



Picture Card Image Guidelines

Uploaded images must meet these criteria:

File Format: JPG, GIF, PNG, TIFF, or BMP

Image Dimensions: Minimum of 480 x 480 pixels

Resolution: Minimum of 300–600 dots-per-inch (DPI) is recommended for best quality

File Size: Cannot exceed 4 megabytes (MB) or 4,000 kilobytes (KB)

General - Use a high quality photo from your digital camera, the better the photo the better your card will look. Low resolution photos, photos that are too small in dimensions, scanned photos, photos that are resized/stretched, and/or very dark or very light photos will not produce a quality card image.

Custom Logos - If the file format is JPG, GIF, TIFF, or BMP, then the logo background color as indicated by the upper-leftmost pixel will be "knocked out" to allow the card background to show. If the file format is PNG, then no background color knockout occurs and the logo background will be left intact and will overlay the card background.

To upload an image, the image file must be located on a storage device that is accessible by the PC or device on which you are viewing the Picture Card Designer website.

Any image submitted to and approved by us will be produced as it was received. An image will not be approved if it contains any of the following prohibited content. Pacific Service CU or its third party supplier(s) have the sole discretion to approve or disapprove an image based on these criteria and its review process. If your image is rejected, we will notify you by email and ask you to submit a new image for consideration. If you repeatedly submit images that are deemed unacceptable, we reserve the right to prohibit future use of your Picture Card.

1. Sexual/provocative/obscene/profane/vulgar subject matter of any nature
2. Partial or full nudity
3. Political subject matter of any nature
4. Offensive racial/prejudicial subject matter of any nature
5. Offensive religious subject matter of any nature
6. Advertising of any nature*
7. Self-promotion of any nature (e.g., personal business card)*
8. Copyrighted material of any nature*
9. Branded products/services, including abbreviations, acronyms and/or symbols of any nature*
10. Solicitations, including telephone numbers or services of any nature (e.g., 900 or 800 numbers URLs)
11. Celebrities/musicians/athletes/entertainers/public figures/cartoon characters, etc., of any nature*
12. Affiliation with groups that are determined to be of a "socially unacceptable" nature, including scenes, names or symbols, or illegal or anti-social behavior
13. Depiction of violent acts or death imagery
14. Depiction of alcohol, tobacco, drugs or firearms/weapons
15. Depiction of or reproduction of currency
16. Anything that interferes or may interfere with the required security features of the card



17. Subject matter of any nature that might result in card acceptance confusion or non-acceptance by merchants
18. Subject matter of any nature that might result in card fraud
19. Reference to any MasterCard®, Visa®, or Discover® card brand sponsored properties/events*
20. Competitive card brand or institution marks or names
21. Any graphic design element that might reflect poorly on or might engender hostility toward or might cause derision of or might bring into disrepute the MasterCard®, Visa®, or Discover® card brands
22. Any graphic design element that might reflect poorly on or might engender hostility toward or might cause derision of or might bring into disrepute the Card Issuing Institution or associated organizations/businesses
23. Also take into account any applicable local laws, regulations, or cultural sensitivities and customs in the target market where the card will be used

* 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.