



"Make My Card" Image Guidelines

Every submitted image must follow the Visa Issuing Guidelines as set by Visa International. The guidelines listed below are to assist in determining if an image will be accepted for processing on Visa card products.

Please note that FSCU, Visa U.S.A. and Visa International are held harmless from any and all losses, expenses, and damages that may be incurred as a result of using any mark, trade name, design or photograph on a Visa card or any other program material.

Full Image Photo Program Guidelines:

- Images or text supplied by the cardholder should NOT contain: Copyrighted material or other photographs not owned by you (including professional photographs taken by others).
- Trademarked or proprietary material (including brand names and branded products), advertising, promotional materials, competitive marketing, Website addresses, e-mail addresses, telephone numbers or other personal information.
- Celebrities and public figures, including music, entertainment, sports and political figures.
- Obscene or lewd material containing profanity, obscenities or nudity and any other inappropriate material that is harassing, discriminating, or provocative, or any other offensive or socially unacceptable material.
- Symbols of death, destruction, violence, firearms, weapons, ammunition, or any other negative images that do not reflect positively on Family Savings CU.
- Images that may interfere with the acceptance of the Card or the security features. Images that do not cover the entire surface of the Card.
- Images containing alcohol or tobacco.
- Religious symbols, images or text.
- Political statements.
- Images of money.
- Photos that feature a mascot or character as the primary focus of the photo.

Categories that may need further clarification:

- Professional photographs – Cardholders may be photographers and want to showcase their best work. This is permissible. Other photographs may contain a copyright mark, notation or watermark and should be rejected based on copyright infringement.
- Cars – If the image of the car is promotional in nature or is clearly not taken by the cardholder, then the image may not be permitted for printing on the Visa card.
- Nudity and semi-nudity – All unclothed babies/children should be photographed from only the waist or above. Adults should be fully clothed, except in the instance of a bathing suit photo that is tasteful.
- Religious symbols, images and text – It is important to take a non-discriminatory approach to all political and religious content. Some images and/or content that represent a specific point of view of any political, anti-social or religious group as a focal point in the photograph will not be permitted.
- Dress up cartoon characters and mascots – Any image where the focus is of a cartoon character or mascot, such as Donald Duck, will be rejected.
- Money – Images of currency, regardless of country of origin, will be rejected.
- Animation and Art – Any image that contains a copyright mark (TM or C) or is a recognizable character should be rejected. Otherwise images will be screened with the same criteria as professional photographs.

"Make My Card" Process: Digital Photos should be submitted to makemycard@familysavingscu.com. Once the photo is received, an email will be sent confirming receipt. A second email will be sent for card printing approval. No card will be printed without cardholder approval. Once the card design is approved by email, the cardholder will visit the branch they indicated in the email approval and have the card printed. The cardholders should visit their branch office with a valid photo id for pick up. The cardholder is required to surrender their old debit card once the new one is received.

*******REMINDER! Do not send any account numbers or card numbers through email. This information is not needed to design your card. *******