



Image Guidelines

The appearance or interpretation of any of the following on apparel, banners, signs, etc., in the foreground or background of photos is prohibited, including but not limited to:

- Competitive Marks/Names (e.g. On Visa cards: no MasterCard, American Express, etc. On MasterCard cards: no Visa, American Express, etc.)
- Political Statements (e.g. Neo-Nazi, Pro-Life, etc.)
- Branded Products (except those associated w/ Affinity/Co-Brand programs)
- Copyrighted or Trademarked Material not owned by Partner
- Celebrities/musicians/public figures/athletes/cartoons, etc. (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)
- Socially Unacceptable Groups (e.g. gangs, supremacy, etc.)
- Provocative or Sexual content
- Violence
- Profanity or Obscenities
- Any references to the Olympics Games or Events
- Any photo that might result in non-acceptance or other problems at the point of sale.
- Any printing or process that interferes with the required security features of the card.
- 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);
- Copyrighted material of any nature*;
- Branded products/services, including abbreviations, acronyms and/or symbols of any nature*;
- Subject matter of any nature that might result in card acceptance confusion by merchants;
- Subject matter of any nature that might result in card fraud; and
- Any graphic design element that might reflect poorly or might engender hostility toward or derision of the Visa® or MasterCard® brand.

***The foregoing shall not apply to the use of any company image, copyrighted material, branded products/services, including abbreviations, acronyms and/or symbols of any nature, trademarks, personalities or names to the extent legally owned by or licensed to the cardholder.**