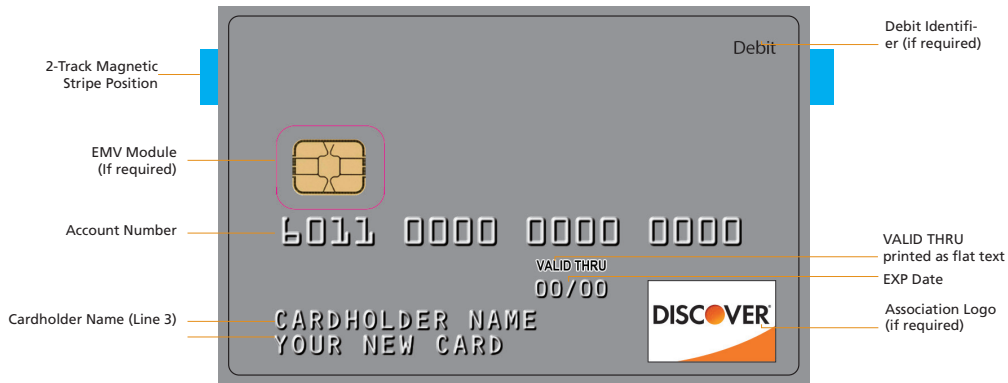


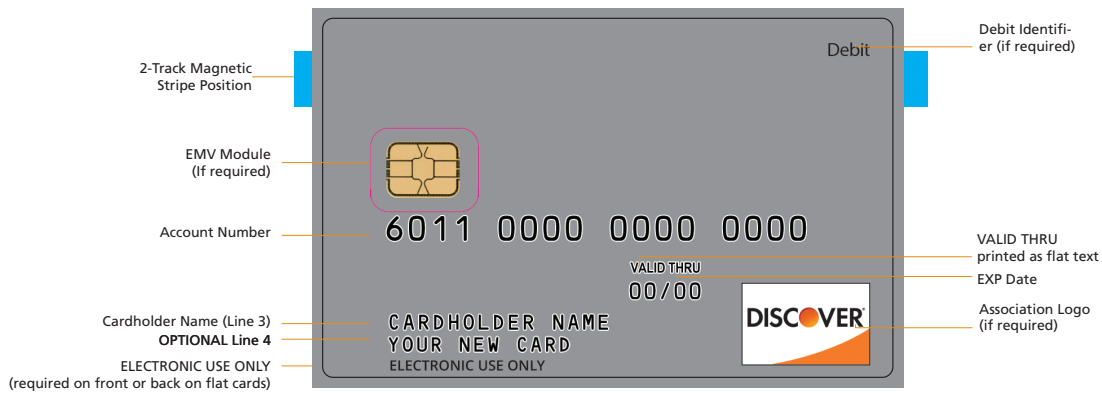
## Plastic Card Artwork: Design Guide for Discover Cards

The following are the default personalization layouts for horizontal Discover designs

### Front of card – embossed layout (Personalization is Embossed in Silver or Gold)



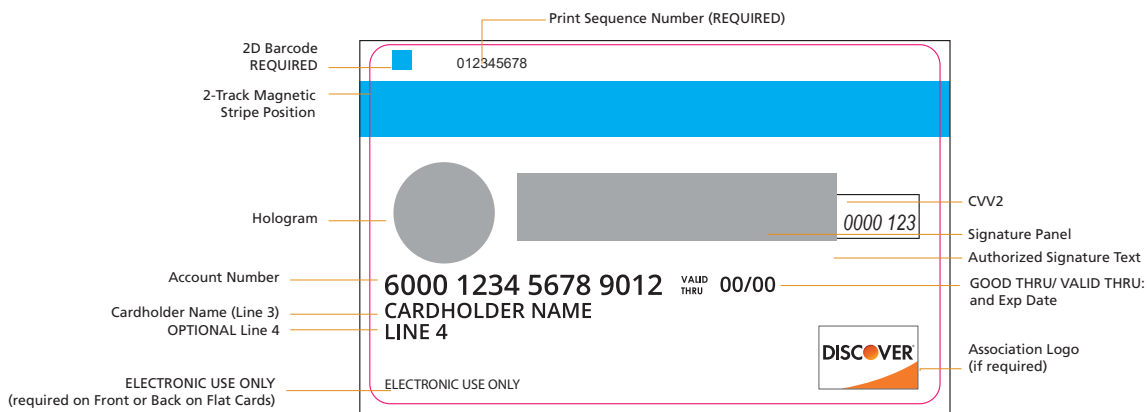
### Front of card – flat layout (Personalization is flat printed in any color that provides sufficient contrast against the artwork)



### Personalization on back of card (flat only)

\*Personalization is allowed on the back of card but requires an exception to the card specifications. Client will need to request the exception through their Discover Relationship Manager

(Personalization is Flat Printed in any color that provides sufficient contrast against the artwork)



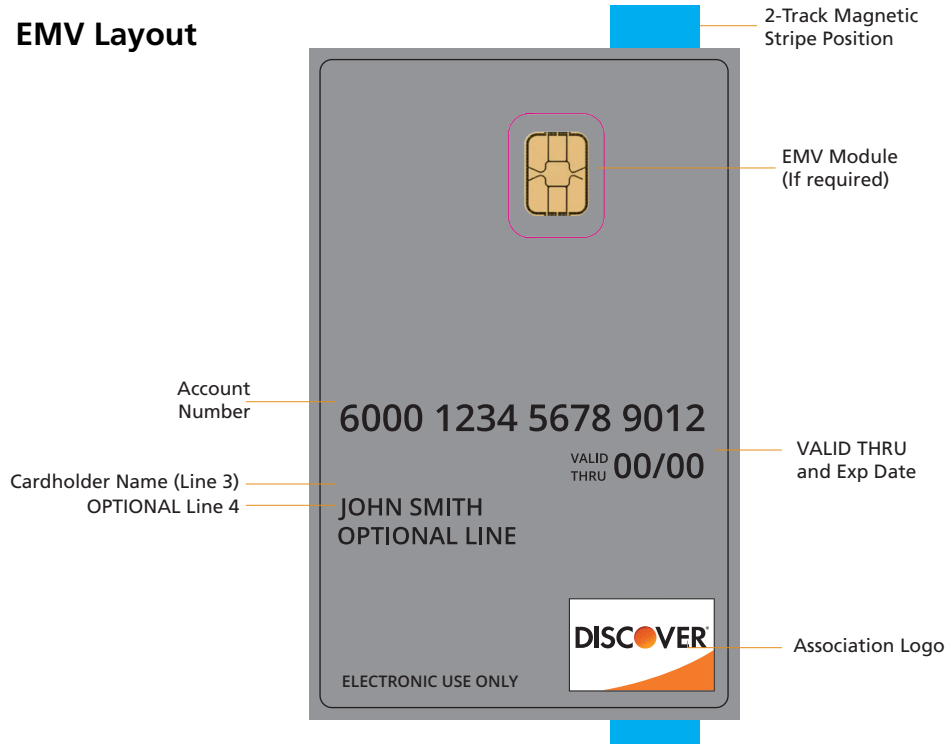
## Plastic Card Artwork: Design Guide for Discover Cards

The following are the default personalization layouts for vertical Discover designs

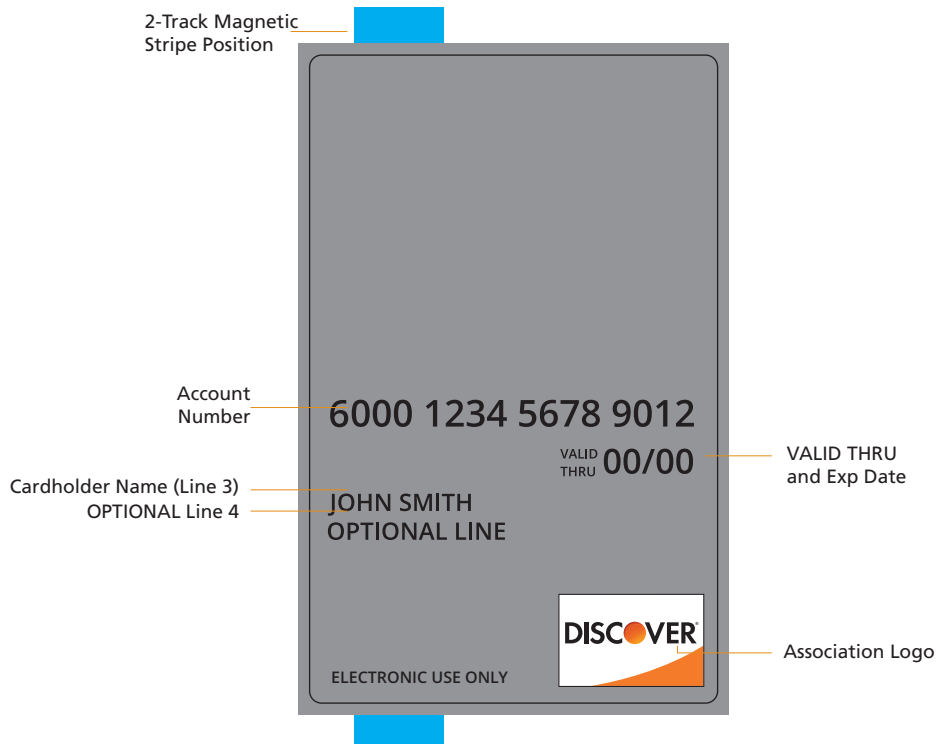
### Front of card – flat layout

(Personalization is flat printed in any color that provides sufficient contrast against the artwork)

#### EMV Layout



#### MAG Only Layout



## Plastic Card Artwork: Design Guide for Discover Cards

### Discover Specific Design for Success Tips

When designing your artwork, there are a few things to keep in mind to achieve the highest level of quality possible with on-demand digital print technology:

#### GENERAL

- \* Personalization is allowed on the back of card but requires an exception to the card specifications. Client will need to request the exception through their Discover relationship manager

#### CARD FRONT

- \* There must be 4mm of clear space from the Discover brand mark.

#### CARD BACK

- \* The customer service phone number must be above any acceptance marks on the card back.
- \* When the Discover brand mark is present on the card back it must be in the bottom right corner.
- \* The order of the acceptance marks is as follows from left to right. All logos must be 0.051" apart.
  - Non-Discover owned acceptance marks
  - Pulse
  - Diners Club
  - Discover brand mark

