



ePix Image Guidelines

Please follow the below guidelines when creating and uploading your image.

Uploaded images must meet these criteria:

- **File Format:** JPG, GIF, PNG, TIFF, or BMP
- **Image Dimensions:** minimum of 480 by 480 pixels
- **Resolution:** minimum of 300 dots-per-inch (DPI) – 600 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 your 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.

Identity Photos - Must be a photo of the actual cardholder. Use a straight-on full-head image, and zoom in on your face. Do not wear hats or sunglasses or other items that could detract from your clear identity. Use a photo with a light-colored and single-color backdrop for best results.

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. (**Note:** *The Client should also document here additional specifics around acceptable custom logos including allowed dimensions and allowed content.*)

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

For any image, you warrant to Westmark that: you are the owner of the image (e.g. it is a photo taken by you) or you have obtained express consent from the image's owner to use the image on your card; and use of the image by Westmark will not infringe any other person's rights, including intellectual property rights, in the image. Westmark may require evidence of the image owner's consent or of your ownership of the image.



An image will be disapproved if it contains any of the following prohibited content. Westmark 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 disapproved due to not meeting these Image Guidelines, we will notify you via e-mail and ask you to re-submit a new image for consideration.

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.
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.

* NOTE: 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.