use of the PULSE name and acceptance Mark. This Manual governs all visual applications of the PULSE acceptance Mark, including debit cards, signage, printed matter, electronic media, and other materials where the name and/or acceptance Mark may be used. Strict adherence to the standards specified herein will maximize consumer awareness and marketing impact.

PULSE Network LLC is the owner of the PULSE acceptance Mark. The protection of the PULSE acceptance Mark is vital to all participants, as the Mark identifies the PULSE Network to cardholders and the public.

Downloadable Graphics Files
The PULSE acceptance Mark featured in this guide may be downloaded from the PULSE website. Go to the Acceptance Mark section of our Client Support page. Multiple versions of the PULSE Mark are available there in .ai and .png file formats. The Mark also may be obtained by email by sending a request to pulse@pulsenetwork.com or by calling the PULSE office at 800-420-2122.

Rules and Procedures
The right to use the PULSE acceptance Mark is granted only to PULSE participants, and such right may not be assigned or sublicensed to any other person without the prior written consent of PULSE.

Acceptance Mark
The PULSE acceptance Mark, or any variation of the Mark, must be used as described in this Manual. PULSE shall permit the display of previous versions of the PULSE acceptance Mark on cards or terminals or in other media until cards expire or are reissued, and/or until signage or other media are reprinted, refreshed, or revised.

In most instances, whenever the PULSE acceptance Mark is used, the trademark registration symbol (®) must appear immediately following the word "PULSE". When used in North America and the Caribbean, the PULSE acceptance Mark should appear in color whenever possible with the ® symbol. When used in locations outside of North America and the Caribbean, the PULSE acceptance Mark must be utilized in one-color (black) or one-color reverse (white) without the ® symbol (see "International Use" on page 6 for details).

Typewritten
In most instances, whenever the word "PULSE" is used in typewritten copy and not used as an acceptance Mark, the word must always appear in all uppercase letters.

When used in North America and the Caribbean, the ® symbol must be used after the "E" in the word "PULSE" (e.g. "PULSE®"). The registration symbol should appear on the first or most prominent reference to the PULSE trademark in each application. When used in locations outside of North America and the Caribbean, the ® symbol should not be used.

Cards
All new or reissued cards shall display the current PULSE acceptance Mark (either the primary or alternative version). When showing the PULSE acceptance Mark, on either the front or the back side of a card, it must be shown with equal emphasis to any other secondary identifiers. Only the institution's own proprietary mark and the front-of-card network logo may be larger than the PULSE acceptance Mark.

ATMs and POS Terminals
All new printed materials (including terminal signage) should display the current PULSE acceptance Mark. The Mark shall be utilized in accordance with regulations in this Manual and all other specifications determined by PULSE.

Card Issuance

Rule 2.5.2 of the [PULSE Operating Rules and Procedures](#)

Types of Cards – All cards must display the PULSE acceptance Mark in accordance with the specifications determined, from time to time, by PULSE, as set forth in these Rules and the *PULSE Graphic Standards Manual.* Each Issuer must begin issuing all new and replacement cards in compliance with the *PULSE Graphic Standards Manual* and encoding standards within nine (9) months after such Issuer authorizes its first Transaction, and all cards issued by such Issuer must be in full compliance with the *PULSE Graphic Standards Manual* and encoding standards within twenty-four (24) months after such Issuer authorizes its first PULSE Transaction. Issuers must select from the following card options:

   i. PULSE Label – Debit cards which display the PULSE acceptance Mark as the primary identifying logo or Mark appearing on the front or back of the card;

   ii. Private Label – Debit cards using a proprietary design must also display the PULSE acceptance Mark and conform to standards that PULSE may adopt, from time to time; or

   iii. Other Debit Cards and Credit Cards which display the PULSE acceptance Mark, as approved by PULSE.

ATM Signage

Rule 4.13 of the PULSE Operating Rules and Procedures

Terminal Signage Display Requirements – Each Acquirer shall ensure placement and use of signage displaying the PULSE acceptance Mark on or near all Terminals (which may include Terminals that are owned or operated by, or on behalf of, such Acquirer or any of its Acquiring Sponsored Participants), in accordance with the PULSE Network Requirements, within forty-five (45) calendar days after the date the Terminal begins accepting Transactions. Additional signage requirements in connection with the application of Surcharges and Rebates can be found in Rule 4.14.

The Acquirer is responsible for ensuring that all signage on or near each Terminal that is owned or operated by, or on behalf of, such Acquirer or any of its Acquiring Sponsored Participants, complies with all Compliance Regulations applicable to such Acquirer, Acquiring Sponsored Participant, and/or Terminal. The size and location of signage displaying the acceptance Marks on or near each Terminal will be at least equal in size and prominence as the signage for any other payment brand accepted at the Terminal.

If signage for other payment brands is displayed digitally on the Terminal screen rather than through the use of physical signage on or near a Terminal, then this signage requirement may be met through the digital display of the acceptance Mark on the Terminal screen in conformance with the preceding sentence regarding size and prominence of the display. The time period for adoption of the display of such Mark shall be communicated to Acquirers by PULSE.

Rule 8.1.7 of the PULSE Operating Rules and Procedures

Signage – Each PULSE Participant's ATM must display the PULSE acceptance Mark in accordance with the signage requirements and specifications determined, from time to time, by PULSE as set forth in the *PULSE Graphic Standards Manual.* Signage requirements for the application of convenience Fees and Rebates may be found in Rule 4.14.

Rule 9.2.5 of the PULSE Operating Rules and Procedures

Signage – Each POS terminal, other than a telephone, must display the PULSE acceptance Mark in accordance with the signage requirements

and specifications determined, from time to time, by PULSE as set forth in the *PULSE Graphic Standards Manual.* Additional signage requirements in connection with the Application of Surcharges and Rebates can be found in Rule 4.14.

Rule 10.1.5 of the PULSE Operating Rules and Procedures
Signage – Each Scrip Terminal must display the Mark in accordance with the signage requirements and specifications determined, from time to time, by PULSE as set forth in the *PULSE Graphic Standards Manual.* Signage requirements for the Application of Surcharges and Rebates can be found in Rule 4.14.

Advertisements, Printed Materials, and Other Media
All advertisements, printed materials, and other media that display the PULSE Mark shall display the current PULSE Mark.

Possible uses of the PULSE acceptance Mark in advertising include publications and printed advertisements, consumer-focused materials, outdoor/billboard advertising, websites, television, and electronic media. When used in advertising, the PULSE acceptance Mark must carry the ® symbol as outlined in this document.

Product Use: The PULSE acceptance Mark must not be used in conjunction with any products except for PULSE ATM network products and POS network products. Use of the PULSE acceptance Mark in conjunction with any other product implies an endorsement by PULSE and is strictly prohibited unless otherwise authorized in writing by PULSE.

Please refer to the PULSE Operating Rules and Procedures *for complete guidelines on the use of the PULSE acceptance Mark, including Rules for discontinuing use of the PULSE acceptance Mark should a financial institution no longer participate in PULSE.*

Application

These guidelines are intended as an aid for basic usage of the PULSE acceptance Mark. Because this guide is an overview, not all graphic applications may be covered. Specific questions on use not answered in this Manual should be directed to the PULSE office at 800-420-2122. Please refer to the *PULSE Select®/MoneyPass® Graphic Standards* for display standards for the PULSE Select® Mark.

The PULSE acceptance Mark is comprised of two graphic elements:

1. The word "PULSE" in custom-designed, lower-case italic letters.

2. A custom-designed horizontal bar running directly under the word "PULSE."

Both elements of the PULSE acceptance Mark must appear in the exact design configuration described below and on the following pages. The PULSE acceptance Mark is trademarked, and it must be protected by consistent and proper use.

It should be noted that different types of media (offset inks, silkscreen inks, paint, etc.) applied onto a wide range of materials and surfaces can affect the final appearance of the colors. It is important to instruct suppliers to match the Pantone color exactly.

The PULSE acceptance Mark should never be screened.

Acceptance Mark Versions

The PULSE acceptance Mark may be used in either full color or one color, in either a positive or reverse version. Alteration to the form, weight, or spacing of the characters or bar is prohibited.

100% Black
Pantone 158
C0 M64 Y100 K0

Primary Acceptance Mark

Positive Version

A positive version of the acceptance Mark **must be used** when the Mark is applied to backgrounds having a value of 30% of black or lighter. Backgrounds having a value of more than 30% of black are not acceptable when using the positive version.* When reproducing in one-color, it is recommended that one-color (black) be used. However, when using single-color printing other than black, the acceptance Mark may be reproduced in the single color being used.

When reproducing the acceptance Mark in full color, the word "PULSE" must always be one-color (black). The colors in the bar must be solid Pantone 158 or four-color process.

Positive / Two-color   Positive / One-color (black)

Reverse Version

A reverse version of the acceptance Mark **must be used** when the Mark is applied to backgrounds having a value of 40% of black or darker. Backgrounds having a value less than 40% of black are not acceptable when using the reverse version.*

When using the reverse version, the word "PULSE" must always reverse to white. The bar may **only** reverse to white or appear in full color. If the bar is used in full color, the background color must **always** be black.

Reverse /
Two-color

Reverse /
One-color (white)

*Backgrounds with a value between 30% and 40% of black may not be used.

International Use

In applications outside of North America and the Caribbean, the PULSE acceptance Mark must be used in one-color (black) or one-color reverse (white) only. Examples are shown below. No registration mark, trademark, or service mark shall accompany the acceptance Mark.

Positive /
One-color (black)

Reverse /
One-color (white)

Decals/Signage

An execution of the primary acceptance Mark with a rounded border has been developed for use as a decal, on ATM or point-of-sale signage, when applying the Mark against a cluttered or patterned field, or when it is necessary to optically distinguish the acceptance Mark from other graphic elements.

It is important when using this execution that its shape and space relationship to the acceptance Mark not be altered.

Guidelines for the use of the execution in two colors with the rounded border are the same as those outlined under "Primary Acceptance Mark".

Alternative Acceptance Mark

Issuers may use an alternative version of the PULSE acceptance Mark on cards, instead of the positive or reverse version of the primary acceptance Mark. This alternative Mark is designed specifically for use on the back side of cards, to allow for consistency with other marks on the card, and is only permitted for such use.

The alternative acceptance Mark is composed of the two graphic elements of the primary Mark, plus a rounded border.

The alternative PULSE Mark must only be used in one-color (black) or one-color reverse (white).

Positive /
One-color (black)

Reverse /
One-color (white)

Acceptance Mark Integrity

To maintain a consistent identity, the PULSE acceptance Mark should not be repositioned, redrawn, reproportioned, or altered for any reason. Enlargements and reductions should be made from master art obtained from PULSE in electronic form.

It is necessary for the PULSE acceptance Mark to have an adequate amount of open space surrounding it. This space provides clear visibility of the acceptance Mark and strengthens its position as an identifier.

The minimum distances that the acceptance Mark should be placed to edges of pages and signs, text, illustrations, and other design elements is one-half the height of the letter "l" in the Mark.

Trademark Registration Symbol

In applications in North America and the Caribbean, it is mandatory to use the ® symbol, placed as shown. The ® symbol does not necessarily enlarge or reduce proportionately with the size of the acceptance Mark.

Visual discretion should be used so that the ® symbol does not become a visual obstruction or hindrance to the acceptance Mark.

Acceptance Mark Minimum Size

The primary PULSE acceptance Mark may be reduced on any application to a size no smaller than 1/2 inch in length.

The alternative PULSE acceptance Mark may be reduced on a card to a size no smaller than 1/2 inch in length, inclusive of the border.

Reproduction Art

The PULSE acceptance Mark is available to financial institution participants in digital formats (.ai and .png) on the Acceptance Mark tab on our Client Support page.

Unacceptable Uses of the Primary Acceptance Mark

The following are typical examples of unacceptable treatment of the primary acceptance Mark. They weaken and distort the acceptance Mark. All users are asked to exercise good judgment when applying the acceptance Mark. If there is doubt about an application, contact the PULSE office for approval prior to use.

A. Use of an outline

B. Use of a screen

C. Reverse acceptance Mark against a cluttered field

D. Incorrect use of color in bar

E. Incorrect use of color in PULSE with full color bar

F. Incorrect use of background color with full color bar

G. Insufficient contrast

H. Insufficient contrast

Unacceptable Uses of the Alternative Acceptance Mark

The following are typical examples of unacceptable treatment of the alternative version of the PULSE acceptance Mark.

A. Use of any color within the alternative Mark

B. Use of a different weight for the border

C. Use of the Mark on any instance that isn't a card (i.e., advertisement, website)