

Custom Image Debit Card Guidelines

To customize the design of your debit card, you can select an image from our card catalog library or upload your own custom image. All the images in our card catalog are approved for use in the design of your card. If you choose to upload your own image, it must adhere to the following guidelines:

PALCO Federal Credit Union reserves the right to accept or reject any artwork, images or logos. The guidelines below will help you choose an acceptable image. If your image does not meet these image guidelines, your image will be rejected.

For all custom images you must:

- Use one of the following file formats: .jpeg, .gif, or .png
- Custom photos are recommended to be at least 1015 x 640 pixels. Note: small images will reproduce poorly when printed. 300 DPI is recommended for best quality.
- Own the image or have permission from the owner to use the image.

Images that include any of the following will be rejected:

- Company names, logos, slogans, third party brands, trademarks, copyrighted items, or any image which may be protected by trademark or copyright.
- Name, image and likeness of celebrities, musicians, professional athletes, politicians, entertainers, or other public figures (excluding permission-based photos of you, your family members, or friends photographed with a famous person).
- Depictions of illegal activities or otherwise inappropriate behavior.
- Addresses, phone numbers, social security numbers or other personal identification numbers or URL addresses.
- Items that may be considered obscene, offensive, indecent, provocative, nude, semi-nude, lewd, or otherwise inappropriate images, including profanity.
- Material/content demonstrating the views and/or opinions of political groups, religious groups or anti-social or socially unacceptable groups. Material/content demonstrating culturally or racially sensitive material.
- Artwork which was created by a third party for which you have not obtained permission from the owner to use.
- Cartoon or other characters for which express permissions have not been obtained. This includes images that you have created and do not have permission to use. (Example: photos altered using emojis or other images from third party phone app processes or features)
- Violent, offensive, anti-social, or death imagery – including any other material that could be perceived as violent.
- Images of flags, unless it is one of the flag-related images from our image catalog library.
- Any other image which is deemed unacceptable and reflects negatively on the branding image of PALCO Federal Credit Union.

Images that do NOT meet the above guidelines will be rejected.