

Image Guidelines

The Bank reserves the right to determine, in its sole discretion, whether a submitted image will be accepted or rejected. All images submitted must have the consent of the owner including those images downloaded from the internet. The Bank will reject images that contain any of the following:

- Competitive marks or names competing with both Visa and MasterCard and any design element that might reflect poorly or engender hostility toward Visa or MasterCard Brand
- Political statements or subject matter of any nature (e.g. Neo-Nazi, Pro-Life, etc.)
- Branded Products/Services, including abbreviations, acronyms, and/or symbols of any nature. (except those associated with approved Affinity/Co-Brand programs)
- Copyrighted material of any nature or trademarked material not owned by partner
- Celebrities/musicians/athletes/entertainers/public figures/cartoons, etc. of any nature (except for those associated with approved Affinity/Co-Brand programs)
- Phone numbers (e.g. 800 or 900 #'s) and URL addresses (e.g. www.xyz.com) home address numbers, vehicle license numbers and other forms of personal identification
- Affiliation with groups that are determined to be of a “socially unacceptable” nature, including scenes, names or symbols (e.g. gangs, supremacy, etc.)
- Provocative or Sexual subject matter of any nature
- Any matter that reflects violence and violent acts
- Any matter that reflects profanity or obscenities
- Any references to Visa sponsorship properties (e.g. Olympics – except those associated with approved programs)
- Any photo or Subject matter of any nature that might result in non-acceptance or confusion by merchants at the point of sale
- Any printing or process that interferes with the required security features of the card or result in card fraud for both Visa and MasterCard products
- Offensive racial/prejudicial subject matter of any nature
- Offensive religious subject matter of any nature
- Advertising of any nature
- Portrait of an adult, including the cardholder, intended for identification purposes
- Self-promotion of any nature (e.g. personal business card)
- Images found publically on the internet which could be subject to copyright rules
- Any image we deem unacceptable to be associated with the Bank brand

Please note

Images that do not meet the above guidelines will be rejected, and you will be notified by email. You may then submit another image. The Bank reserves the right to exclude anyone from future use of the personalized card design service who submits or repeatedly submits images that do not follow these guidelines.

Tips for selecting an image

- Image files need to be in either jpeg, gif or png formats, and cannot exceed 4 megabytes.
- Images must be at least 480 x 480 in size.
- Images should be a minimum of 1024x786 pixels for best picture quality
- Small images will reproduce poorly; for best results and greater image clarity, use larger images with higher resolutions
- The time your image takes to upload depends on your Internet connection speed; the larger the image, the longer it will take to upload
- Keep in mind, you'll have the opportunity to make some adjustments to the appearance of your image in the card design page
- If you increase the scale of your image too much, it may print poorly if you have a smaller file size