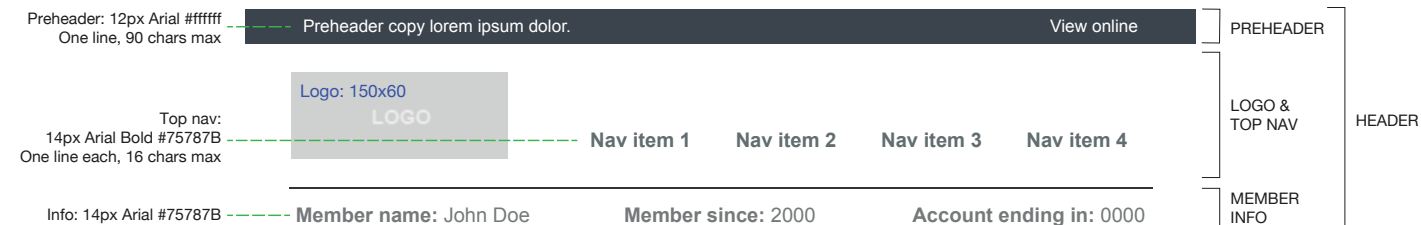
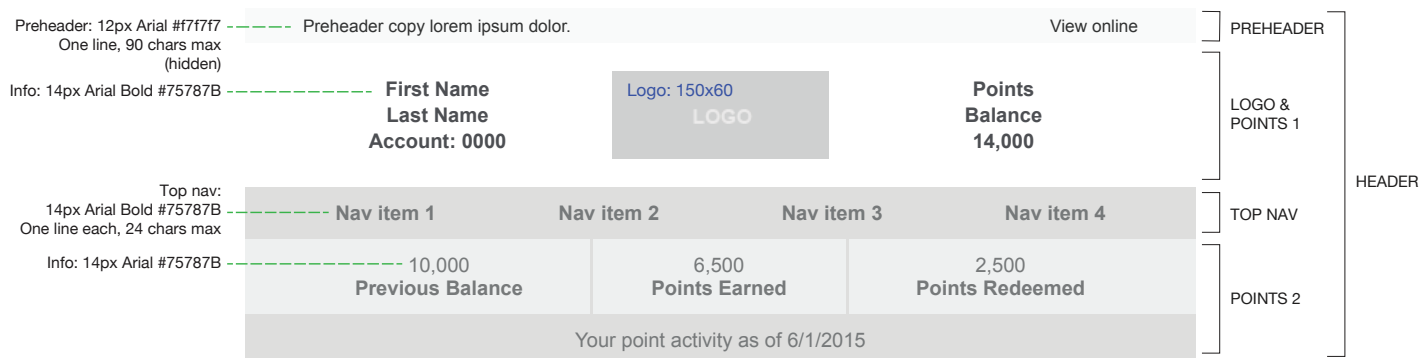


MasterCard Loyalty “Version B” template guide

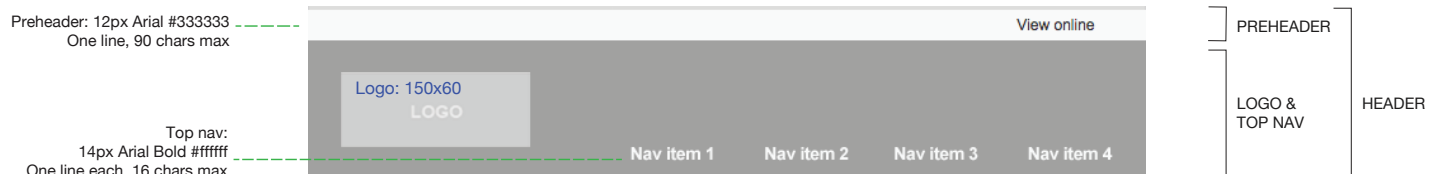
Header - Version A



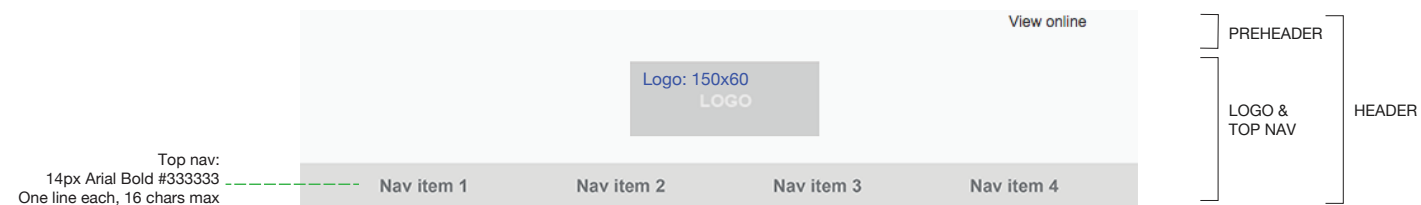
Header - Version B



Header - Version C

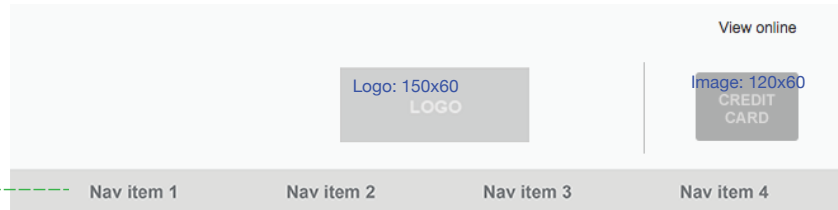


Header - Version D



Header - Version E

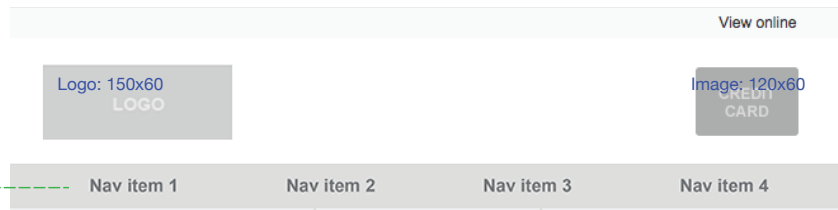
Top nav:
14px Arial Bold #333333
One line each, 16 chars max



PREHEADER
LOGO &
TOP NAV
HEADER

Header - Version F

Top nav:
14px Arial Bold #333333
One line each, 16 chars max



PREHEADER
LOGO &
TOP NAV
HEADER

A1 - Feature Full Width Image With Headline Overlay

Headline: 40px Arial #75787B
2 lines, 68 chars max



Byline: 28px Arial #75787B
Two lines, 84 chars max

Body: 16px Arial #75787B
Four lines, 280 chars max

CTA: 16px Arial Bold #ffffff
One lines, 42 chars max

Byline copy lorem ipsum dolor sit amet,
consectetur elit

Lorem ipsum dolor hyperlinked copy sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae aliquam.

Bulletproof CTA

A1 - FEATURE
FULL WIDTH IMAGE
WITH HEADLINE
OVERLAY

A2 - Feature Full Width Image

Feature image:
660px wide
Variable height

Headline: 36px Arial #75787B
Two lines, 72 chars max

Headline copy lorem ipsum dolor sit amet, consectetur elit

Byline: 22px Arial #75787B
One line, 52 chars max

Byline copy lorem ipsum

Body: 16px Arial #75787B
Four lines, 280 chars max

Lorem ipsum dolor hyperlinked copy sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae aliquam.

- Lorem ipsum dolor hyperlinked copy sit amet
- Consectetur adipiscing elit
- Aliquam egestas blandit mi, et fringilla purus euismod vitae

CTA: 16px Arial Bold #ffffff
One lines, 42 chars max

Bulletproof CTA

A2 - FEATURE
FULL WIDTH IMAGE

A3 - All Image

Feature image:
660px wide
Variable height

A3 - ALL IMAGE

A4 - All Copy

Body: 16px Arial #75787B
Two lines, 140 chars max

Lorem ipsum dolor hyperlinked copy sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae aliquam.

A4 - ALL COPY

C1 - Point Status

Headline: 24px Arial #75787B
One line, 48 chars max

Your Point Activity

Body: 16px Arial #75787B
One line, 24 chars left
+ 10 chars right max

Statement Date

6/1/2015

Balance on last statement

10,000

Points earned

6,500

Points redeemed

2,500

New balance

14,000

C1 - POINT STATUS

D1 - Masonry

Side by side image:
280px wide - 480px wide for mobile
Variable height



VARIABLE
HEIGHT

Headline: 28px Arial #75787B
Two lines, 46 chars max

Headline copy lorem ipsum dolor sit amet

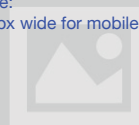
Body: 16px Arial #75787B
Four lines, 140 chars max

Lorem ipsum dolor [hyperlinked copy](#)
sit amet, consectetur adipiscing elit.
Aliquam egestas blandit mi, fringilla
purus euismod.

CTA: 16px Arial Bold #116ec9
One line, 26 chars max

Bulletproof CTA

Side by side image:
280px wide - 480px wide for mobile
Variable height



VARIABLE
HEIGHT

Headline copy lorem

Lorem ipsum dolor [hyperlinked copy](#)
sit amet, consectetur adipiscing elit.

Bulletproof CTA

Side by side image:
280px wide - 480px wide for mobile
Variable height



VARIABLE
HEIGHT

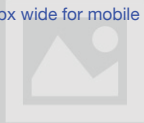
Headline copy lorem ipsum dolor sit amet

Lorem ipsum dolor [hyperlinked copy](#)
sit amet, consectetur adipiscing elit.
Aliquam egestas blandit mi, fringilla
purus euismod.

Bulletproof CTA

D1 - MASONRY

Side by side image:
280px wide - 480px wide for mobile
Variable height



VARIABLE
HEIGHT

Headline: 28px Arial #75787B
Two lines, 46 chars max

Headline copy lorem

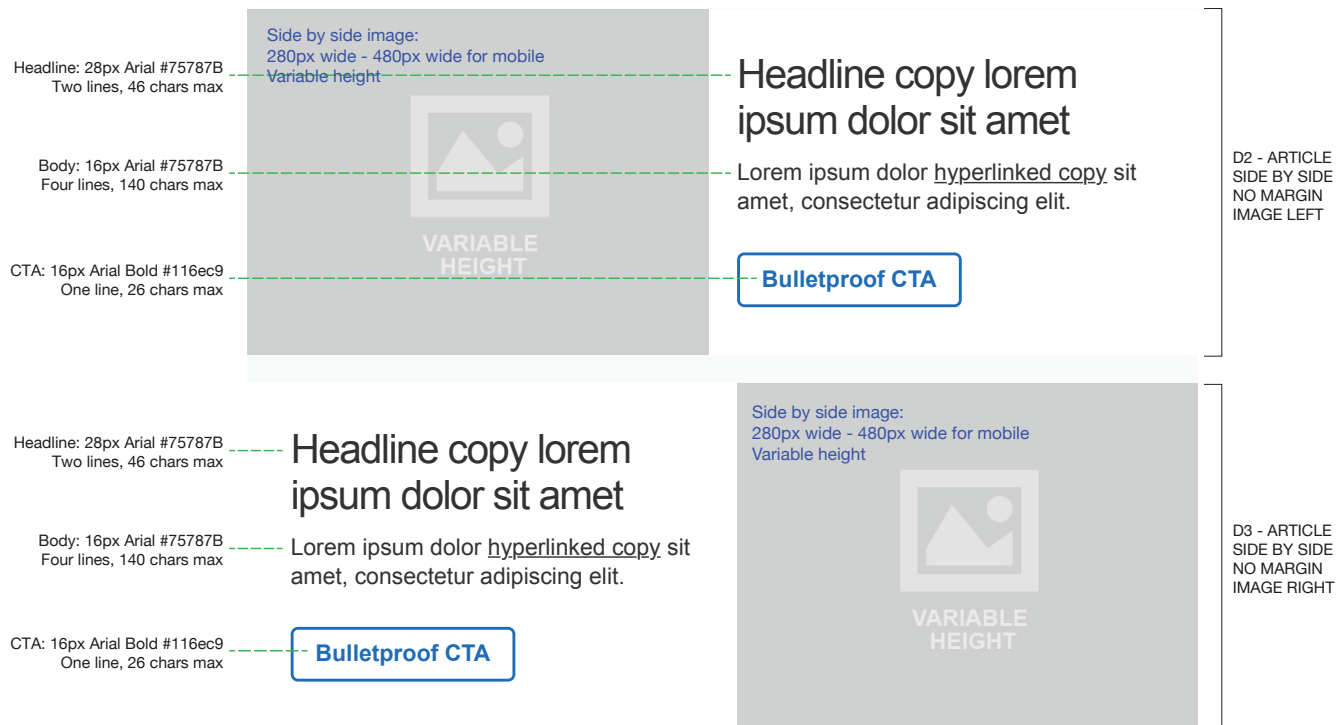
Body: 16px Arial #75787B
Four lines, 140 chars max

Lorem ipsum dolor [hyperlinked copy](#)
sit amet, consectetur adipiscing elit.

CTA: 16px Arial Bold #116ec9
One line, 26 chars max

Bulletproof CTA

D2 & D3 - Article Side By Side No Margin



E1 - Product 3 Across



E2 - Product 4 Across

Title: 24px Arial #116ec9
One line, 52 chars max

Section title lorem ipsum dolor sit

4 across image:
130px wide
Variable height

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

Body: 16px Arial Bold #116ec9
Two lines, 24 chars max

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

VARIABLE HEIGHT

10,000 points

E2 - PRODUCT
4 ACROSS

F1 & F2 - Article Small Image

Headline: 22px Arial #75787B
One line, 36 chars max

Body: 16px Arial #75787B
Five lines, 225 chars max

CTA: 16px Arial Bold #116ec9
One line, 45 chars max

Small article image:
180px wide
Variable height

VARIABLE HEIGHT

Headline copy lorem ipsum dolor

Lorem ipsum dolor [hyperlinked copy](#) sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat. Donec orci arcu, pretium quis egestas non.

Bulletproof CTA

F1 - ARTICLE
SMALL IMAGE LEFT

Headline: 22px Arial #75787B
One line, 36 chars max

Body: 16px Arial #75787B
Five lines, 225 chars max

CTA: 16px Arial Bold #116ec9
One line, 45 chars max

Small article image:
180px wide
Variable height

VARIABLE HEIGHT

Headline copy lorem ipsum dolor

Lorem ipsum dolor [hyperlinked copy](#) sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat. Donec orci arcu, pretium quis egestas non.

Bulletproof CTA

F2 - ARTICLE
SMALL IMAGE RIGHT

F3 & F4 - Article Minor Image

Headline: 22px Arial #75787B
One line, 42 chars max

Body: 14px Arial #75787B
Three lines, 212 chars max

CTA: 16px Arial Bold #116ec9
One line, 45 chars max

Minor article image:
130px wide
Variable height

VARIABLE HEIGHT

Headline copy lorem ipsum dolor

Lorem ipsum dolor [hyperlinked copy](#) sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat.

Bulletproof CTA

F3 - ARTICLE MINOR IMAGE LEFT

Headline: 22px Arial #75787B
One line, 36 chars max

Body: 14px Arial #75787B
Five lines, 212 chars max

CTA: 16px Arial Bold #116ec9
One line, 45 chars max

Headline copy lorem ipsum dolor

Lorem ipsum dolor [hyperlinked copy](#) sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat.

Bulletproof CTA

Minor article image:
130px wide
Variable height

VARIABLE HEIGHT

F4 - ARTICLE MINOR IMAGE RIGHT

F5 - Sticky Content

Headline: 22px Arial #75787B
One line, 42 chars max

Body: 14px Arial #75787B
Three lines, 212 chars max

Sticky content image:
130px wide
Variable height

VARIABLE HEIGHT

Sticky content headline ipsum dolor.

Lorem ipsum dolor [hyperlinked copy](#) sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat.

F5 - STICKY CONTENT

F6 - Poll Question

Headline: 22px Arial #75787B
One line, 42 chars max

Body: 14px Arial #75787B
Three lines, 212 chars max

Poll question image:
130px wide
Variable height

VARIABLE HEIGHT

Poll question lorem ipsum dolor sit amet?

☐

 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

☐

 Aliquam egestas blandit mi, et fringilla purus euismod vitae.

☐

 Etiam tellus nunc, aliquet at risus in, varius facilisis erat.

F6 - POLL QUESTION

G1 - 3 Across Large Icons: White Background

Headline: 24px Arial #ffffff
One line, 48 chars max

3-Across Large Icons - A

Icon images: 130x75



Copy: 14px Arial #333333
Three lines, 80 chars max

Log in to your account
online, then click the
"Visit Rewards" button.

Browse and add
rewards to your
shopping cart.

Check out with points.

G1 - 3-ACROSS
LARGE ICONS ON
WHITE BKGRND

G2 - 3 Across Large Icons: Color Background

Headline: 24px Arial #ffffff
One line, 48 chars max

3-Across Large Icons - B

Icon images: 130x75



Copy: 14px Arial #ffffff
Three lines, 80 chars max

Log in to your account
online, then click the
"Visit Rewards" button.

Browse and add
rewards to your
shopping cart.

Check out with points.

G2 - 3-ACROSS
LARGE ICONS ON
COLOR BKGRND

H - 3 Across Small Icons

Icon images: 42x42



Headline: 12px Arial #333333
Two lines, 46 chars max

Lorem ipsum dolor sit
amet, at [altera epicurei](#).

Lorem ipsum dolor sit
amet, at [altera epicurei](#).

[Lorem ipsum](#) dolor sit
amet, at [altera epicurei](#).

H - 3-ACROSS
SMALL ICONS

I - 3 Across Icon / Nav Bar

Icon images: 32x32

Link copy: 12px Arial #ffffff
Bold, One line, 20 chars max



Lorem ipsum dolor ▶



Lorem ipsum dolor ▶



Lorem ipsum dolor ▶

I - 3-ACROSS
ICON / NAV BAR

J1 - Icon Bulleted List

Headline: 24px Arial #333333
One line, 48 chars max

Bulleted List Headline Goes Here - A

Icon images: 32x32

1

Lorem ipsum dolor sit amet, at [altera epicurei](#).

Copy: 18px Arial #333333
Two lines max, 80 chars

2

Arcu lectus est dui [sodales](#), massa nec iaculis, vel rutrum mauris.

3

Lorem ipsum dolor sit amet. A aliquam at, et molestie metus sed per, lectus in.

CTA: 16px Arial Bold #116ec9
One line, 32 chars max

Bulletproof CTA

J1 - ICON
BULLETS

J2 - Simple Bulleted List

Headline: 24px Arial #ffffff
One line, 48 chars max

Bulleted List Headline Goes Here - B

Copy: 18px Arial #333333
Two lines max, 80 chars

● Lorem ipsum dolor sit amet, at [altera epicurei](#).

● Arcu lectus est dui [sodales](#), massa nec iaculis, vel rutrum mauris.

● Lorem ipsum dolor sit amet. A aliquam at, et molestie metus sed per, lectus in.

CTA: 16px Arial Bold #116ec9
One line, 32 chars max

Bulletproof CTA

J2 - SIMPLE
BULLETS

K1 - 4 Across "Pay with Rewards"

Headline: 24px Arial #ffffff
One line, 48 chars max

Pay with Rewards - A

Titles: 14px Arial #333333 bold
Two line, 32 chars max

Icons float over color background:
140px x 100px max

Body: 12px Arial #333333
Six lines, 100 chars max

Title: 14px Arial #333333 bold
One line, 40 chars max

Body: 14px Arial #333333
Two lines, 60 chars max

Body: 12px Arial #333333
Six lines, 200 chars max

1. Configure



Cardholder enables Pay with Rewards via program Website, mobile application or Customer service representative.

2. Pay



Cardholder makes a purchase on their existing MasterCard at any of the millions of eligible locations worldwide.

3. Communication



Cardholder receives an email or application notification when points are redeemed along with their remaining point balance.

4. Rebate / Statement Credit



Cardholder's purchase is complete, a statement credit for the value of the points is on the way and the reward is fulfilled.

Here's how you can benefit:

- Lorem ipsum dolor sit amet, beatae eu lobortis sed.
- Lorem ipsum dolor sit amet, beatae eu lobortis sed.
- Lorem ipsum dolor sit amet, beatae eu lobortis sed.

Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim.

Available on the iPhone
App Store

ANDROID APP ON
Google play

K1 - 4 ACROSS
PAY W/ REWARDS

K2 - 2x2 Grid "Pay with Rewards" (cont'd on next page)

Headline: 24px Arial #333333
One line, 48 chars max

Pay with Rewards - B

White icons float over color/photo background:
90px x 90px max

Body: 12px Arial #333333
Three lines, 100 chars max

White icons float over color/photo background:
90px x 90px max

Body: 12px Arial #333333
Three lines, 100 chars max

1. Configure



Background Image: 330px wide 200px high w/ 65% #333333 opacity overlay

Cardholder enables Pay with Rewards via program Website, mobile application or Customer service representative.

2. Pay



Background Image: 330px wide 200px high w/ 65% #333333 opacity overlay

Cardholder makes a purchase on their existing MasterCard at any of the millions of eligible locations worldwide.

3. Communication



Background Image: 330px wide 200px high w/ 65% #333333 opacity overlay

Cardholder receives an email or application notification when points are redeemed along with their remaining point balance.

4. Rebate / Statement Credit



Background Image: 330px wide 200px high w/ 65% #333333 opacity overlay

Cardholder's purchase is complete, a statement credit for the value of the points is on the way and the reward is fulfilled.

K2 - 2X2 GRID
PAY W/ REWARDS

K2 - 2x2 Grid "Pay with Rewards" (cont'd from previous page)

Title: 14px Arial #333333 bold
One line, 40 chars max

Lorem ipsum dolor sit amet:

- Lorem ipsum dolor sit amet, beatae eu lobortis sed.
- Lorem ipsum dolor sit amet, beatae eu lobortis sed.
- Lorem ipsum dolor sit amet, beatae eu lobortis sed.

Body: 14px Arial #333333
Two lines, 60 chars max

Body: 12px Arial #333333
Six lines, 200 chars max

Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim.



Footer

Bottom nav:
14px Arial Bold #ffffff
One line, 16 chars max each

Nav item 1

Nav item 2

Nav item 3

Nav item 4



FOOTER NAV
& SOCIAL

Legal: 10px Arial #75787B

Aliquam egestas blandit mi, et fringilla purus euismod vitae. Etiam tellus nunc, aliquet at risus in, varius facilisis erat. Donec orci arcu, pretium quis egestas non, rhoncus nec arcu. Phasellus gravida sodales dictum. Mauris facilisis vel felis id molestie. Pellentesque venenatis pulvinar consectetur. Morbi nec nibh id arcu auctor porta. Donec quis diam semper nisi dapibus eleifend a placerat neque.

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LEGAL COPY

FOOTER

L1 - Email Security Block with Border

Headline: 14px Arial #333333
Bold, One line, 42 chars max

Email Security Information - A

This email was intended for: name@email.com

For account ending in: XXXX

Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim. Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim.

Body: 12px Arial #333333
Unlimited chars

L1 - EMAIL SECURITY
W/ BORDER

L2 - Email Security Block with Background Color

Headline: 14px Arial #333333
Bold, One line, 42 chars max



Email Security Information - B

This email was intended for: name@email.com

For account ending in: XXXX

Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim. Ipsum pellentesque tellus pellentesque donec congue tincidunt. Blandit ante vitae erat quam nec. A orci turpis venenatis, sed neque in, sollicit nulla nec amet risus, venenatis gravida, auctor convallis enim.

Body: 12px Arial #333333
Unlimited chars

L2 - EMAIL SECURITY
W/ BKGRND COLOR

Customization

Templates can be customized for each bank/issuer with logos, text colors and backgrounds.

- Headline, Byline, Body, Section Title, Navigation Links color
- CTA button color
- CTA text color
- Preheader background color
- Module background color
- Footer navigation bar color

Text sizes can also be modified with some caveats.

- Change both the 'font-size' and 'line-height' properties so the line spacing scales relative to the type size.
- The relative CSS class might need to be altered as well so the relative type sizes in mobile will be consistent.
- Template guide recommended character counts will change based on type size.