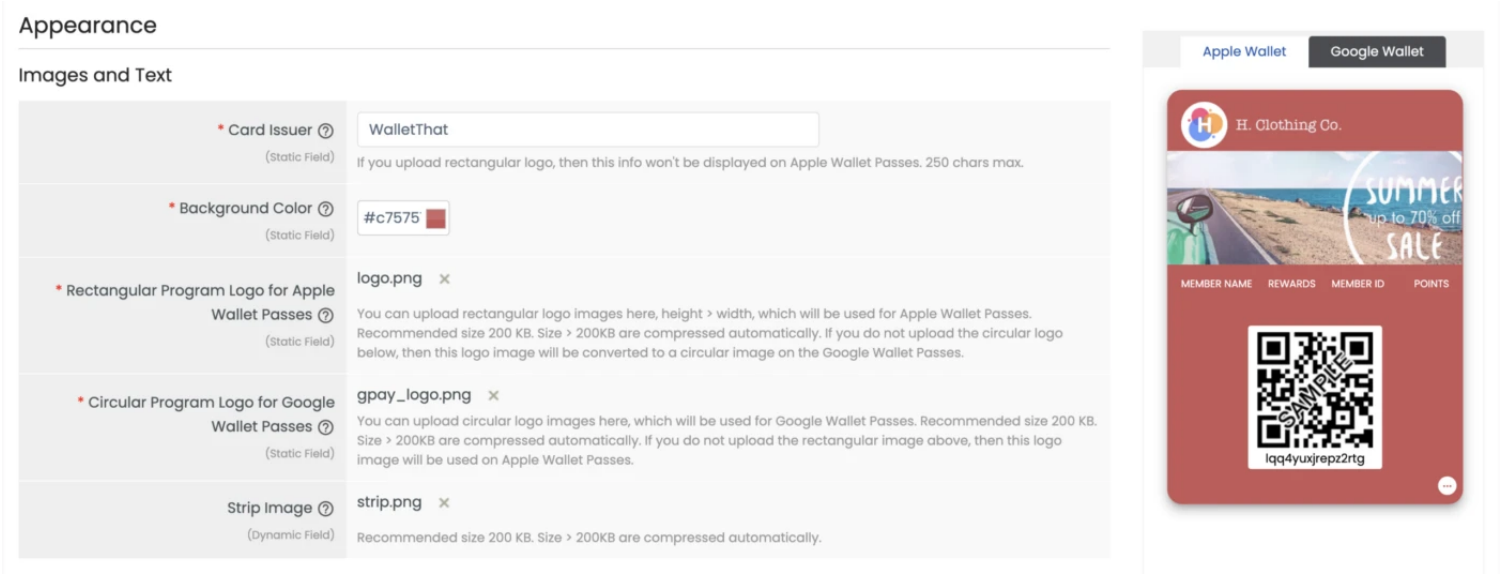
Creating a Pass Template for a Loyalty Card (Layout 2)

Wallet Platform · https://www.walletthat.com/help/creating-a-template-for-a-loyalty-card-layout-2/

The Pass Template for the Loyalty Card layout 2 allows users to create a loyalty card template with a strip image and 4 fields on the front of the Pass.

Appearance

Customize the appearance for the loyalty card by adding strip images, logos, and background color.



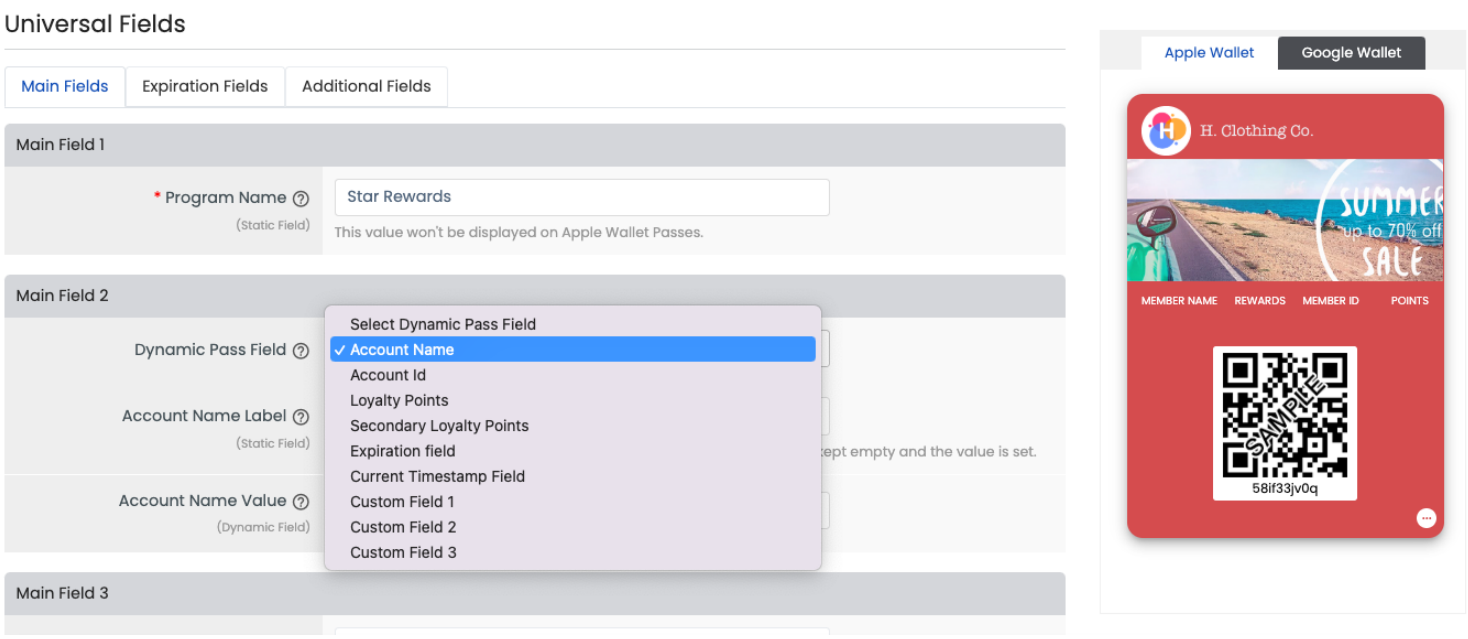
Field	Description
Card Issuer	The name of the company/organization issuing loyalty cards. The card issuer is displayed below the logo on Google Wallet passes and to the right of the logo on Apple Wallet Passes. An ellipsis will be displayed if the card issuer name exceeds 20 characters. The card issuer is required to generate loyalty cards.
Background Color	Set a background color for the Pass. The format is #rrggbb, where rrggbb is a hex RGB triplet, such as #ffcc00. The background color is the same for every Pass.

Field	Description
Program Logo for Apple Wallet	Upload the rectangular Loyalty Program Logo that will appear on the customer’s loyalty card. The logo will appear square/rectangular in the top left corner of the Pass on Apple Wallet. It is recommended to leave the logo with a full bleed background color and a 15% margin. The logo is required to generate loyalty cards.
Program Logo for Google Wallet	Upload the circular Loyalty Program Logo that will appear on the customer’s loyalty card. The logo will appear rounded in the top center of the Pass on Google Wallet. The minimum size for the logo is 660px by 660px. It is recommended to leave the logo with a full bleed background color and a 15% margin. The logo is required to generate loyalty cards
Strip Image	The strip image is displayed as a banner across the center of the Pass for both Apple Wallet and Google Wallet. The required image type is a PNG file. The recommended image size is 1032px by 336px. Use an image with a colored background for the best results.

Universal Fields

Main Fields

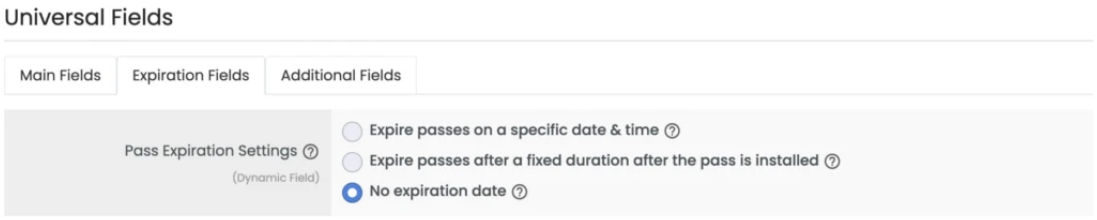
These fields will appear on the front of the Pass for both Apple Wallet and Google Wallet.

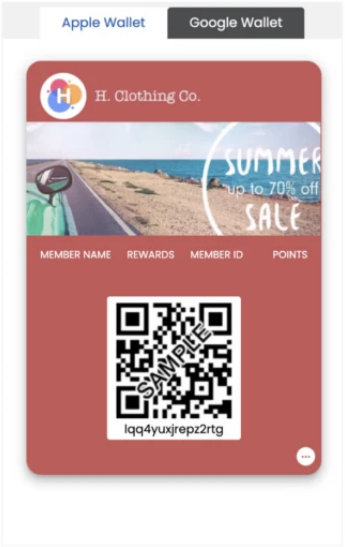


Field	Description

Field 1: Program Name	The name of the Loyalty program. This field will only appear on Google Wallet Passes. It will NOT appear on Apple Wallet Passes
Field 2-5: Custom Fields	Choose which fields to display on the front of the Pass from the drop-down menu. If ‘Expiration’ is chosen from the menu, you must set the expiration date in the ‘Expiration’ tab. You can also check the box to display the time alongside the date on the front of the Pass. If ‘Account Name’ or ‘Account ID’ is selected from the menu, these fields will NOT appear on the back of the Pass for Apple or below the Pass for Google.

Expiration Fields

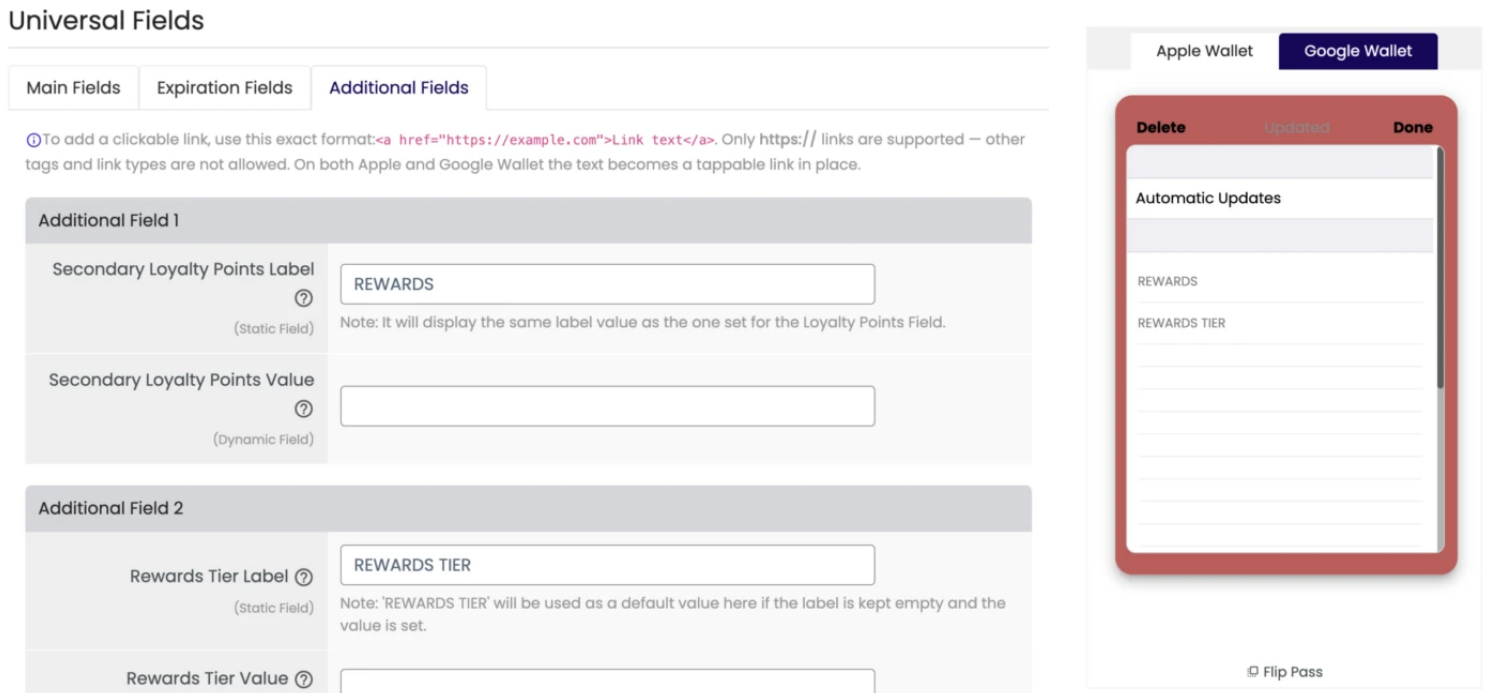


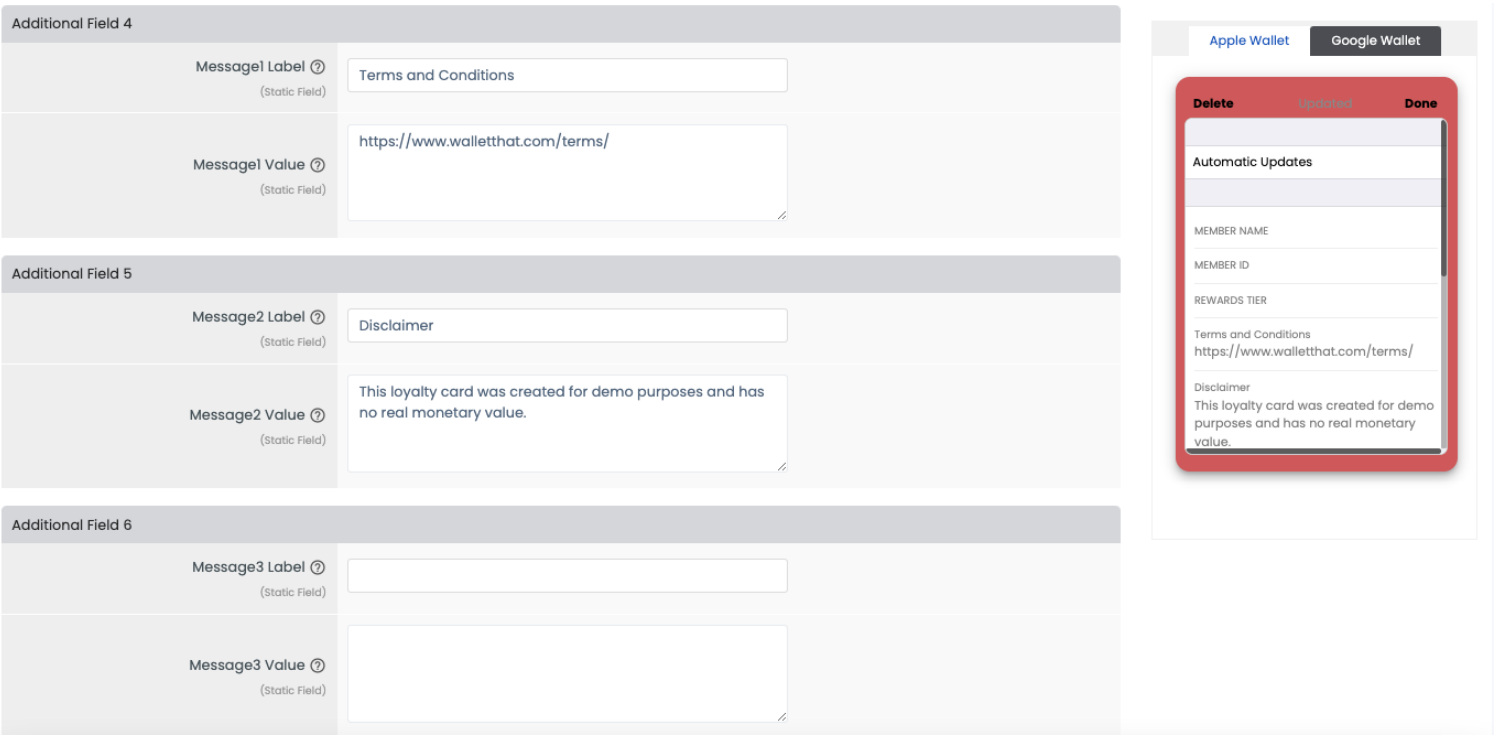


Field	Description
Set default expiration date time	(Optional) Add an expiration date for all Passes that are installed for this Template. The timezone will be used as default, if not sent in the request when generating/updating passes via API.
Expire passes automatically after fixed duration	Auto expire the pass by setting a fixed duration after which the pass gets expired automatically from the time of its first generation. If a specific expiration date and time is set for the pass record, then these settings will be overridden by the pass record’s expiration date and time.
No Expiration Date	Choose this option if you do not want to set an expiration date.

Additional Fields

These fields will appear on the back of the Pass on Apple Wallet and in the Pass Details section on Google Wallet.





Additional Field 7

Message4 Label (Static Field)

Message4 Value (Dynamic Field)

Additional Field 8

Message5 Label (Static Field)

Message5 Value (Dynamic Field)

Additional Field 9

Message6 Label (Static Field)

Message6 Value (Dynamic Field)

Additional Field 10

Message7 Label (Static Field)

Message7 Value (Dynamic Field)

Additional Field 11

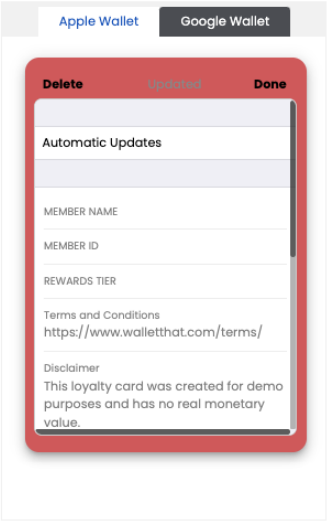
Message8 Label (Static Field)

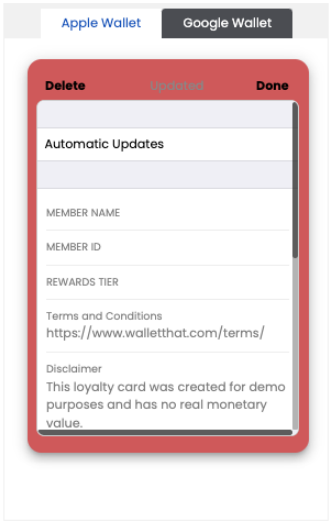
Message8 Value (Dynamic Field)

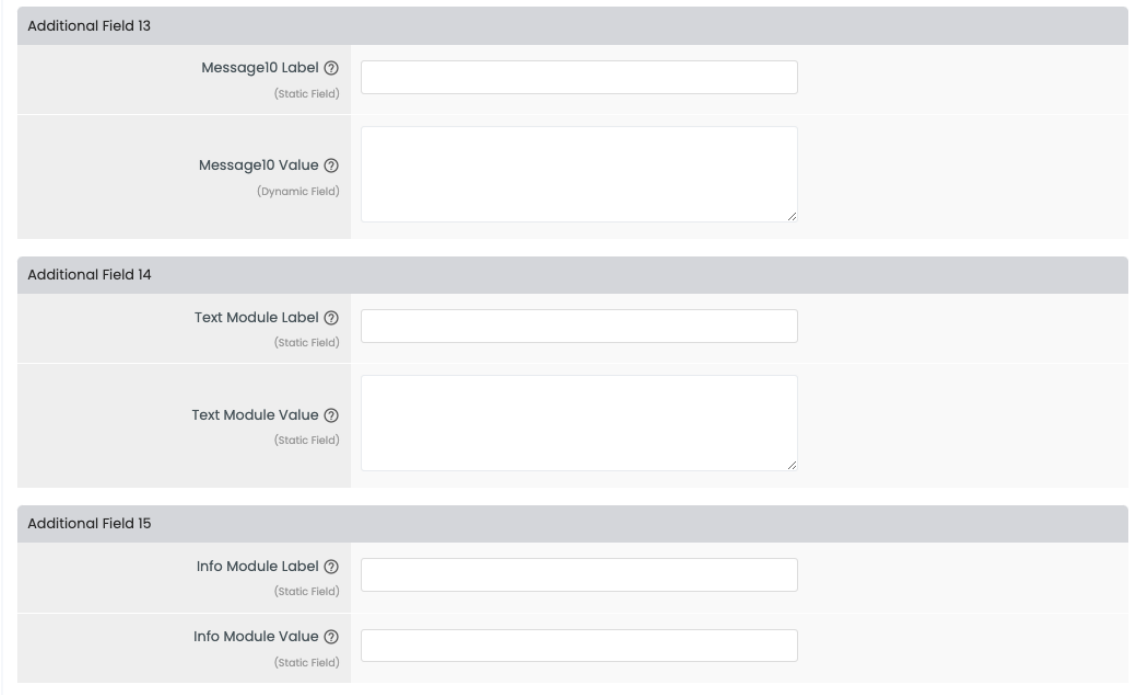
Additional Field 12

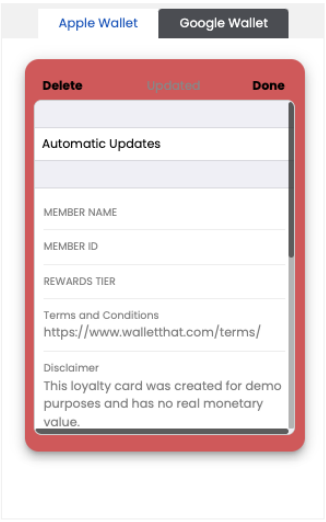
Message9 Label (Static Field)

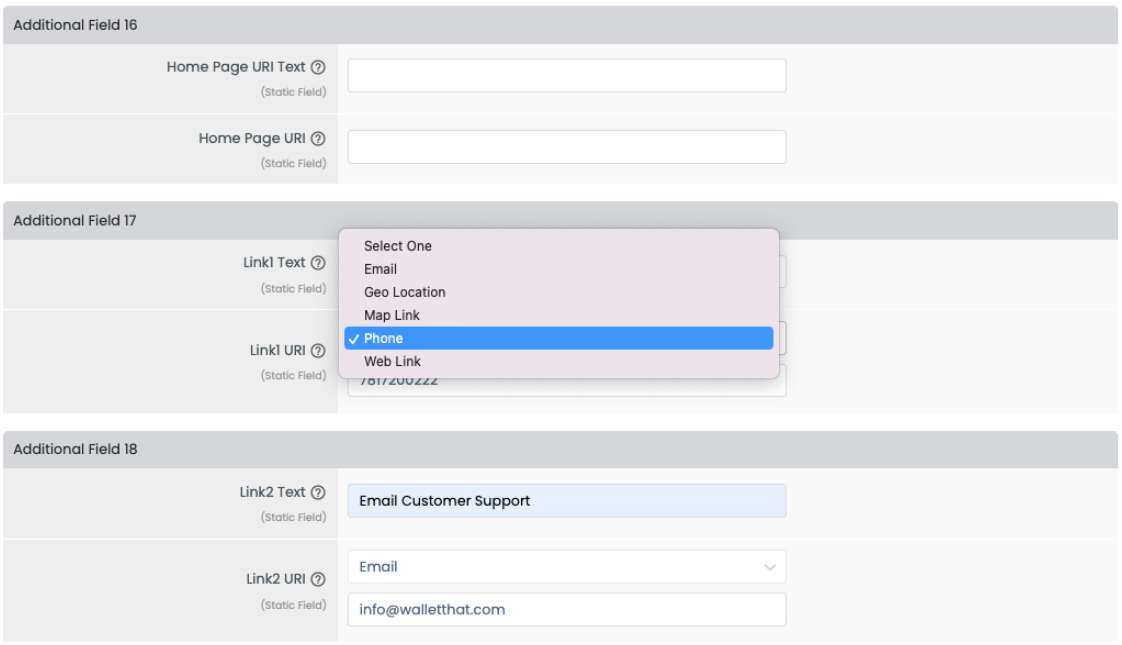
Message9 Value (Dynamic Field)

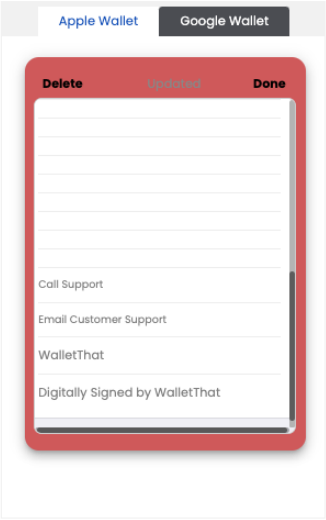










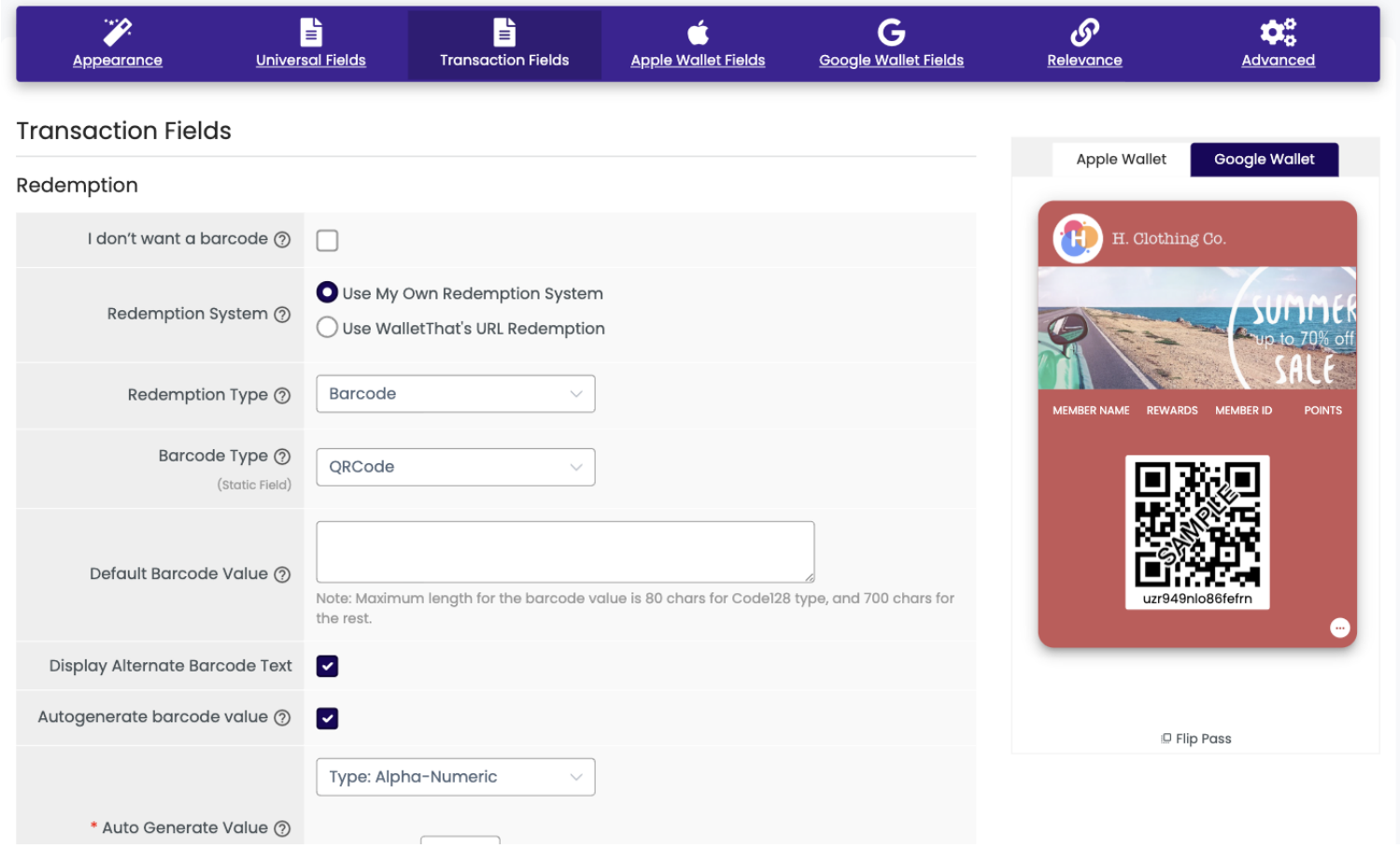


Field	Description
Field 1-3: Account Name	Fields 1-3 may vary on Loyalty Card Layout 2. Whatever is not set from the drop-down menu in the main fields tab, may appear as a field on the back of the pass.

Field	Description
Fields 4-6: Message 1-3	These are optional fields to add longer messages (500-1,000 characters) on the back of the Pass for Apple Wallet or in the Pass Details section on Google Wallet. These fields allow line breaks. Messages 1-3 are static fields. Supports Link text anchor links (https only) as well.
Fields 7-13: Message 4-10	These are optional fields to add longer messages (500-1,000 characters) on the back of the Pass for Apple Wallet or in the Pass Details section on Google Wallet. These fields allow line breaks. Messages 4-10 are dynamic, meaning they can be personalized for each user. Supports Link text anchor links (https only) as well.
Field 14: Text Module	The recommended maximum length for the label is 35 characters to ensure the full string is displayed on smaller screens. The value of the Text Module is defined as an uninterrupted string. Recommended maximum length is 500 characters to ensure the full string is displayed on smaller screens. This field also allows line breaks.
Field 15: Info Module	The recommended maximum length for the label is 30 characters to ensure the full string is displayed on smaller screens. The recommended maximum length for the value is 30 characters to ensure the full string is displayed on smaller screens.
Field 16: Home Page URI	Add a link to the card issuer’s website.
Field 17 & 18: Link 1 & 2	Add any link including a link to a telephone number, URL, email address, or specific location. Google Wallet uses special icons to distinguish different types of URI’s for the fields that use links. To use an icon, select from the drop-down menu and enter the correct data.

Transaction Fields

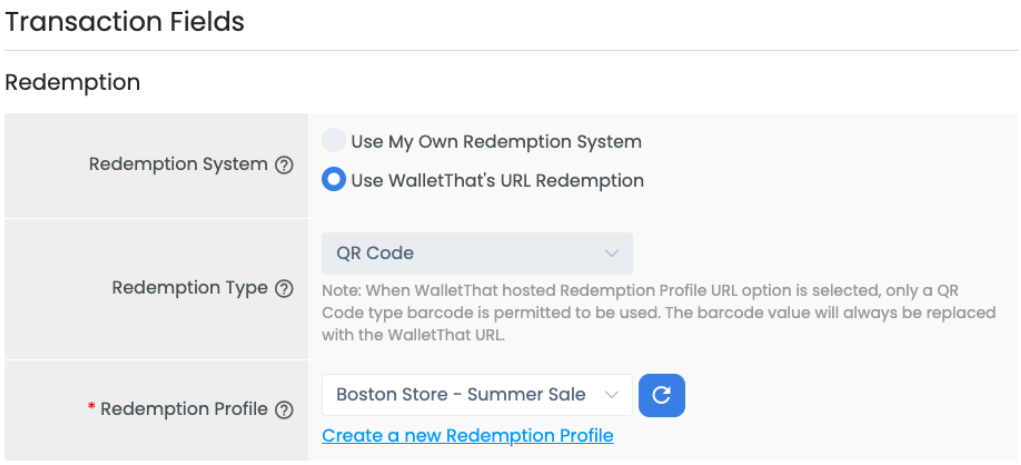
Use My Own Redemption System

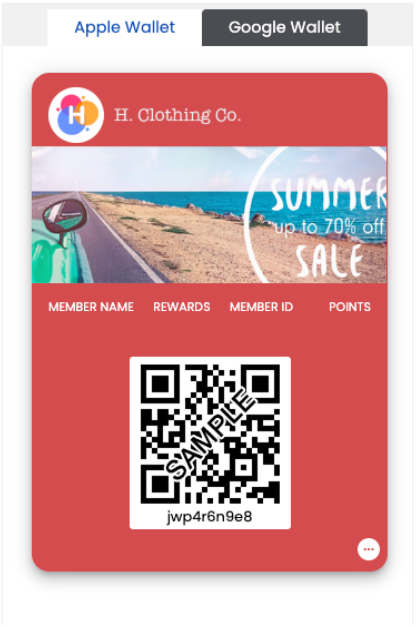


Field	Description
I don't want a barcode	Choose this option to remove the barcode from the Pass Template. If this is selected, no barcode will appear on any Passes issued using this Template.
Redemption System	Choosing "Use My Own Redemption System" will require a third-party scanning app to scan Passes as well as an integration to update Pass Statuses to "Redeemed".
Redemption Type	Redemption type will always be set to "Barcode". Contact us if you need NFC support.
Barcode Type	Select the type of barcode you want to use on the Pass. Supported types include: QR Code, Code 128, Aztec, and PDF 417. You may also choose "No Barcode".
Default Barcode Value	Select the default barcode value that will appear if no value is passed in the API or if you have not selected 'autogenerate barcode'

Field	Description
Display Alternate Barcode Text	Check this box to show the barcode value as text below the barcode on the Pass. Uncheck it to hide that text. This setting is enabled by default, so Pass Templates created before this option was added are unaffected.
Autogenerate Barcode Value	Check this box if you want to generate a random barcode value for your Passes.
Autogenerate Value	Select the data type and data length (10-100 characters) of barcode you would like to autogenerate:Numeric OnlyAlphabet OnlyAlphanumeric
Preview Barcode	Enter text in this box to preview how the barcode will be displayed on the actual Pass.

Use WalletThat's Redemption System



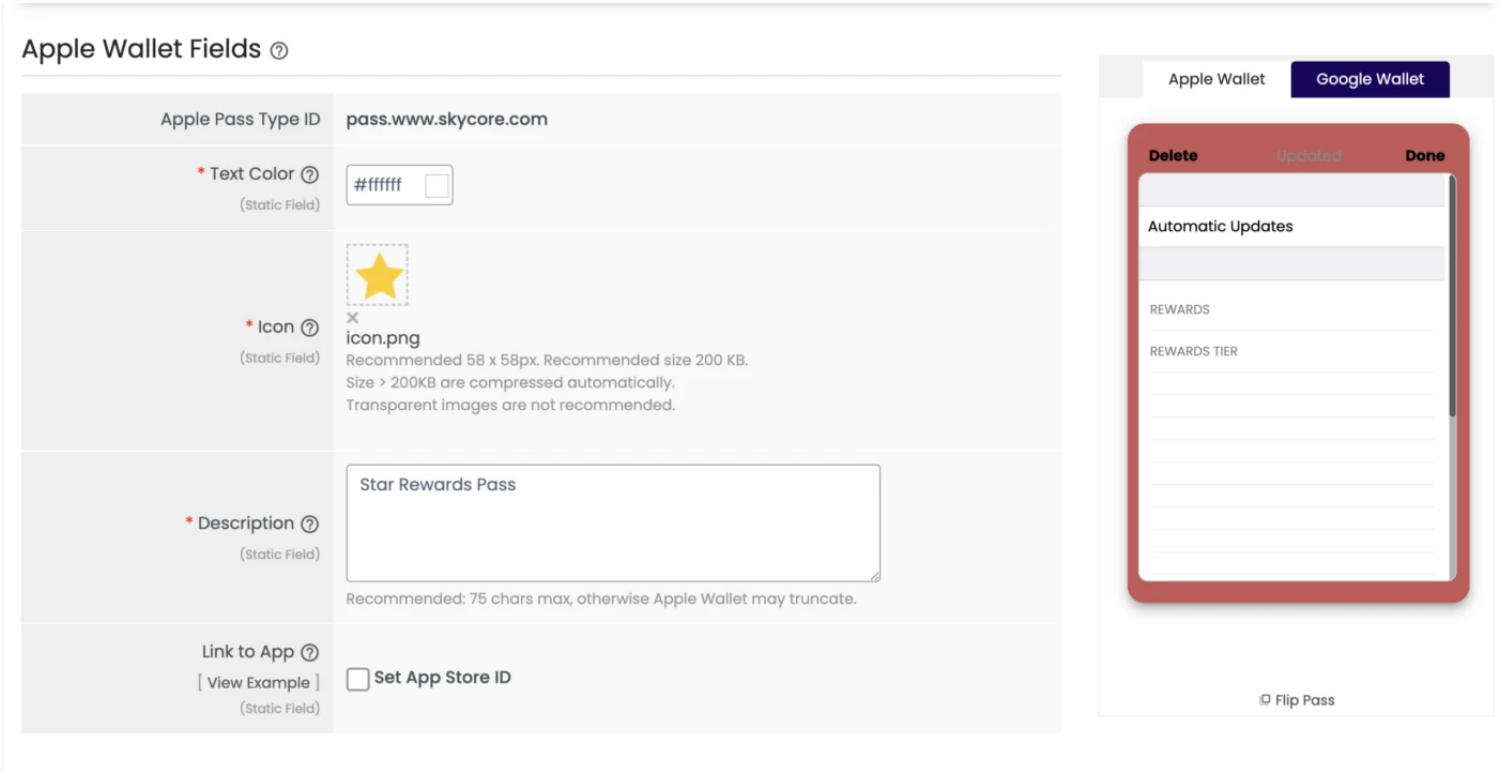


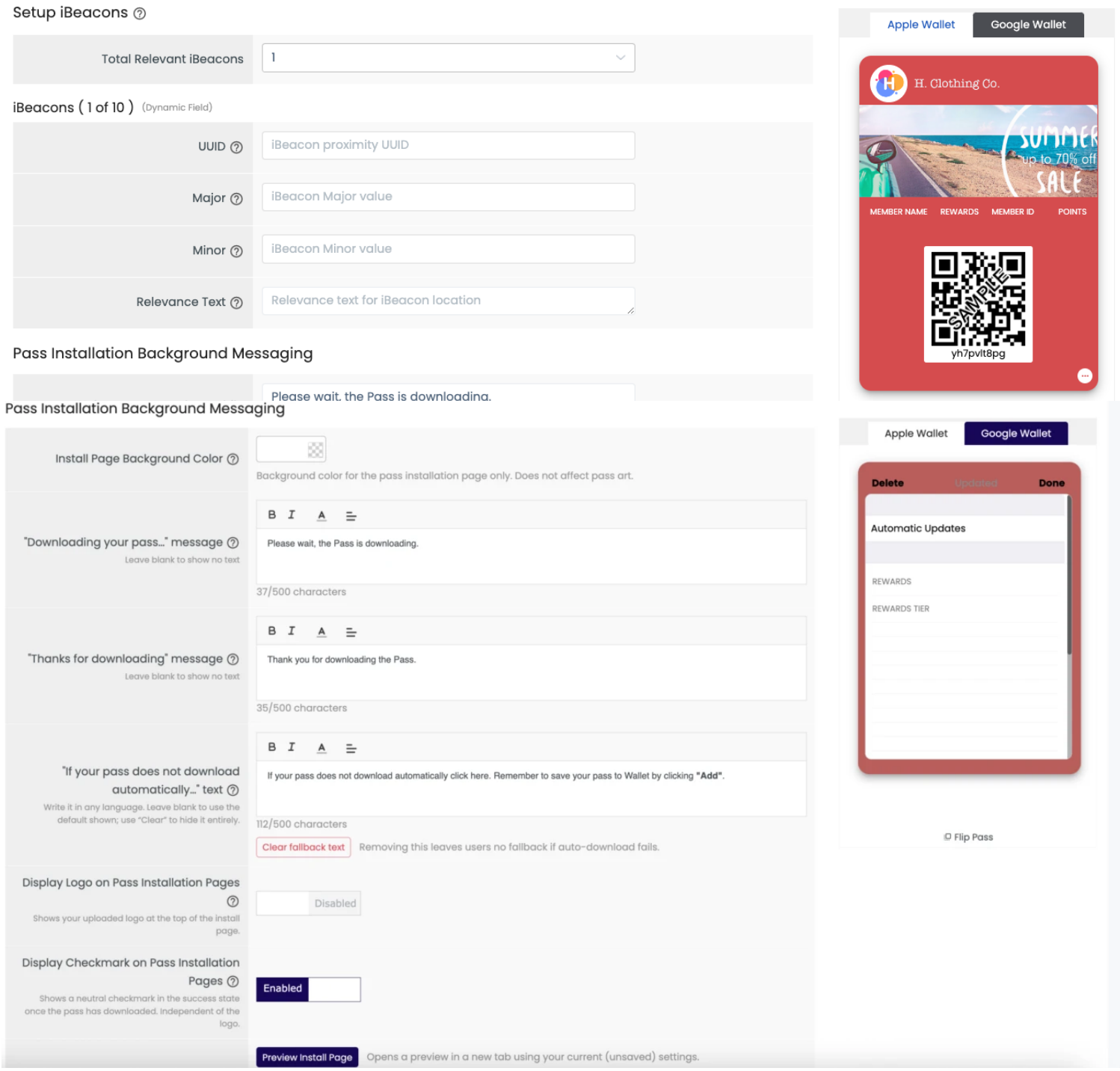
Field	Description
Redemption System	If you choose to use "WalletThat's Redemption System", the barcode value will automatically be replaced with a WalletThat redemption URL to enable employee-based redemption.
Redemption Type	QR code is required to use WalletThat's Redemption URL system.

Field	Description
Redemption Profile	Choose a redemption profile to link to the Pass Template. If you haven't created a profile yet, click "Create a New Redemption Profile." You can use this guide to learn how to create a redemption profile: Creating a Redemption Profile

Apple Wallet Fields

The fields listed in the ‘Apple Wallet Fields’ tab are only applicable to Apple Wallet Passes.



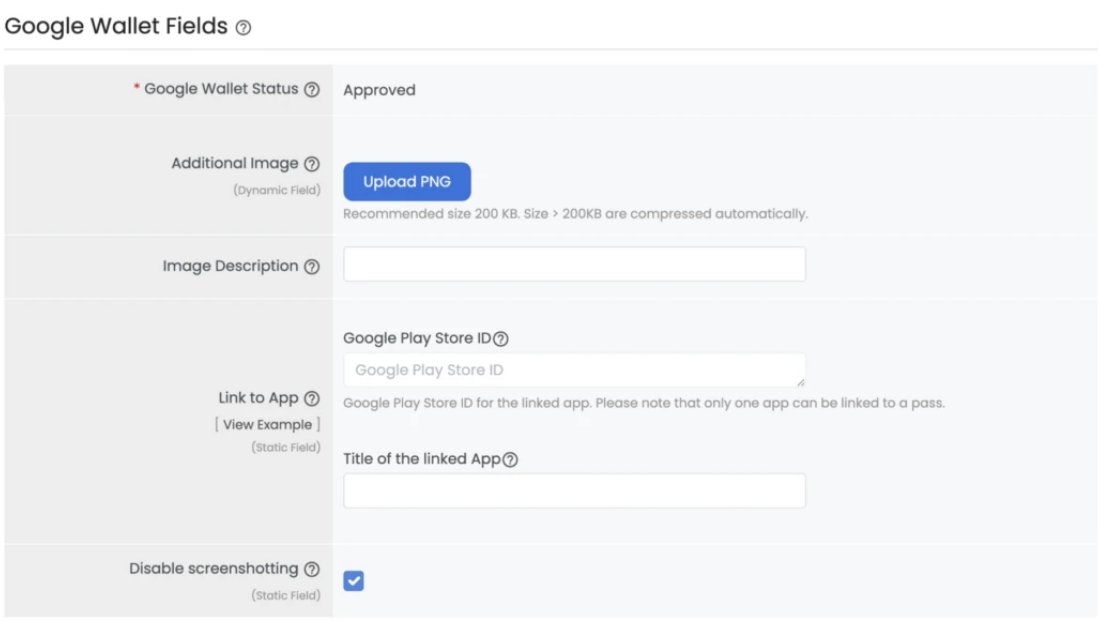


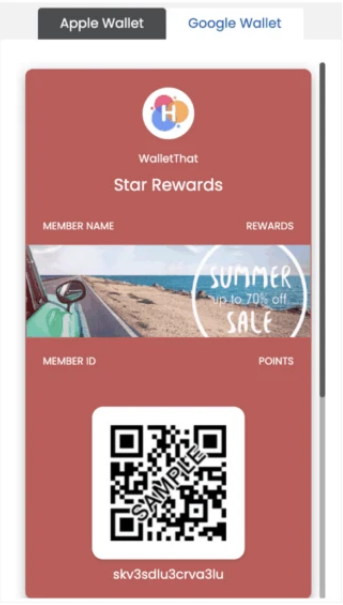
Field	Description
Apple Pass Type Id	The Apple Pass Type ID assigned to this Pass Template. If you have multiple Pass Type IDs, you can select which one to associate with this template from the dropdown menu.
Text Color	Add any color to the text fields on Apple Passes only.

Field	Description
Icon	Add an icon that will appear on your customer’s lock screen for Pass updates and notifications.
Description	Add a description for blind and low vision users on Apple Passes.
Link to App	Link an app to the Pass. The app will only appear on the back of Apple Wallet Passes
iBeacons – UUID, Major, and Minor Values, and Relevant Text	Add up to 10 iBeacons for each Pass. Defining the UUID, Major, and Minor values are necessary for the iBeacon to work. Add relevant text that will appear on the customer’s screen when the iBeacon is detected in a range.
Install Page Background Color	Set the background color for the pass installation pages.
"Downloading your pass..." message	Custom rich-text shown as the "downloading your pass" message on the pass installation page.
"Thanks for downloading" message	Custom rich-text shown as the "thanks for downloading your pass" message on the pass installation page.
"If your pass does not download automatically..." text	Custom rich-text to display to the end user if their Pass fails to download. Write it in any language. Leave blank to use the default shown; use “Clear” to hide it entirely.
Display Logo on Pass Installation Pages	Choose whether or not you want to display the logo uploaded in the above field on the installation pages.
Display Checkmark on Pass Installation Pages	Choose whether or not you want to display a generic checkmark on the installation pages.
Preview Install Page	Click "Preview Install Page" to test your installation pages.

Google Wallet Fields

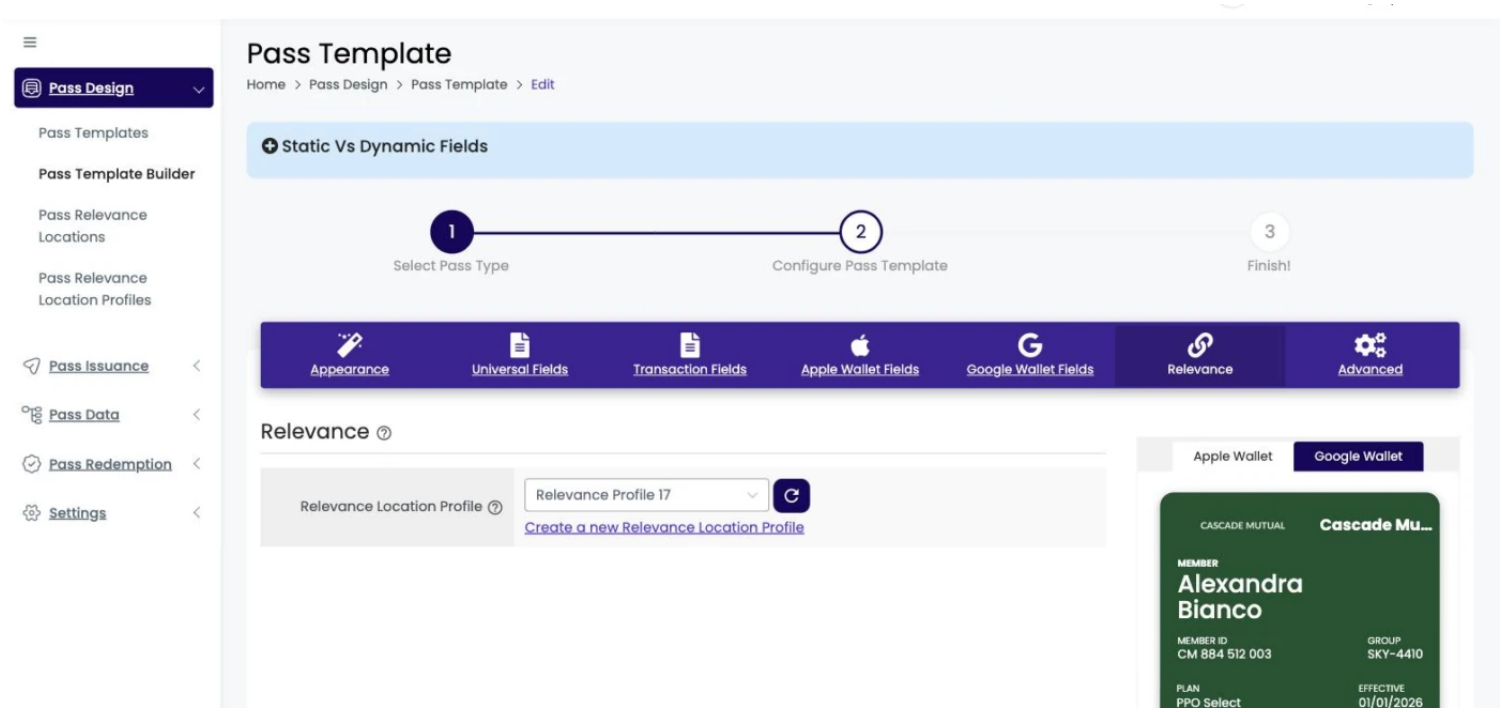
The fields listed in the ‘Google Wallet Fields’ tab are only applicable to Google Wallet Passes.





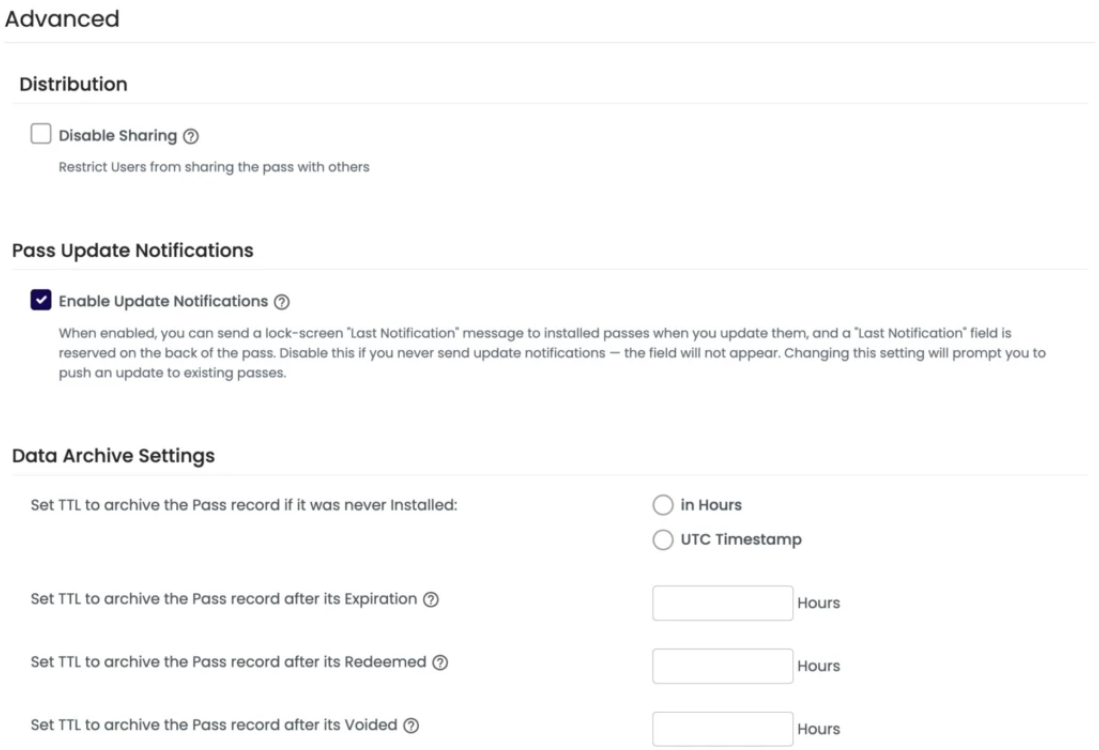
Field	Description
Google Issuer ID	The Google Issuer ID assigned to this Pass Template. If you have multiple Issuer IDs, you can select which one to associate with this template from the dropdown menu.
Additional Image	If you choose to upload an additional image for Google Wallet Passes, the image will appear below the Pass. The image will not appear anywhere on Apple Wallet Passes.
Additional Image Description	Add a description for the additional image. The description will not appear on the Pass.
Link to App	Enter the Google Play Store ID to link an app to the Google Wallet Pass.
Disable Screenshotting	Enable or disable screenshotting on Google Wallet Passes by checking this button.

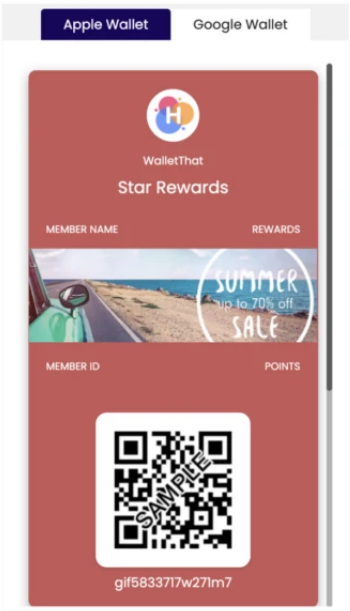
Relevance



Field	Description
Relevance Location Profile	Select a saved Pass Relevance Location Profile from the drop-down to link it to this Pass Template. When a customer's device is near any location in the profile, a message appears on their lock screen for Apple Wallet Passes; Google Wallet Passes show a predefined message. Select **No relevant locations** to save the template without a profile. If a profile you just created is not listed, click the refresh button next to the drop-down. Relevant locations that were previously added to a template one at a time have been moved into a Relevance Location Profile automatically. Learn more in Pass Relevance Location Profiles.
Create a new Relevance Location Profile	Click this link to open the Create Pass Relevance Location Profile page and build a new profile.
Closest 10 locations	A profile can hold up to 100 locations, but Apple Wallet and Google Wallet only support 10 relevant locations per Pass. When a customer installs a Pass, WalletThat detects their approximate location from their browser's IP address and saves the 10 locations in the linked profile that are closest to them to that Pass. This happens automatically, so there is nothing to configure.

Advanced





Field	Description
Disable Sharing	Selecting this option will disable your customers from sharing the Pass on Apple Wallet or share the Pass install link on both Apple Wallet and Google Wallet to another device. For Google Wallet, this sharing setting becomes permanent once Passes have been issued using this template.
Enable Update Notifications	When enabled, you can send a lock-screen "Last Notification" message to installed passes when you update them, and a "Last Notification" field is reserved on the back of the pass. Disable this if you never send update notifications — the field will not appear. Changing this setting will prompt you to push an update to existing passes.
Data Archive Settings	These settings allow you to set a TTL (time to live) for each Pass. TTL settings can be set per Pass Template so that the value set for the TTL will get updated for each Pass depending on the events that occur.

Prefer to automate this? You can also create and update Layout 2 loyalty card Pass Templates with the CreatePassTemplate and UpdatePassTemplate calls in the Loyalty Card API.