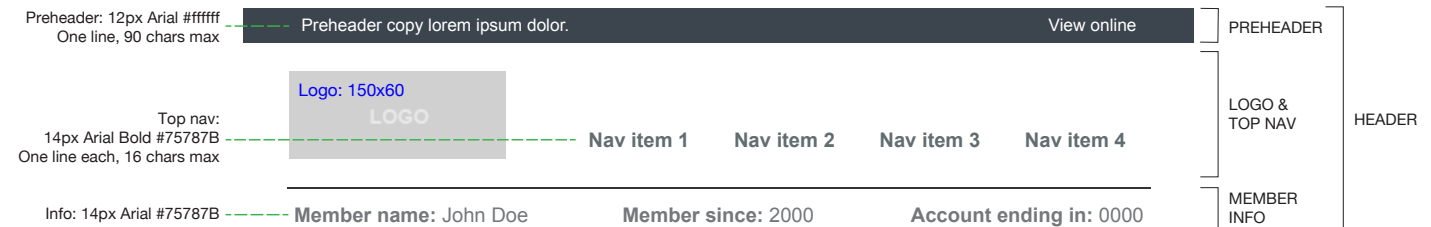
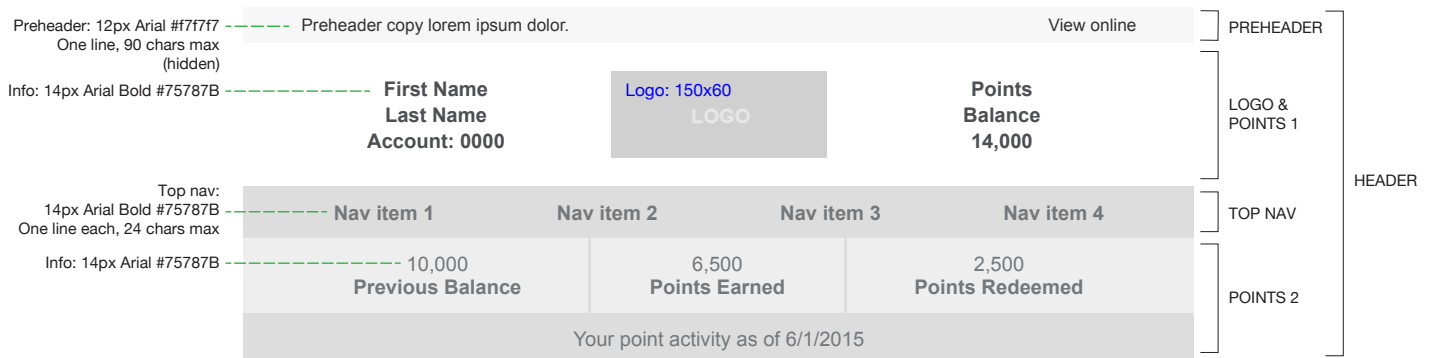


MasterCard Loyalty template guide

Header - Version A



Header - Version B



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

B1 & B2 - Article Side By Side

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

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

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



Headline copy lorem
ipsum dolor sit amet

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

Text-based CTA

B1 - ARTICLE
SIDE BY SIDE
IMAGE LEFT

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

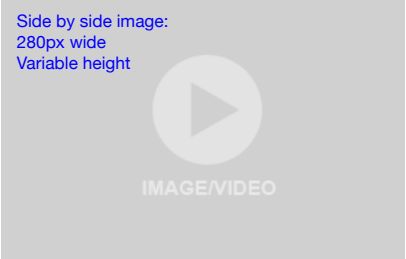
Body: 16px Arial #75787B
Four lines, 140 chars max

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

Headline copy lorem
ipsum dolor sit amet

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

Text-based CTA



B2 - ARTICLE
SIDE BY SIDE
IMAGE RIGHT

C1 - Point Status

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

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

Your Point Activity

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 (Version B only)

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



VARIABLE
HEIGHT

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

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

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

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

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

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

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

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

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Aliquam egestas blandit mi, fringilla
purus euismod.

Bulletproof CTA

D1 - MASONRY

D2 & D3 - Article Side By Side No Margin (Version B only)

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

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

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

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.

Bulletproof CTA

D2 - ARTICLE
SIDE BY SIDE
NO MARGIN
IMAGE LEFT

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

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

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

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.

Bulletproof CTA

D3 - ARTICLE
SIDE BY SIDE
NO MARGIN
IMAGE RIGHT

E1 - Product 3 Across

Title: 22px Arial #116ec9
One line, 52 chars max

Section title lorem ipsum dolor sit

3 across image:
180px wide
Variable height



VARIABLE HEIGHT



VARIABLE HEIGHT



VARIABLE HEIGHT

Headline: 22px Arial #75787B
Three lines, 52 chars max

HL copy lorem ipsum egestas sit amet blandit.

CTA: 16px Arial Bold #116ec9
One line, 22 chars max

HL copy lorem ipsum egestas sit amet blandit.

Text-based CTA

HL copy lorem ipsum egestas sit amet blandit.

Text-based CTA

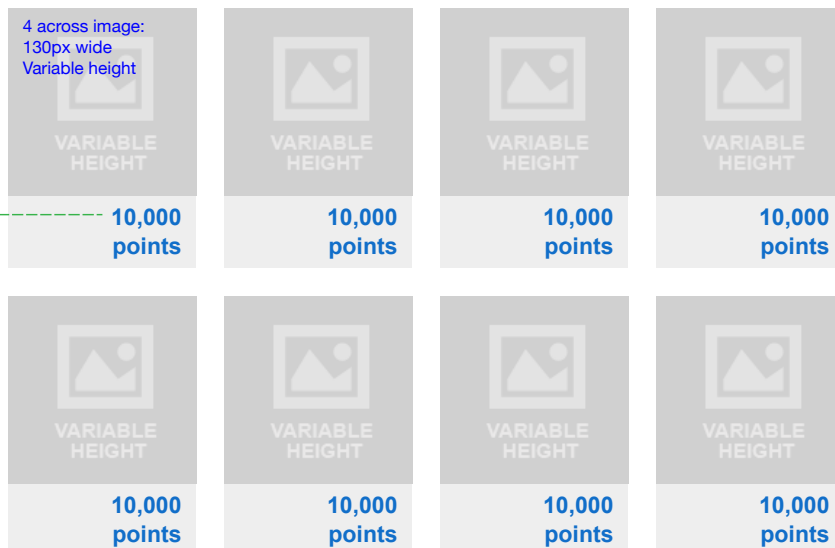
E1 - PRODUCT
3 ACROSS

E2 - Product 4 Across

Title: 22px Arial #116ec9
One line, 52 chars max

Section title lorem ipsum dolor sit

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

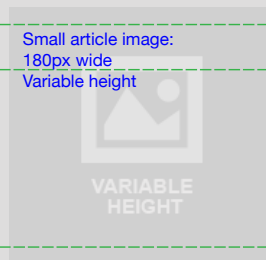


E2 - PRODUCT
4 ACROSS

F1 & F2 - Article Small Image

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

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



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.

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

Text-based CTA

F1 - ARTICLE
SMALL IMAGE LEFT

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

Body: 16px Arial #75787B
Five lines, 225 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. Donec orci arcu, pretium quis egestas non.

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

Text-based 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, 48 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.

Text-based CTA

F3 - ARTICLE
MINOR IMAGE LEFT

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, 48 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.

Text-based CTA

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

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

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.