



NYCE® Network Graphic Standards

October 1, 2012

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NYCE Network Graphic Standards

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Changes, October 1, 2012

Effective Date	Version	Section	Comments
October 1, 2012	GRS-1.2	Sections 5.1 and 5.2	Updated standards regarding the reproduction of NYCE Logo on Cards.
January 1, 2012	GRS-1.1	All Sections	Reformatted; copy refreshed; content changes relative to new federal payment regulations; new small format logo
September 1, 2010	GRS-BASIC-1.0	All Sections	E-mail address changed
April 1, 2008	GRS-BASIC-0.9	Introduction	Added a new heading "Information/ Assistance" and updated various sections to replace references to Marketing Communications
April 1, 2008	GRS-BASIC-0.9	Section 2.2	Updated usage of Prior Marks; eliminated outdated deadlines
November 1, 2007	GRS-BASIC-0.8	Section 6.5	Added a new Section 6.5 with respect to NYCE Prepaid Program Marks
January 1, 2007	GRS-BASIC-0.7	All Sections	Date updated
July 1, 2006	GRS-BASIC-0.6	All Sections	Changed the words "the Corporation" to NYCE
July 1, 2006	GRS-BASIC-0.6	Section 1	Added a new Section 1 and incremented all the other Sections
January 1, 2006	GRS-BASIC-0.5	Section 4	Modified
September 1, 2005	GRS-BASIC-0.4	Section 4	Modified

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Effective Date	Version	Section	Discard Pages	Insert Pages	Comments
January 1, 2005	GRS-BASIC-0.3	All	All	All	Reformatted
January 1, 2004	GRS-BASIC-0.2	Cover	All	All	Modified
January 1, 2004	GRS-BASIC-0.2	Change Control Page	All	All	Modified
January 1, 2003	GRS-BASIC-0.1	Cover	All	All	Modified
January 1, 2003	GRS-BASIC-0.1	Change Page	All	All	Modified
November 1, 2001	GRS-BASIC-0.0	TOC	All	All	Modified
November 1, 2001	OPR-BASIC-0.0	5	All	All	Modified

NYCE Network Graphic Standards

Introduction

These Graphic Standards are the Graphic Standards described in the Rules. They apply to the use of certain registered trademarks of NYCE in connection with participating in, processing with or receiving other NYCE Network services. These Graphic Standards are minimum standards and are designed to allow for appropriate flexibility in the use of the Licensed Marks. In order to protect the Licensed Marks and provide the greatest lift to Participants' proprietary brands, all entities permitted to use the Licensed Marks must adhere to these Graphic Standards. Participants, Processors and other entities licensed to use the Marks that contract with vendors or suppliers that use the Marks are responsible for such vendor or supplier compliance with the Graphic Standards. Capitalized terms used herein shall have the meanings set forth in the NYCE Network Operating Rules ("Rules").

For Financial Institutions

The Graphic Standards enable financial institutions to use the NYCE brand to add lift to their proprietary brands. Wherever consumers see the NYCE brand, they will know that they have secure and convenient access to their funds, which translates to greater card value, increases in EFT transactions and greater potential revenue for financial institutions. Graphic uniformity on Cards, ATMs, collateral material and signs gives Cardholders the peace of mind that their Cards are accepted at ATM, POS and Website locations of NYCE Terminal Participants. Hot linking to NYCE's ATM Locator service (www.nyce.net) provides a way for your customers to easily locate NYCE ATMs.

For Retailers

Graphic uniformity of the NYCE brand on Cards assists retailers' point of purchase personnel in recognizing and readily accepting NYCE-branded Cards to pay for purchases. Displaying the NYCE brand on retailers' windows, doors, POS Terminals and Websites will let consumers immediately know that their Cards are accepted.

For ATM and POB Deployers

Displaying the NYCE brand on ATMs and POB Terminals lets consumers know that their cards will be accepted at your locations. Keeping your ATM locations up to date on the NYCE ATM Locator Service provides a way for all cardholders to easily locate your ATMs.

For Billers, Funding Service Providers and Internet Merchants

Displaying the NYCE brand on biller, funding services providers and Internet Merchant Websites can increase consumer confidence and improve transaction completion rates.

Information/Assistance

For information regarding these Graphics Standards, e-mail nycebrand@fisglobal.com.

1 License of Marks

1.1 General

Use of the Licensed Marks is permitted only pursuant to a valid license granted by NYCE or a valid sublicense granted by a Sponsor. Use of the Licensed Marks under the license or sublicense is conditioned upon strict compliance with the Network Agreements, the Rules and these Graphic Standards. The Licensed Marks may be used only in connection with the sale, marketing or promotion of NYCE Network services. Licensees that contract with vendors or suppliers that use the Licensed Marks are responsible for such vendor or supplier compliance with the Graphic Standards.

1.2 Conditions and Limitations on Use

Licensee's right to use the Licensed Marks is subject to the following conditions and limitations:

- (a) Licensee shall comply with the Network Requirements, Network Agreement(s) and all Applicable Laws pertaining to its use of the Marks, as well as all specifications and directives concerning usage of the Marks that may be issued by NYCE from time to time. Licensee shall not use the Marks:
 - (i) In any way, for any purpose or in conjunction with any words that inaccurately or inappropriately identify or describe NYCE, the Network, or services or products offered through NYCE or the Network;
 - (ii) To describe, advertise or identify in any other manner anything other than the Network services or products, or
 - (iii) In any objectionable or disparaging manner.
- (b) NYCE may audit the Marks used by Licensee and may, at any reasonable time, inspect the manner in which Licensee is using the Marks, and if NYCE so requests, Licensee shall provide information to NYCE regarding samples and descriptions of such use.
- (c) Licensee shall not represent that it has any ownership interest in the Marks or registrations, nor shall Licensee 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 Marks or the goodwill associated with the Marks.
- (d) Licensee shall, at its sole expense, cease its use of one or more Marks, 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 one or more Marks. If so requested by NYCE, Licensee shall cease to use such Mark(s) and, if so requested, destroy or remove any depiction of such Mark(s) in any medium whatsoever, provided that a Participant's Cards bearing any such Mark(s) (whether outstanding or in inventory) need not be replaced or destroyed until the earlier of such Participant's next normal Card re-issuance cycle or the date that is one (1) year from the effective date of such request.

1.3 Assignment of Rights

Licensee agrees that its right to use the Marks may not be assigned or sublicensed to any Person, nor may it inure to the benefit of any third party, without the prior written consent of NYCE. Sponsors may sublicense the use of the Marks to their Sponsored Participants, subject to these Graphic Standards.

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1.4 Protection of the Marks

Licensee 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 Marks. In the event that Licensee learns of any actual or intended infringement, simulation or imitation of the Marks by any Person that has not been granted the right to use the Marks by NYCE, Licensee shall so notify NYCE in writing as soon as reasonably practicable.

1.5 Litigation and Indemnification

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

2 Licensed Mark Usage

2.1 General

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

2.2 Use of Participant or Processor Names

No Licensee may, in advertising, direct mail, press releases, brochures or other media featuring the Network, use the name, tradename or trademark of any other Participant or Processor, unless such other Participant or Processor has given prior written consent; provided, however, the foregoing restriction does not apply to any materials produced or provided by the Network, nor does it apply to individual customer communications such as customer service inquiries or error resolution correspondence.

2.3 Equal Size and Prominence

Unless otherwise permitted in these Graphic Standards, in all uses of the Licensed Marks, the Licensed Marks must be displayed in at least equal size, prominence and frequency with any other payment services marks displayed that are not proprietary to Licensee.

2.4 Service Mark Registration Symbol and Reproductions

Licensee is required to use a registration symbol ® when using one or more Mark(s). The registration symbol must:

- (a) Always be displayed at the upper right hand corner of the NYCE Logo or NYCE Deposit Mark as provided by NYCE; and
- (b) Be displayed at the upper right hand corner of the NYCE Word Mark upon the first use of the NYCE Word Mark.

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

For example: NYCE and design are registered trademarks of NYCE Payments Network, LLC.

E-mail nycebrand@fisglobal.com with any questions on using a registration symbol, making reproductions of one or more of the Mark(s) or including an attribution statement.

2.5 Use of the Licensed Marks in Text

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

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2.6 Use of Licensed Marks as an Adjective

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

Examples of Correct Use:

- Our financial institution offers you access to your checking account at thousands of NYCE ATMs.
- Have a NYCE Day!
- The next time you're shopping or need cash, remember your ATM/debit card. It's fast and easy – and that's NYCE!

2.7 Prior Marks

Use of any predecessor marks and/or the verbiage below is prohibited and, if present in any form, must be removed immediately and replaced by the appropriate Mark(s) in accordance with these Graphics Standards.

- Access 24 Teller
- Easy Answer
- Instabank
- Magic Line
- Michigan Money
- Money Mover
- Money Network
- National Money
- Network One
- New York Cash Exchange
- X-Press 24
- Yankee 24

3 Reproduction Standards for the NYCE Logo

3.1 General

The proportions and configuration of the NYCE 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 Marks with respect to various applications (cards, signage, print, other applications) are set forth in their respective sections of these Graphic Standards.

3.3 Color Reproduction

Pantone Matching System (PMS) 185 Red – “NYCE Red” – has been chosen as the primary color for the NYCE Logo to heighten its visual impact and to maintain its uniqueness. NYCE Red may be specified by its number in the Pantone Matching System: PMS 185 Red.




Use of colors other than NYCE Red, black or white (reversed) for the NYCE Logo requires prior written approval by NYCE; e-mail nycebrand@fisglobal.com if you have a particular situation or application that may warrant a variance to these color requirements.

The following standards must be followed for all color reproductions of the NYCE Logo as permitted by these Graphic Standards:



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

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Color	Description	Permitted Use
NYCE Red 	NYCE Logo in NYCE Red against a white, neutral or metallic background	All applications
Black 	NYCE 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) 	NYCE 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 NYCE Logo requires prior written approval by NYCE; send an e-mail inquiry to nycebrand@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 Graphic Standards.

3.4 Reproduction Materials and Electronic Files

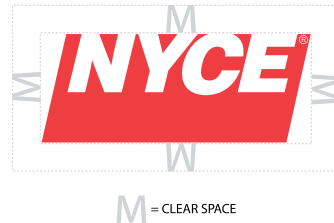
Reproduction of the NYCE Logo must always be made from an electronic file supplied by NYCE and may not be redrawn, altered, modified or photographically stretched or widened in any way. To obtain NYCE electronic logo files:

- Send an e-mail request for electronic NYCE Logo files to nycebrand@fisglobal.com; please specify preferred format: EPS, JPG or PNG.
- Log onto InfoManager, NYCE's browser-based portal service. From the homepage, select Operating Rules, Manuals, Forms and Marketing Supplies, then Marketing Supplies, then Product Logos.
- Log onto the FIS Norcross EFT Administration customer site and select Main Menu, then Documents, then Manuals.

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3.5 Minimum Clearance

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



3.6 Incorrect Logo Use

In order to ensure consistency, altering the NYCE Logo is not acceptable. Here are a few examples of *incorrect* usage of the NYCE 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 the logo.



5. Do not remove trademarks from the logo.



6. Do not reproduce the logo in grayscale.

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4 Additional Logos and Treatments

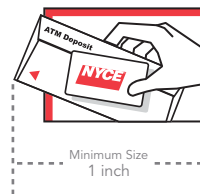
4.1 Reproduction Standards for the NYCE Deposit Mark

4.1.1 General

The proportions and configuration of the NYCE Deposit Mark have been established to create visual continuity in any size. The Mark may not be altered in any manner.

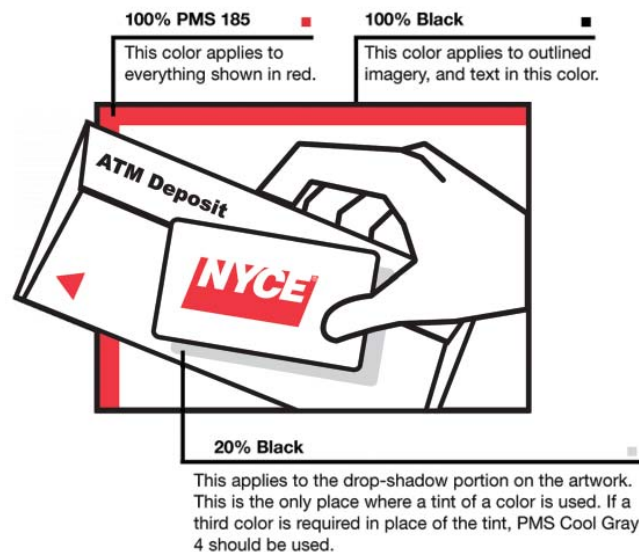
4.1.2 Minimum Size

These Graphic Standards set forth on an application-by-application basis the minimum size for reproduction of the NYCE Deposit Mark. The overall width of the NYCE Deposit Mark must never be less than 1 inch. Below that size, the Mark loses its visual impact.



4.1.3 Color Reproduction

The use of the NYCE Logo, as incorporated in the NYCE Deposit Mark, must be reproduced pursuant to the color reproduction requirements of Section 3.3 of these Graphic Standards. A printed sample of the NYCE Deposit Mark follows and includes additional color reproduction requirements.



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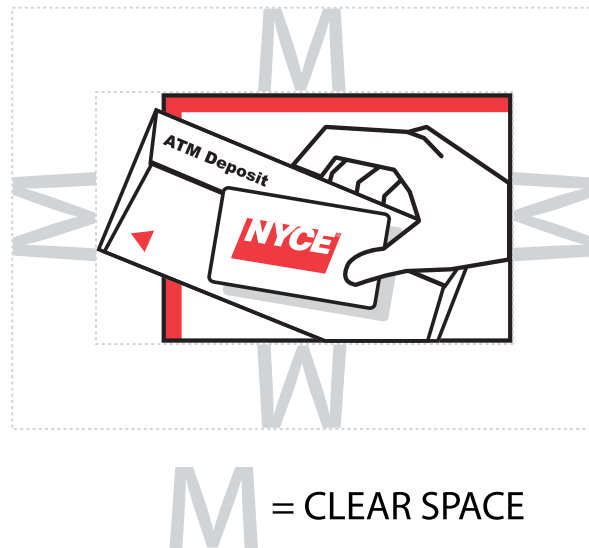
4.1.4 Reproduction Materials and Electronic Files

Reproduction of the NYCE Deposit Mark 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 NYCE Deposit Mark electronic logo files:

- (a) Send an e-mail request for electronic NYCE Deposit Mark files to nycebrand@fisglobal.com; please specify preferred format: EPS, JPG or PNG; or
- (b) Log onto InfoManager, NYCE's browser-based portal service. From the homepage, select Operating Rules, Manuals, Forms and Marketing Supplies, then Marketing Supplies, then Product Logos; or
- (c) Log onto the FIS Norcross EFT Administration customer site and select Main Menu, then Documents, then Manuals.

4.1.5 Minimum Clearance

A minimum amount of clearance space surrounding the NYCE Deposit Mark is required when the NYCE Deposit Mark is used for any application. The minimum amount of clearance space is equal to one-third of the height of the NYCE Deposit Mark. The minimum clearance space allows for maximum visibility of the NYCE Deposit Mark.



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4.2 Reproduction Standards for the NYCE Prepaid Program Mark

Each Prepaid Terminal Participant location must be identified with the NYCE Prepaid Program Mark in accordance with these Graphic Standards and the requirements set forth below:

4.2.1 Location

- (a) The NYCE Prepaid Program Mark must be displayed on or near each Prepaid Terminal offering Prepaid Transactions within each retail location; and
- (b) The NYCE Prepaid Program Mark must be displayed on all entrance doors or adjacent windows of each publicly accessible retail location offering Prepaid Transactions.

4.2.2 Color

NYCE Red (PMS 185) against a white background is the only permitted color.

4.2.3 Minimum Size

- (a) The NYCE Prepaid Program Mark must be at least 2 inches wide (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right corner) on or near each Prepaid Terminal within each retail outlet offering Prepaid Transactions.



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(b) The NYCE Prepaid Program Mark must be at least 4 inches wide (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right corner) on all entrance doors or adjacent windows of each publicly accessible retail outlet offering Prepaid Transactions.



Important: The NYCE Prepaid Program Mark must be displayed at all Prepaid Terminals and locations in equal size, prominence and frequency with the marks of any other prepaid program displayed on or at such Prepaid Terminals and locations.

4.2.4 Timing

All Prepaid Terminal Participant locations must comply with these Graphic Standards within 30 days following such Participant's live date in the NYCE Network, but no earlier than one week prior to such Prepaid Terminal Participant's live date in the NYCE Network, unless otherwise approved in writing by NYCE.

In all cases, the standard of reasonable good taste must be adhered to in presenting the NYCE Prepaid Program Mark in a manner that enhances the goodwill and positive consumer image associated with the Network. The above requirements relative to signage are permitted to be superseded when Applicable Law limits signage. In other situations where a Prepaid Terminal Participant believes that compliance with the above would be inappropriate, the Participant must send an e-mail inquiry to nycebrand@fisglobal.com for approval of alternative signage.

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5 Card Applications

5.1 General

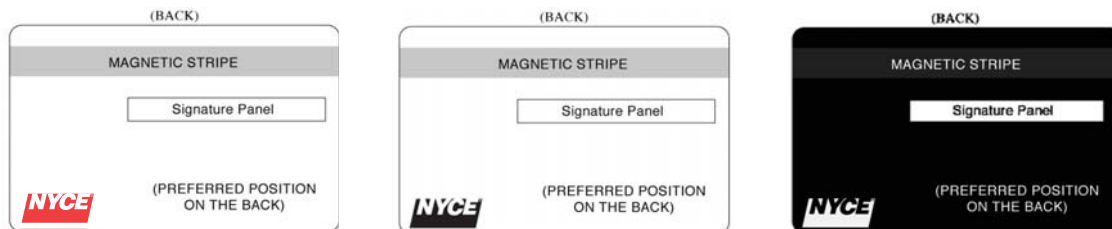
Issuing Participants are required to display the NYCE Logo on all Cards in equal prominence and frequency with any other payment card logo or tradename. The NYCE Logo provides lift to the Issuing Participant's brand.

5.2 Reproduction of the NYCE Logo on Cards

The following standards apply to the reproduction of the NYCE Logo on Cards.

5.2.1 Location

When used, the NYCE Logo must 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 must be imprinted or embossed on the Card, and not affixed as a decal.



5.2.2 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 Graphic Standards.

5.2.3 Minimum Size

The NYCE Logo must be at least ½ inch wide (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right corner).

5.2.4 Timing

No Cards bearing the NYCE Logo may be issued by an Issuing Participant prior to its live date in the NYCE Network, unless otherwise approved in writing by NYCE.

6 Signage Applications

6.1 ATM and POB Terminals and Locations

NYCE Logo

Each ATM Terminal and POB Terminal must be identified with the NYCE Logo in accordance with these Graphic Standards and the requirements set forth below.

NYCE Deposit Mark

In the event that the ATM Terminal or POB Terminal processes deposit Transactions in the NYCE Network, the ATM Terminal or POB Terminal may display the NYCE Deposit Mark. The use of the NYCE Deposit Mark shall be in accordance with these Graphic Standards, and the requirements as set forth in this section.

6.1.1 Display on or near ATM Terminals

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

6.1.1.1 Color – ATM Terminals

The preferred color of the NYCE Logo displayed on an ATM Terminal is NYCE Red (PMS 185) against a white background. The NYCE 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 NYCE 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;
- (b) Display of the NYCE Logo must otherwise comply 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 ATM Terminal.

The preferred colors in the reproduction of the NYCE Deposit Mark are NYCE Red (PMS 185), 100% black and 20% black, as indicated in the illustration in Section 4.1.3; a black and white rendering may be used. E-mail nycebrand@fisglobal.com for additional information.

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6.1.2 Display on or near POB Terminals

- (a) The NYCE Logo and, if applicable, the NYCE Deposit Mark, must be displayed in a prominent location on or near the POB Terminal; and
- (b) If the POB Terminal is not fully visible from publicly accessible areas (for example, the POB Terminal is located in a check cashers office), the NYCE Logo and, if applicable, the NYCE Deposit Mark, must be displayed on a main entrance door, window or wall adjacent to the POB Terminal location that is fully and easily visible to the general public.

6.1.2.1 Counter Signs

The NYCE Logo and, if applicable, the NYCE Deposit Mark, must each be displayed on a counter sign that includes the services available at the POB Terminal location (placed either on the counter or in an area where customers can read it).

6.1.2.2 Color – POB Terminals

The preferred color of the NYCE Logo displayed on or near a POB Terminal is NYCE Red (PMS 185) against a white background. The NYCE 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 NYCE Logo must also be displayed in NYCE Red against a white background at the same location in which the POB Terminal is located, either on a wall adjacent to the POB 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;
- (b) Display of the NYCE Logo must otherwise comply 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 or near the POB Terminal.

The preferred colors in the reproduction of the NYCE Deposit Mark are NYCE Red (PMS 185), 100% black and 20% black, as indicated in the illustration in Section 4.1.3; a black and white rendering may be used. E-mail nycebrand@fisglobal.com for additional information.

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6.1.3 Minimum Size on or near ATM and POB Terminals and Counter Signs

The NYCE Logo and the NYCE Deposit Mark must be at least 4 inches wide on or near ATM and POB Terminals. The NYCE Logo and NYCE Deposit Mark must be at least 2 inches wide on POB counter signs. To request a variance to the minimum size requirements, send an e-mail to nycebrand@fisglobal.com.

Important: The NYCE Logo and, if applicable, the NYCE Deposit Mark must be displayed on all ATM Terminals, POB Terminals and their respective locations in equal size, prominence and frequency with the marks of any other electronic payments networks displayed on or at such ATM Terminals, POB Terminals and their respective locations.

6.1.4 Timing

All ATM Terminals and POB Terminals must comply with these Graphic Standards within 30 days following the Participant's live date in the NYCE Network, but no earlier than 1 week prior to the Participant's live date in the NYCE Network, unless otherwise approved in writing by NYCE.

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

6.1.5 Ordering Decals

To assist Participants in complying with these requirements, pressure-sensitive decals are available from NYCE. Order complimentary NYCE decals by accessing the NYCE Decal Order Form at www.nyce.net. Select Financial Institutions or ATM Deployers, then Marketing Materials.

Decal sizes available:

Door or window:

1.75" x 1.25"

2.5" x 1.75"

ATM Terminal or POB Terminal or location signage:

4.5" x 2.25"

7" x 3"

8.5" x 4"

10" x 4.75"

NYCE Deposit Mark:

5" x 3.375"

NYCE Network Graphic Standards

6.2 POS Terminals and Retail Locations

Wherever other Shared Network logos are displayed, then the NYCE Logo is required to be displayed in equal size, prominence and frequency with the marks of any other electronic payments networks displayed on or near such POS Terminals and locations. Each POS Terminal location must be identified with the NYCE Logo in accordance with these Graphic Standards and the requirements set forth below:

6.2.1 Location

The NYCE Logo must be displayed on or near each POS Terminal offering NYCE POS Transactions within each retail location; and

The NYCE Logo must be displayed on all entrance doors or adjacent windows of each publicly accessible retail location offering NYCE POS Transactions.

6.2.2 Color

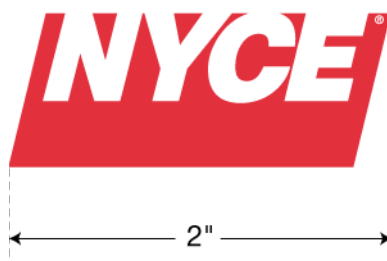
NYCE Red (PMS 185) against a white background is the only permitted color, unless otherwise approved in writing by NYCE.

6.2.3 Minimum Size

POS Terminals

The NYCE Logo must be at least 2 inches wide (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right corner) on or near each POS Terminal within each retail outlet offering POS Transactions.

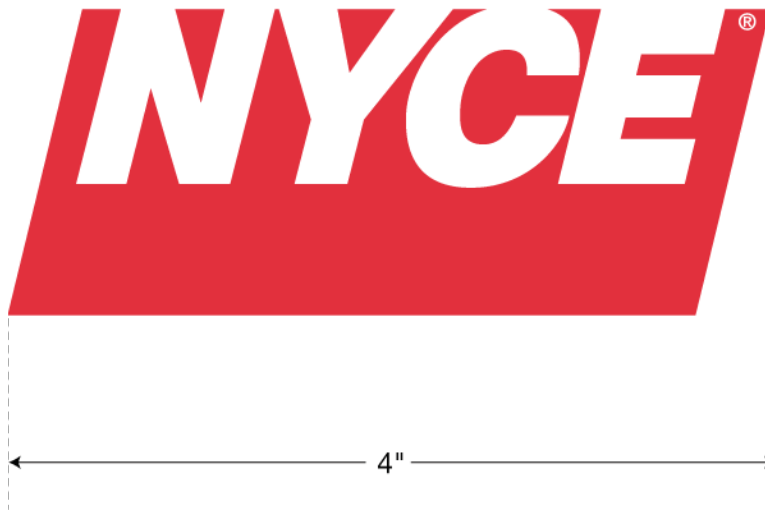
If a particular terminal application prevents the NYCE Logo from being 2 inches wide (e.g., automated fuel pumps), e-mail your variance request to nycebrand@fisglobal.com.



NYCE Network Graphic Standards

POS Locations

The NYCE Logo must be at least 4 inches wide (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right corner) on all entrance doors or adjacent windows of each publicly accessible retail outlet offering POS Transactions.



6.2.4 Timing and Decal Availability

All POS Terminals and locations must comply with these Graphic Standards within 30 days following the Terminal Participant's live date in the NYCE Network, but no earlier than 1 week prior to such Terminal Participant's live date in the NYCE Network, unless otherwise approved in writing by NYCE.

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

To assist Participants in complying with these requirements, pressure-sensitive decals are available from NYCE. To order complimentary NYCE decals, access the NYCE Decal Order Form at www.nyce.net. Select Retailers, then Marketing Materials.

NYCE Network Graphic Standards

6.3 Exterior Signage

6.3.1 Location

To provide easy recognition of NYCE locations, signage incorporating the NYCE Logo and, if applicable, the NYCE Deposit Mark is recommended to be prominently displayed.

6.3.2 Color

NYCE Red (PMS 185) is the color which must be used in the reproduction of the NYCE Logo for exterior signage. NYCE Red (PMS 185), 100% black and 20% black are the preferred colors in the reproduction of the NYCE Deposit Mark, but black and white may be used.

6.3.3 Minimum Size

The NYCE Logo must be at least 4 inches wide on all additional signage (as measured from the lower left corner of the parallelogram to a vertical dropped from the upper right hand corner). If applicable, the NYCE Deposit Mark must be at least 4 inches wide.

To clearly identify the availability of the NYCE Network service using additional signage (exterior signage, pylon signage, street signage, etc.), it is recommended that the NYCE Logo and, if applicable, the NYCE Deposit Mark be presented larger than the applicable minimum requirement.

6.3.4 Timing

The NYCE Logo may not be displayed on any signage earlier than 1 week prior to the Participant's live date in the NYCE Network, unless otherwise approved in writing by NYCE.

The NYCE Deposit Mark may not be displayed on any signage earlier than 1 week prior to the Participant's live date of accepting deposits at its ATM Terminals or POB Terminals, unless otherwise approved in writing by NYCE.

7 Other Applications

7.1 Advertising

The NYCE Mark(s), as applicable, may be used in each Licensee's proprietary advertisements featuring the Shared Network(s) in which the Licensee participates.

7.1.1 Advertisement Placement

E-mail nycebrand@fisglobal.com for assistance with placement of any NYCE Mark within advertisements.

7.1.2 Color

NYCE Red (PMS 185) is the preferred color for the NYCE Logo, but black or white (reversed) may be used as permitted in Section 3.3. When advertising includes a reproduction of an Issuing Participant's proprietary Card that displays the NYCE Logo, and the Issuing Participant has received approval from NYCE for use of an alternate color on the Card, the approved color may be used on reproductions of the Cards appearing in the advertisement.

7.1.3 Minimum Size

For all print advertising, the NYCE Logo and, if applicable, the NYCE Deposit Mark must conform to the minimum size requirements as set forth in Section 3.2 and Section 4.1.2 respectively. In the event that the NYCE Logo and the NYCE Deposit Mark are used in the same print advertisement, both Marks must appear in equal size, prominence and frequency with each other provided that the minimum size of both the NYCE Logo and the NYCE Deposit Mark shall not be less than 1 inch wide. In the case of the NYCE Logo, the minimum size applies to the measurement from the lower left corner of the parallelogram to a vertical dropped from the upper right corner.

Important: The NYCE Logo and, if applicable, the NYCE Deposit Mark must be displayed in all advertising in equal size, prominence and frequency with the marks of any other Shared Networks displayed in such advertising.

NYCE Network Graphic Standards

7.2 NYCE ATM Locator Services

7.2.1 Website ATM Locator Service

It is recommended that all Participants with ATM Terminals regularly update their ATM Terminal location information, available to consumers at www.nyce.net. The form to update an individual ATM Terminal and the file format to update multiple ATM Terminals may be accessed on InfoManager.

Participants may also hot link from their proprietary Websites or eBanking applications to www.nyce.net. For more information, send an e-mail inquiry to nycebrand@fisglobal.com.

7.2.2 ATM Locator Mobile Application

An ATM locator mobile application (“app”) for Smartphones is also available for your customers to download. The NYCE ATM locator mobile 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 nycebrand@fisglobal.com.



8 Variances to Graphic Standards

These Graphic Standards provide the standards for typical communication situations and field environments. To address unusual applications that may warrant a variance from these Graphic Standards, the Licensee must obtain the prior written approval of NYCE. To request a variance, e-mail nycebrand@fisglobal.com.



www.nyce.net

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