

How do I get access to Visa Brand Asset Manager?

WHAT DO I NEED TO KNOW?

- Visa Brand Asset Manager or VBAM is Visa's new enterprise digital asset management platform where you can access Visa brand and marketing assets like logos, guidelines, images, and other creative materials you need for doing business with Visa.
- Visa Brand Hub, formerly known as 247365.com, will continue to be available for a limited time, before VBAM will permanently replace it.
- Visa Brand Asset Manager is accessible securely through **Visa Online**, the Visa b2b portal for business information and services used by clients and partners doing business with Visa.
 - Please ensure you have <u>Visa Online login credentials</u> handy when accessing the platform.
- For users who already have Visa Online access, the process should take less than 5 minutes.

WHAT DO I NEED TO DO?

- 1. Log into visaonline.com with your existing Visa Online username and password.
- 2. Visa Brand Asset Manager should be listed under My Services.

| Products | Marketing | Processing |
|---------------------|-----------|--------------|
| Search Visa Online | | |
| 端 My Services | | Request/Edit |
| Profile Preview | | |
| Who's Enrolled | | |
| Visa Brand Asset Ma | anager | |

3. Click on the link to open it in a new window.

If it is not listed under **My Services**, then you'll need to follow these 3 steps:

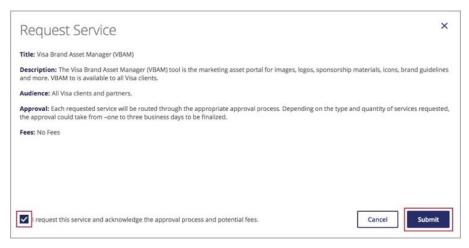
1.1. Click **Request/Edit** to open Request Services page (under My Services).

| ř | Products | Marketing | Processing |
|-------|---------------------|-----------|--------------|
| Seard | ch Visa Online | | |
| 00 | My Services | | Request/Edit |
| Pi | rofile Preview | | |
| w | 'ho's Enrolled | | |
| Vi | isa Online Secure E | -mail | |

1.2. Select **Request Service** next to Visa Brand Asset Manager (under Working with Visa).

| My Information | Request Services | | | | |
|-------------------------------|--|--|--|--|--|
| My Security | Before selecting any of the services below, please ensure you: 1. Have obtained your manager's approval. 2. Understand that selected services could involve additional costs. | | | | |
| My Organization & Services | Orderstand that selected services could involve additional costs. 3. Are only selecting services that you need. Requesting services you don' could result in unnecessary processing delays for services you really requ | | | | |
| Organization | Expand A | | | | |
| Information | Card Programs | | | | |
| Request Services | | | | | |
| | Information Services | | | | |
| | Processing | | | | |
| | Working with Visa | | | | |
| | Brand Management Approval System (BMAS) | | | | |
| | The Visa Brand Management Approval System (BMAS) has been designed to provide Visa financial institutions and Visa approved card vendors with a reliable and secure electronic channel for submitting card designs, artwork, affinity/co-brand, and card innovation submissions to Visa for review. | | | | |
| | Request Service > | | | | |
| | Visa Brand Asset Manager (VBAM) | | | | |
| | Visa Brand Asset Manager (VBAM) tool is the marketing asset portal for images, logos, sponsorship materials, icons, brand guidelines and more. VBAM to is available to all Visa | | | | |
| | clients. Request Service > | | | | |

1.3. Check the box and click **Submit.**



WHO CAN I CONTACT FOR HELP?

If you have issues accessing the site or would like to provide feedback, please email <u>vbam@visa.com</u>.