

# PERSONAL OR BUSINESS CUSTOMIZED DEBIT CARD

FREE with any checking account

You're one of a kind. And so is your card.

At Lowell Five, it's not just customized. It's personalized. Create a unique debit card that's all about you. Whether it's a photo of your kids, your pets or your business, the Lowell Five Debit Card lets you stay close to what's most important.



**At Lowell Five, choosing a personalized  
debit card is so easy!**

## To get started:

**Stop in any one of our 16 conveniently located branches and fill out an application.**

Choose your personal photo - maybe a photo of your children, pet or favorite place.

## For best results, the photo must:

1. Adhere to the Lowell Five image guidelines (see below)
2. File format must be jpg (jpeg) or bmp (bitmap)
3. Orientation - the photo should be horizontal or landscape
4. The dimensions should be a minimum of 640 by 480 pixels
5. The full size of the photo cannot exceed 4 MB or 4,000 KB

\*Also please know that the Lowell Five logo, EMV chip, card number, card owner name, date of expiration and MasterCard logo will be printed over your photo (as shown above)

**Then just follow these simple email instructions:** and as always, if you have any questions, just give us a call! **(978) 452-1300**

1. email the photo (as an attachment) to [cards@lowellfive.com](mailto:cards@lowellfive.com)
2. email subject line should read: New card request
3. email should include:
  - a. Your name
  - b. Last four digits of the bank account number.

**That's it - it's that easy!**

Have fun choosing the photo for your Lowell Five personalized debit card.

And remember at Lowell Five, we think

**You're one of a kind. And so is your debit card!**

# Lowell Five Custom Image Guidelines

**File Format:** JPG or BMP

**Orientation:** Landscape

**Image Dimensions:** Minimum of 640 by 480 pixels (Landscape)

**Resolution:** Minimum of 300 dots-per-inch (DPI) is recommended

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

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. The Lowell Five will keep your image on file for a limited length of time.

**The Lowell Five will disapprove an image if it contains any of the following prohibited content.** If your image is disapproved due to not meeting these Image Guidelines, we will contact you and ask that you re-submit a new image for consideration. If we are unable to get in contact with you within a week, a card order with our Standard background will be placed.

1. Sexual/provocative/obscene/profane/vulgar subject matter of any nature;
2. Partial or full nudity;
3. Political subject matter of any nature;
4. Images that display anti-government behavior or sentiment;
5. Offensive racial/prejudicial subject matter of any nature;
6. Offensive religious subject matter of any nature;
7. Advertising of any nature\*;
8. Self-promotion of any nature (e.g., personal business card)\*;
9. Copyrighted material of any nature\*;
10. Branded products/services, including abbreviations, acronyms and/or symbols of any nature\*;
11. Solicitations, including telephone numbers or services of any nature (e.g., 900 or 800 numbers URLs);
12. Celebrities/musicians/athletes/entertainers/public figures/cartoon characters, computer game images etc., of any nature\*;
13. Affiliation with groups that are determined to be of a “socially unacceptable” nature, including scenes, names or symbols, or illegal or anti-social behavior;
14. Depiction of violent acts or death imagery;
15. Depiction of alcohol, tobacco, drugs or firearms;
16. Depiction or reproduction of currency;
17. Anything that interferes or may interfere with the required security features of the card;
18. Subject matter of any nature that might result in card acceptance confusion or non-acceptance by merchants;
19. Subject matter of any nature that might result in card fraud;
20. Reference to any MasterCard® card brand sponsored properties/events\*;

21. Competitive card brand or institution marks or names;
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 MasterCard® card brands;
23. 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;
24. Images that are determined not suitable for use by The Lowell Five;
25. 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.