



Stop. Save. Go.

NYCE[®] Network Limited Surcharge Program Graphic Standards

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NYCE Network Limited Surcharge Program Graphic Standards

Table of Contents

- Introduction 4**
- 1 License of Program Mark 5**
 - General 5
 - Conditions and Limitations on Use 5
 - Assignment of Rights 6
 - Protection of the Marks 6
 - Litigation and Indemnification 6
- 2 Program Mark Usage 7**
 - General 7
 - Use of Program Member Names 7
 - Equal Size and Prominence 7
 - Program Mark Registration Symbol and Reproductions 7
 - Use of the Program Mark in Text 7
 - Use of Program Mark as an Adjective 8
- 3 Reproduction Standards for the Program Mark 9**
 - General 9
 - Minimum Size 9
 - Color Reproduction 9
 - Reproduction Materials and Electronic Files 10
 - Toolkit 11
 - Minimum Clearance 11
 - Incorrect DOLLAR\$TOP Logo Use 11
 - The DOLLAR\$TOP Tagline: “Stop. Save. Go.” 12
 - Tagline Registration Symbols and Reproductions 12
 - Use of the Tagline in Text 12
 - General Use of the Tagline Lockup with the Program Mark 13
 - Incorrect Tagline Usage 13
- 4 Card Applications 14**
 - General 14
 - Reproduction of the DOLLAR\$TOP Logo on Cards 14
 - Location 14
 - Color 14
 - Minimum Size 14
 - Timing 14

NYCE Network Limited Surcharge Program Graphic Standards

Table of Contents

5	Signage Applications	15
	Program ATM Terminals and Locations	15
	Display at or near Program ATM Terminals	15
	Color.....	15
	Minimum Size on or near Program ATM Terminals	16
	Timing.....	16
	Ordering Decals	16
	Exterior Signage	16
	Location.....	16
	Color.....	16
	Minimum Size	16
	Timing.....	16
6	Other Applications	17
	Advertising.....	17
	Advertisement Placement	17
	Color.....	17
	Minimum Size	17
	Program ATM Locator Services.....	18
	Web site ATM Locator Service	18
	Smartphone ATM Locator Application	18
7	Variances to Program Graphic Standards	19

NYCE Network Limited Surcharge Program Graphic Standards

Introduction

This manual (defined as the Program Graphic Standards in the Program Rules) sets forth the NYCE® Network Limited Surcharge Program Graphic Standards for use of the Program Mark. The Program Graphic Standards apply to the use of Program Mark in connection with the Limited Surcharge Program offered by NYCE. These Program Graphic Standards are minimum standards and are required for all Program Members as set forth herein.

In order to protect the Program Mark, provide the greatest consumer recognition of the Program and lift to Program Members' proprietary brands, all Program Members must adhere to these Program Graphic Standards. Program Members that contract with vendors or suppliers that use the Program Mark(s) are responsible for such vendor or supplier compliance with the Program Graphic Standards. Capitalized terms used herein and not otherwise defined in the Program Rules shall have the meanings set forth in the NYCE Network Operating Rules ("Rules").

For Program Members that Issue Cards in the Program

These Program Graphic Standards enable Program Members to add lift to their proprietary Cards by adding the Program Mark to their Cards, e-banking Web sites, social media and collateral materials. Program Members may also: (a) hot link to the Program Web site provided by NYCE; (b) hot link to the Program ATM Terminal locator service; and (c) promote the availability of the Program smartphone ATM Terminal locator application, all as set forth in these Program Graphic Standards. Additional suggested consumer educational materials (e.g. direct mail, brochure copy, e-banking Web site banners) will be provided by NYCE and can be customized by each Program Member.

For Program Members with Program ATM Terminals

Displaying the Program Mark on Program ATM Terminals is required as set forth in the Program Rules. Prominently displaying the Program Mark lets customers of other Program Members feel confident that their Cards will be accepted at your ATMs with a fixed surcharge amount of USD \$1.00 (one U.S. dollar). Supplementary signage (e.g. window, door, pole, directional) will help reinforce the availability of your Program ATM Terminals. Keeping your Program ATM Terminal location information up-to-date will help ensure maximum exposure and usage of your Program ATM Terminals.

For all Program Members

Graphic uniformity on Cards, ATM Terminals, Web sites, collateral material, and signs gives Cardholders convenient ways to find Program ATM Terminals and peace of mind that they can conduct ATM withdrawals for a fixed surcharge of USD \$1.00 at those participating ATMs.

Information/Assistance

For information and assistance regarding these Program Graphic Standards, send an e-mail inquiry to nyce.brand@fisglobal.com.

NYCE Network Limited Surcharge Program Graphic Standards

1 License of Program Mark

1.1 General

Use of the Program Mark is permitted only pursuant to a valid license granted by NYCE under a Program Agreement. Use of the Program Mark under the license is conditioned upon strict compliance with the Program Agreement and these Program Graphic Standards. The Program Mark may only be used in connection with the consumer marketing and promotion of the Program. The Program Graphic Standards may be amended from time to time by NYCE in its sole discretion.

1.2 Conditions and Limitations on Use

Program Member's right to use the Program Mark is subject to the following conditions and limitations:

- (a) Program Member shall comply with the Program Agreement, Program Graphic Standards, and all Applicable Laws pertaining to the use of the Program Mark, as well as all specifications and directives concerning the usage of the Program Mark that may be issued by NYCE from time to time. Program Member is responsible to ensure that any vendor contracted or used by Program Member with respect to the use of the Program Mark, including but not limited to plastic card vendors, ATM decal vendors, signage vendors and Web site developers use the Program Mark in accordance with these Program Graphic Standards. Program Member shall not use the Program Mark:
 - (i) In any way, for any purpose, or in conjunction with any words, which inaccurately or inappropriately identify or describe the Program;
 - (ii) To describe, advertise, or identify in any other manner anything other than the Program; or
 - (iii) In any objectionable or disparaging manner.

NYCE may audit the use of the Program Mark by Program Member and may, at any reasonable time, inspect the manner in which Program Member is using the Program Mark. If NYCE so requests, Program Member shall provide information to NYCE regarding samples and descriptions of such use of the Program Mark.

- (b) Program Member shall not represent that it has any ownership interest in the Program Mark or registrations, nor shall Program Member do or cause to be done anything that contests, impairs, or tends to impair NYCE's exclusive right, title and interest in and to the Program Mark or the goodwill associated with the Program Mark.
- (c) Program Member shall, at its sole expense, cease its use of the Program Mark, within a timeframe reasonably requested by NYCE in the event NYCE determines, in its sole discretion, that it wishes to generally cease the use of the Program Mark. If so requested by NYCE, Program Member shall destroy or surrender to NYCE any depiction of such Program Mark(s) in any medium whatsoever. For the avoidance of doubt, upon termination or expiration of an Issuing Participant's participation in the Program, the Issuing Participant will immediately cease its use of the Program Mark in connection with issuing cards and replace or reissue then-outstanding Cards bearing any such Program Mark(s) by or before the effective date of such termination or expiration to no longer include any Program Mark(s) unless otherwise agreed by NYCE in its sole discretion.

NYCE Network Limited Surcharge Program Graphic Standards

1.3 Assignment of Rights

Program Member acknowledges and agrees that its right to use the Program Mark may not be assigned or sublicensed to any Person, and that such right shall not inure to the benefit of any third party, without the prior written consent of NYCE.

1.4 Protection of the Marks

Program Member shall assist NYCE to the fullest extent necessary to procure protection, and to maintain any existing protection, for all of NYCE's rights in the Program Mark. In the event that Program Member learns of any actual or intended infringement, simulation or imitation of any Program Mark by any Person that has not been granted the right to use any Program Mark by NYCE, Program Member shall so notify NYCE in writing as soon as reasonably practicable.

1.5 Litigation and Indemnification

- (a) Program Member shall neither threaten nor initiate any litigation against any third party relating to any Program Mark without the prior written consent of NYCE. If another Person asserts that Program Member violated any proprietary rights in conjunction with its use of any Program Mark, Program Member shall promptly notify NYCE in writing of such assertion and of any litigation or possible litigation resulting from such assertion. Program Member shall not enter into any settlement agreement or decree regarding such litigation without the prior written consent of NYCE.
- (b) NYCE shall defend Program Member from and against any action, litigation, or claim by a third party alleging that the Program Mark infringes a registered trademark or copyright, and shall indemnify and hold harmless Program Member from and against any damages, costs, and expenses of such third party awarded against Program Member by a final court judgment or an agreement settling such action, litigation, or claim, except to the extent that such action, litigation or claim is the result of: (i) Program Member's use of the Program Mark in a manner or for a purpose not permitted by or not compliant with the terms of these Program Graphic Standards or the Program Agreement; or (ii) the action or inaction of Program Member.
- (c) NYCE's obligation to indemnify Program Member under Section 1.5(b) above is contingent upon:
 - (i) Program Member's promptly notifying NYCE in writing of any claim subject to such indemnity obligation;
 - (ii) NYCE having sole control over the defense and settlement of the claim;
 - (iii) the Program Member's reasonably cooperating during defense and settlement efforts; and
 - (iv) Program Member's not making any admission, concession, consent judgment, default judgment or settlement of the claim or any part thereof.

NYCE Network Limited Surcharge Program Graphic Standards

2 Program Mark Usage

2.1 General

All Cards, Program ATM Terminals, signs, displays, advertisements, and other materials are required to be in compliance with these Program Graphic Standards. Failure to comply will result in the imposition of sanctions as described in the Program Rules. NYCE may occasionally perform audits for purposes of monitoring compliance with these Graphic Standards. Any error in the reproduction of any Program Mark must be promptly corrected.

2.2 Use of Program Member Names

No Program Member may, in advertising, direct mail, press releases, brochures, e-banking Web sites, social media or other media featuring or promoting the Program, use the name, trade name, or trademark of any other Program Member, unless such other Program Member has given prior written consent; provided, however, the foregoing restriction does not apply to any Program materials (including but not limited to Program Web sites) produced or provided by NYCE, nor does it apply to individual customer communications such as customer service inquiries or error resolution correspondence.

2.3 Equal Size and Prominence

In all uses of the Program Marks, the Program Mark must be displayed in at least equal size, prominence, and frequency with any other limited surcharge program or surcharge-free service marks displayed.

2.4 Program Mark Registration Symbol and Reproductions

Program Member is required to use a registration symbol ® when using the Program Mark. The registration symbol must always be displayed:

- (i) at the upper right hand corner of the DOLLAR\$TOP Logo or DOLLAR\$TOP APP Logo as provided by NYCE;
- (ii) at the upper right hand corner of the DOLLAR\$TOP Word Mark upon the first use of the DOLLAR\$TOP Word Mark within any body copy. Do not use the registration ® symbol in headlines.

Only those Program Marks that are approved for use by NYCE or are reproductions of the Program Marks that are made from the electronic files provided by NYCE may be used by Program Member. In addition, Program Member shall include a trademark attribution statement when appropriate:

For example: *DOLLAR\$TOP and design are registered trademarks of NYCE Payments Network, LLC.*

2.5 Use of the Program Mark in Text

The DOLLAR\$TOP Word Mark is provided for use in text. The DOLLAR\$TOP Logo must never be used in text. To distinguish the use of the DOLLAR\$TOP Word Mark from surrounding text, DOLLAR\$TOP must appear in all capital letters (DOLLAR\$TOP). The DOLLAR\$TOP Word Mark should be reproduced in the color and type style of the adjoining text. A contrasting color or type style for the DOLLAR\$TOP Word Mark may not be used unless approved by NYCE in writing.

NYCE Network Limited Surcharge Program Graphic Standards

2.6 Use of Program Mark as an Adjective

It is permitted to use the DOLLAR\$TOP Word Mark as an adjective when describing the service or when used in promotional materials.

Examples of Correct Use:

- Want convenient access to your checking account at a reasonable price? Ask us how you can stop, save and go at thousands of DOLLAR\$TOP® ATMs?
- Like ATMs but bothered by high convenience fees? Visit a DOLLAR\$TOP® ATM and save today!
- With DOLLAR\$TOP®, it's just a dollar to use thousands of ATMs, nationwide!
- Got a smartphone? Download your free DOLLAR\$TOP® ATM locator app today!
- Travelling this weekend? Check out www.dollarstop.com for ATMs. At just \$1.00, you can save whenever you stop at a DOLLAR\$TOP® ATM!

NYCE Network Limited Surcharge Program Graphic Standards

3 Reproduction Standards for the Program Mark

3.1 General

The proportions and configuration of the DOLLAR\$TOP Logo have been established to create visual continuity in all sizes. They may not be altered in any manner.

3.2 Minimum Size

Minimum size standards for reproduction of the DOLLAR\$TOP Logo with respect to various applications (cards, signage, print, other applications) are set forth in their respective sections of these Program Graphic Standards.

3.3 Color Reproduction




Pantone Matching System (PMS) 185 Red—“NYCE Red”—has been chosen as the primary color for the DOLLAR\$TOP Logo to heighten its visual impact and to visually connect the NYCE Logo with the DOLLAR\$TOP Logo, where its use may warrant such visual connection. NYCE Red may be specified by its number in the Pantone Matching System: PMS 185 Red.



PMS 185 Red
CMYK 0/92/76/0
RGB 224/0/52
HEX E00034

NYCE Network Limited Surcharge Program Graphic Standards

The following standards must be followed for all color reproductions of the DOLLAR\$TOP Logo:

Color	Description	Permitted Use
NYCE Red 	DOLLAR\$TOP Logo in NYCE Red against a white, neutral or metallic background	All applications
Black 	DOLLAR\$TOP Logo in black against a metallic background or any background with a density of 50% or less	All applications where NYCE Red cannot be used for the following reasons: <ul style="list-style-type: none"> • Background is red or orange • Sufficient contrast between NYCE Red and the background cannot be achieved • Background color vibrates with NYCE Red • Materials are printed in one color
White (reverse) 	DOLLAR\$TOP Logo in white (reverse reproduction) against any background color with a density of 50% or more	All applications where the NYCE Red or black treatment cannot be used for the following reason: <ul style="list-style-type: none"> • Background color has a density of 50% or more

Important: Use of colors other than those illustrated in this **Section 3.3** for the DOLLAR\$TOP Logo requires prior written approval by NYCE; send an e-mail inquiry to nyce.brand@fisglobal.com if you have a particular situation or application that may warrant a variance to these color requirements.

Specific standards for color reproduction with respect to various applications (cards, signage, other applications) are set forth in their respective sections of these Program Graphic Standards.

3.4 Reproduction Materials and Electronic Files

Reproduction of the DOLLAR\$TOP Logo must always be made from an electronic file supplied by NYCE and may not be redrawn, altered, modified or photographically stretched or widened in any way. To obtain DOLLAR\$TOP electronic logo files:

- Send an e-mail request for electronic DOLLAR\$TOP Logo files to nyce.brand@fisglobal.com; please specify preferred format: AI, EPS, GIF, JPG or TIFF.
- Log onto InfoManager, NYCE's browser-based portal service. From the homepage, select [Product Solutions](#), then [DOLLAR\\$TOP Program](#).
- Log onto the FIS Norcross EFT Administration customer site and select [Main Menu](#), then [Documents](#), then [Manuals](#).

NYCE Network Limited Surcharge Program Graphic Standards

3.5 Toolkit

A toolkit has been developed to assist Program Members in promoting the Program. Access the DOLLAR\$TOP Toolkit at www.nyce.net. Select Financial Institutions, then Marketing Materials and you will see the DOLLAR\$TOP paragraph which includes a link to the DOLLAR\$TOP Toolkit. Template promotional tools are available for Program Members to customize.

3.6 Minimum Clearance

A minimum amount of clearance space surrounding the DOLLAR\$TOP Logo is required when the DOLLAR\$TOP Logo is used for any application. The minimum amount of clearance space is equal to half the height of the letters in DOLLAR\$TOP. The minimum clearance space allows for maximum visibility of the DOLLAR\$TOP Logo.



3.7 Incorrect DOLLAR\$TOP Logo Use

In order to ensure consistency, altering the DOLLAR\$TOP Logo is not permitted. Here are a few examples of incorrect usage of the DOLLAR\$TOP Logo.



1. Do not change the color of the logo.



2. Do not use a drop shadow or any other filter on the logo.



3. Do not rotate the logo.



4. Do not stretch or skew the logo.



5. Do not remove trademarks from the logo.



6. Do not reproduce the logo in grayscale.

NYCE Network Limited Surcharge Program

Graphic Standards

3.8 The DOLLAR\$TOP Tagline: “Stop. Save. Go.”

The official DOLLAR\$TOP Tagline is “Stop. Save. Go.”. No other tagline should ever be used in conjunction with the DOLLAR\$TOP brand. The tagline should never be used alone or without the logo in text or graphical format.

The DOLLAR\$TOP Tagline is typically reserved for marketing and promotional applications, but may also be used on signage and decals at the Program Member’s discretion.

3.9 Tagline Registration Symbols and Reproductions

Program Member is required to use a registration symbol ® when using the tagline in text. The registration symbol should never be used after the tagline when locked up with the graphical mark. The registration symbol must always be displayed at the upper right hand corner of the tagline upon the first use of the DOLLAR\$TOP Word Mark and tagline within any body copy as illustrated in **Section 3.10**. Do not use the registration ® symbol in headlines.

Only those Program Marks that are approved for use by NYCE or are reproductions of the Program Marks that are made from the electronic files provided by NYCE may be used by Program Member. In addition, Program Member shall include a trademark attribution statement when appropriate:

For example: *DOLLAR\$TOP, “Stop. Save. Go.” and design are registered trademarks of NYCE Payments Network, LLC.*

3.10 Use of the Tagline in Text

The DOLLAR\$TOP Tagline is provided for use in text. The graphical treatment of “Stop. Save. Go.” must never be used in text. To distinguish the use of the DOLLAR\$TOP Tagline from surrounding text, DOLLAR\$TOP must appear in all capital letters (DOLLAR\$TOP) immediately before the tagline, followed by a dash. The tagline text itself should always be set in italics.

For example (with registered trademarks): DOLLAR\$TOP – *Stop. Save. Go.*®

The DOLLAR\$TOP Tagline should be reproduced in the color and type style of the adjoining text, and always in the font and point size of the preceding DOLLAR\$TOP text. A contrasting color or type style for the DOLLAR\$TOP Tagline may not be used unless approved by NYCE in writing.

The DOLLAR\$TOP Tagline should not be used as an adjective in text. However, in approved applications from NYCE, it may be used as a headline element in marketing and promotional materials. Program Members are not allowed to create these assets; contact NYCE to obtain specific tools for these applications of the DOLLAR\$TOP Tagline.

The DOLLAR\$TOP Tagline text may be referred to in promotional copy. However, the standard treatment (including punctuation, italicized font and trademarking) should not be used in these applications.

For example (referred to as promotional copy): *Want convenient access to your checking account at a reasonable price? Ask us how you can stop, save and go at thousands of DOLLAR\$TOP® ATMs.*

NYCE Network Limited Surcharge Program Graphic Standards

3.11 General Use of the Tagline Lockup with the Program Mark

The proportions and configuration of the DOLLAR\$TOP Tagline as a logo lockup treatment have been established to create visual continuity in all sizes. They may not be altered in any manner.

The DOLLAR\$TOP Tagline should follow the same general rules as outlined in **Sections 3.2 - 3.6**, with inclusion of the tagline in the logo lockup:



Note that the tagline text should always appear in the same proximity to the DOLLAR\$TOP Logo as shown, where the "S" in the tagline represents the clear space between the DOLLAR\$TOP Logo and the text below.

3.12 Incorrect Tagline Usage

In order to ensure consistency, altering the DOLLAR\$TOP Tagline is not permitted. Here are a few examples of incorrect usage of the DOLLAR\$TOP Logo.



1. Do not change the color of the tagline.



2. Do not change the size or orientation of the tagline as it relates to the logo.



3. Do not use the tagline graphic without the logo.



4. Do not stretch, skew or alter the italic styling of the tagline.



5. Do not change the font face, style or treatment of the text in the tagline.



6. Do not change the punctuation within the tagline text.

NYCE Network Limited Surcharge Program Graphic Standards

4 Card Applications

4.1 General

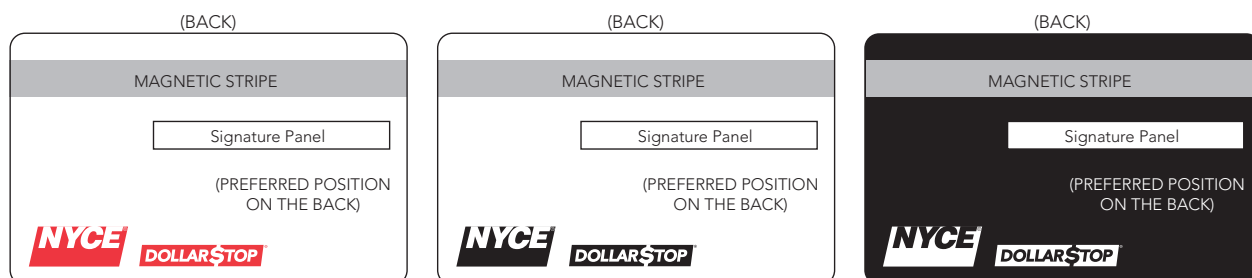
While not required, it is recommended that Program Members display the DOLLAR\$TOP Logo to the right of the NYCE Logo on all Cards. The NYCE Logo and the DOLLAR\$TOP Logo can provide lift to the Issuing Participant's brand, and helps consumers recognize where they can use their Cards for ATM withdrawals for a fixed surcharge of USD \$1.00. (If Program Member is also a member of the NYCE Surcharge-Free Program, then the SUM[®] Logo is also recommended to be displayed on Cards.)

4.2 Reproduction of the DOLLAR\$TOP Logo on Cards

Whenever an Issuing Participant elects to place the NYCE Logo and the DOLLAR\$TOP Logo on its Cards, the following standards apply.

4.2.1 Location

NYCE recommends that the NYCE Logo and the DOLLAR\$TOP Logo be displayed on the front or back of each Card in any area free of embossing or other data. The preferred positioning is on the back at the left side near the bottom edge as shown below. The NYCE Logo and the DOLLAR\$TOP Logo must be imprinted or embossed on Cards, and not affixed as a decal.



4.2.2 Color

NYCE Red (PMS 185) is the preferred color, but black or white (reversed) may be used as permitted by Section 3.3 of these Program Graphic Standards.

4.2.3 Minimum Size

When used as shown, the DOLLAR\$TOP Logo must be at least 25% wider than the NYCE logo, or a minimum of 5/8" (.625") wide.

4.2.4 Timing

No Cards bearing the Program Mark may be issued by a Program Member prior to its live date in the Program, unless otherwise approved by NYCE.

NYCE Network Limited Surcharge Program Graphic Standards

5 Signage Applications

5.1 Program ATM Terminals and Locations

DOLLAR\$TOP Logo

Each Program ATM Terminal must be identified with the DOLLAR\$TOP Logo in accordance with these Program Graphic Standards and the requirements set forth below.

5.1.1 Display at or near Program ATM Terminals

- (a) The DOLLAR\$TOP Logo must be displayed in a prominent location on or near the facia of each Program ATM Terminal; and
- (b) If the Program ATM Terminal is not fully visible from publicly accessible areas (for example, the Program ATM Terminal is located in a vestibule or other area of the Program Member's office or branch), the DOLLAR\$TOP Logo must be displayed on a main entrance door, window or wall adjacent to the Program ATM Terminal that is fully and easily visible to the general public.

5.1.2 Color

The preferred color of the DOLLAR\$TOP Logo displayed on an ATM Terminal is NYCE Red (PMS 185) as illustrated against a white background. The DOLLAR\$TOP Logo may also be presented in black or white (reverse) as permitted by **Section 3.3**; if the black or white (reverse) treatment is used then the following additional requirements apply:

- (a) The DOLLAR\$TOP Logo must also be displayed in NYCE Red against a white background at the same location in which the ATM Terminal is located, either on a wall adjacent to the ATM Terminal or, if in a vestibule, on the door, window, or exterior signage that is fully and easily visible to the general public with a minimum size of 4 inches wide; and
- (b) Display of the DOLLAR\$TOP Logo otherwise complies with all other Graphic Standards (for example, equal size, prominence, and frequency); and
- (c) No other electronic payments network logos are displayed in color on the Program ATM Terminal.

NYCE Network Limited Surcharge Program Graphic Standards

5.1.3 Minimum Size on or near Program ATM Terminals

The DOLLAR\$TOP Logo must be at least 4 inches wide. To request a variance to the minimum size requirement, send an e-mail inquiry to nyce.brand@fisglobal.com.

Important: The DOLLAR\$TOP Logo must be displayed on all Program ATM Terminals and locations in equal size, prominence, and frequency with the marks of any other limited surcharge program or surcharge-free service displayed on or at such Program ATM Terminals and locations.

5.1.4 Timing

All Program ATM Terminals must comply with these Graphic Standards within thirty (30) days following the Participant's live date in the Program, but no earlier than one (1) week prior to the Program Member's live date in the Program unless otherwise approved by NYCE.

In all cases, the standard of reasonable good taste must be adhered to in presenting the DOLLAR\$TOP Logo in a manner that enhances the goodwill and positive consumer image associated with the Program. The above requirements relative to signage are permitted to be superseded when Applicable Law limits signage.

5.1.5 Ordering Decals

To assist Program Members in complying with these requirements, complimentary pressure sensitive decals are available from NYCE. Order DOLLAR\$TOP decals by accessing the Decal Order Form at www.nyce.net. Select Financial Institutions, then Marketing Support and you will see the "Decals at No Charge" paragraph which includes a link to the decal order form.

Decal sizes available:

4.5" by 2.25"

4.5" by 3"

5.2 Exterior Signage

5.2.1 Location

To provide easy consumer recognition of Program ATM locations, signage incorporating the DOLLAR\$TOP Logo should be prominently displayed.

5.2.2 Color

NYCE Red (PMS 185) must be used in the reproduction of the DOLLAR\$TOP Logo as illustrated in these Program Graphic Standards.

5.2.3 Minimum Size

The DOLLAR\$TOP Logo must be at least 4 inches wide on all additional signage. To clearly identify the availability of the Program using additional signage (exterior signage, pylon signage, directional signage, etc.), it is recommended that the DOLLAR\$TOP Logo be presented larger than the applicable minimum size requirement.

5.2.4 Timing

The DOLLAR\$TOP Logo may not be displayed on any signage prior to the Program Member's live date in the Program unless otherwise approved by NYCE.

NYCE Network Limited Surcharge Program Graphic Standards

6 Other Applications

6.1 Advertising

The DOLLAR\$TOP Logo may be used in each Program Member's proprietary advertisements. Refer to **Section 3.5 Toolkit** for additional template promotional materials. The reproduction of the DOLLAR\$TOP Logo must comply with these Program Graphic Standards and the requirements set forth below:

6.1.1 Advertisement Placement

Send an e-mail inquiry to nyce.brand@fisglobal.com if assistance is needed with placement of the DOLLAR\$TOP Logo within advertisements.

6.1.2 Color

NYCE Red (PMS 185) as illustrated in the Program Graphic Standards is the preferred color treatment for the DOLLAR\$TOP Logo, but black and white treatments may be used as permitted in **Section 3.3**. When advertising includes a reproduction of a Program Member's proprietary Card that displays the DOLLAR\$TOP Logo, and the Program Member has received approval from NYCE for use of an alternate color on the Card, the approved color may be used on reproductions of the Card appearing in the advertisement.

6.1.3 Minimum Size

For all print advertising, the DOLLAR\$TOP Logo must conform to the minimum size requirements as set forth in Section 3.2. In the event that the NYCE Logo and the DOLLAR\$TOP Logo are used in the same print advertisement, both Marks must appear proportionately in equal size, prominence and frequency with each other provided that the minimum size of both the NYCE Logo and the DOLLAR\$TOP Logo shall not be less than 1 inch wide.

Important: The DOLLAR\$TOP Logo must be displayed in all advertising in equal size, prominence, and frequency with the marks of any other limited surcharge-free program or service displayed in such advertising.

Additionally, if the DOLLAR\$TOP Logo is used in conjunction with the NYCE Logo in any advertising, the DOLLAR\$TOP Logo must be at least 25% wider than the NYCE logo.

NYCE Network Limited Surcharge Program Graphic Standards

6.2 Program ATM Locator Services

6.2.1 Web site ATM Locator Service

It is recommended that all Program Members with Program ATM Terminals regularly update their Program ATM Terminal location information, available to consumers at www.dollarstop.com and via the DOLLAR\$TOP downloadable smartphone application. The form to update an individual ATM Terminal and the file format to update multiple ATM Terminals may be accessed on InfoManager.

Program Members may also hot link from their proprietary Web sites or e-banking applications to www.dollarstop.com. For more information, send an e-mail inquiry to nyce.brand@fisglobal.com.

6.2.2 Smartphone ATM Locator Application

A smartphone Program ATM Terminal locator application is also available for your customers to download. The DOLLAR\$TOP APP Logo is illustrated below and may also be used in your customer advertising and promotion. For more information, send an e-mail inquiry to nyce.brand@fisglobal.com.



NYCE Network Limited Surcharge Program Graphic Standards

7 Variances to Program Graphic Standards

The Program Graphic Standards provide the standards for typical communication situations and field environments. For exceptions and unusual applications that may warrant a variance from these Graphic Standards, the Program Member must obtain the prior written approval of NYCE. To request a variance, send an e-mail inquiry to nyce.brand@fisglobal.com.

