

Please submit any proposed marketing copy or material to Karta and allow a minimum of 10 days for review. Generally, this will be reviewed within 2 days however, if the marketing is Above the Line, it will require submission to Mastercard and the approval time will be a minimum of 10 days.

For Mastercard there are different requirements for Open Loop and Private Label (closed loop) programs. With Private Label (closed loop) programs, the use of the Mastercard logo or referencing Mastercard is prohibited, therefore the following generally only applies to Open Loop programs.

Displaying a card image

- Card images must be present at a size that is clear and legible.
- Artwork must resemble the original card artwork.
- No cardholder information should be shown.
- Card Image must not be obstructed by other imagery.
- PAN must be displayed as '... 1234' in bottom left-hand corner.
- When displaying a digital card artwork in a phone image, we recommend the use of a generic phone rather than one that can be identified as an iPhone.

Using Mastercard Name

- When referencing Mastercard® in text, use an uppercase “M” and lowercase “c” with no space between “Master” and “card”.
- The name must not appear with a capital “C”.
- Mastercard must appear in the same font as its surrounding text.
- The name must not be modified in any way.
- The name may appear in all uppercase letters only if the font style of the user interface or communication also appears in all uppercase letters.

Issuer Statement

When a card image is displayed in marketing, the Issuer Statement must be present somewhere on the same marketing content: *'Karta Mastercard Gift Cards are issued by 545490 Pty. Ltd., ABN 83 648 605 225 trading as Karta Co (Karta).'*

- To avoid inserting issuer statements or disclaimers into Social Media posts, please ensure the post, links through to a website page or downloads a document that includes the relevant issuer statement or disclaimers.

Registered Trademark

In each communication, the registered trademark, ®, must be used in the first or largest reference of Mastercard®. Any further reoccurrence of the word Mastercard in the same communication, the registered trademark can be dropped.

Trademark attribution notice

When the Mastercard name and/or Mastercard Symbol or Mastercard Brand Mark are used, the following trademark attribution notice must be included once in the communication, as applicable:

- *“Mastercard and the circles design are registered trademarks of Mastercard International Incorporated.”*
- If the Mastercard Symbol appears without the mention of the word “Mastercard” in the body copy of the communication (e.g. using the card image but not referencing the word Mastercard), then the following trademark attribution notice must be used instead: *“The Mastercard circles design is a registered trademark of Mastercard International Incorporated.”*

Digital Wallets

We recommended, not referencing either Apple Pay or Google Pay in your marketing or communications, nor using any iOS imagery such as an iPhone device or Face ID image.

To refer to either Apple Pay or Google Pay, you can use generic terms such as Digital Wallet, Mobile Wallet, or Device Wallet.

NOTE: Any mention of Apple Pay or use of iOS assets on any marketing will be required to be reviewed by Apple Pay which can take up to four weeks. Google Pay will also require marketing approval with a turnaround time of 5 days.