

Custom Image and Text Guidelines

BBVA reserves the right to determine, in its sole discretion, whether a submitted custom image will be accepted. All custom images submitted must have the consent of the owner including those images downloaded from the internet. BBVA will not accept custom images that contain any of the following:

- Company slogans of any type, whether contained in the image or in the text;
- Infringement on the rights of Trademarks, copyrighted materials, company names, logos, slogans, brands of any third party, privacy, publicity, or other personal or proprietary rights, and any material that could infringe on the copyright or trademark rights of another party, including images marked with ©, ®, or ™ indicia;
- Libelous, defamatory, or otherwise unlawful material;
- Trade names, logos, slogans or other identifying indicia of any Card Processing Associations well known or recognized throughout the United States (e.g. MasterCard, Visa, American Express, Discover, etc.);
- Advertising or promotional material, including branded products and services well known or recognized throughout the United States;
- Phone numbers, addresses, email addresses, account numbers, personal identification numbers or URL addresses;
- Celebrities, actors, musicians, sports figures, politicians, cartoon characters or public figures of any kind;
- Material /content demonstrating the views and/or opinions of political groups, religious groups or anti-social or socially unacceptable groups;
- People conducting or involving themselves in criminal or illegal activities or otherwise inappropriate behavior;
- Culturally or socially sensitive material;
- Provocative or derogatory material or images of a sexual nature or containing any sexual images, objects, graphics, or other content;
- Nudity or semi-nudity;
- Violent or other offensive material, including material that could be perceived as violent;
- Obscene or indecent material, including profanity or obscenities;
- Racial, prejudicial or discriminatory subject matter.
- Focus on money or currency;
- For custom business debit cards, any verbiage other than the business name in the text lines on the card.

Custom Images that do NOT meet the above guidelines will be rejected and you will be notified by email. You may then submit another custom image.