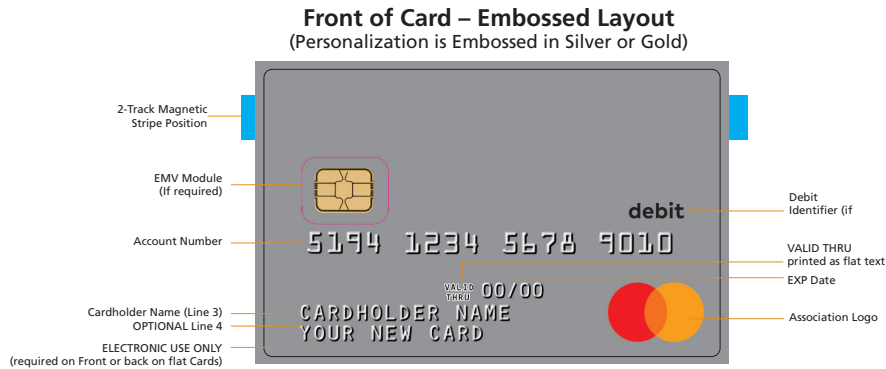# arroweye ®

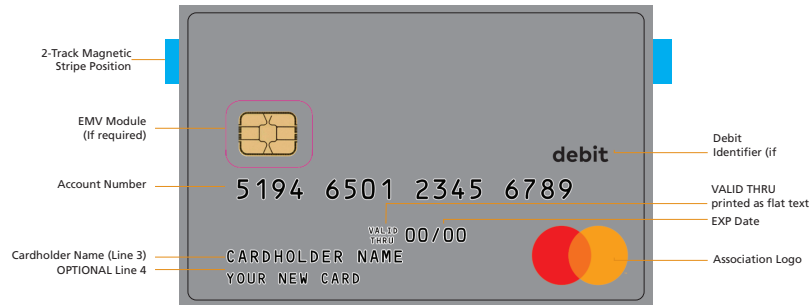## Plastic Card Artwork: Design Guide for Mastercard Cards
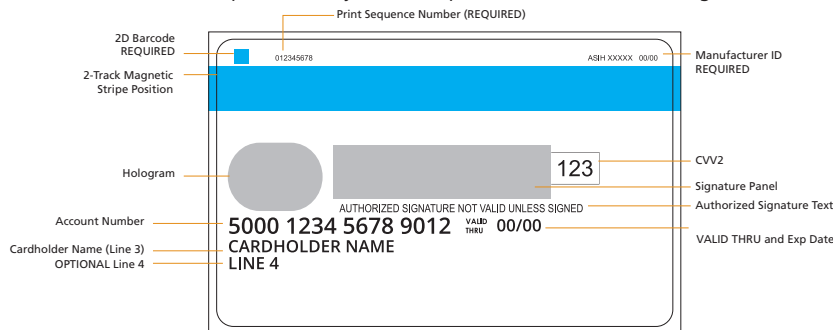
The following are the default personalization layouts for horizontal Mastercard designs
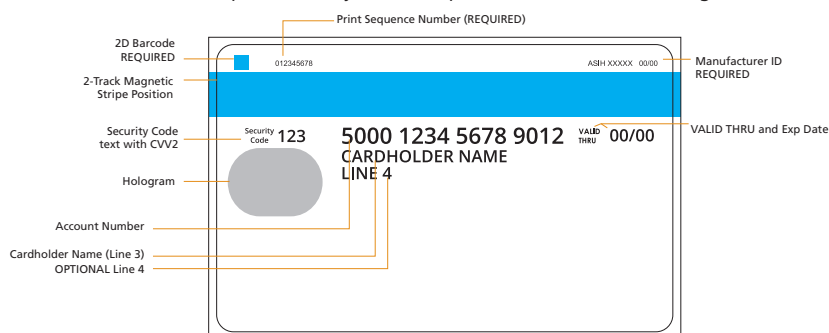
Front of Card – Embossed Layout
(Personalization is Embossed in Silver or Gold)

2-Track Magnetic Stripe Position

EMV Module (If required)

Account Number

Cardholder Name (Line 3)
OPTIONAL Line 4

ELECTRONIC USE ONLY
(required on Front or back on flat Cards)

debit

5194 1234 5678 9010

VALID THRU 00/00

CARDHOLDER NAME
YOUR NEW CARD

Debit Identifier (if
VALID THRU printed as flat text
EXP Date
Association Logo

Front of Card – Flat Layout
(Personalization is flat printed in any color that provides sufficient contrast against the artwork)

2-Track Magnetic Stripe Position

EMV Module (If required)

Account Number

Cardholder Name (Line 3)
OPTIONAL Line 4

debit

5194 6501 2345 6789

VALID THRU 00/00

CARDHOLDER NAME
YOUR NEW CARD

Debit Identifier (if
VALID THRU printed as flat text
EXP Date
Association Logo

Personalization on Back of Card (Flat Only)
(Personalization is flat printed in any color that provides sufficient contrast against the artwork)

Print Sequence Number (REQUIRED)

2D Barcode REQUIRED
2-Track Magnetic Stripe Position

012345678

ASIH XXXXX 00/00

Manufacturer ID REQUIRED

Hologram

123

CVV2
Signature Panel
AUTHORIZED SIGNATURE NOT VALID UNLESS SIGNED
Authorized Signature Text

Account Number

Cardholder Name (Line 3)
OPTIONAL Line 4

5000 1234 5678 9012 VALID THRU 00/00
CARDHOLDER NAME
LINE 4

VALID THRU and Exp Date

Personalization on Back of Card no Signature Panel (Flat Only)
(Personalization is flat printed in any color that provides sufficient contrast against the artwork)
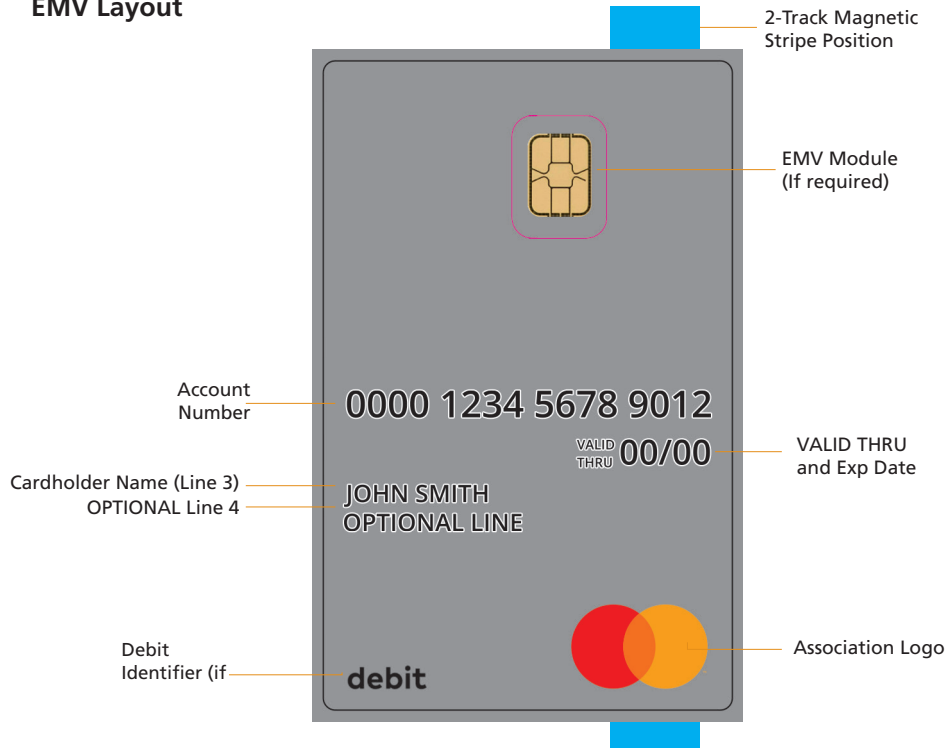
Print Sequence Number (REQUIRED)

2D Barcode REQUIRED
2-Track Magnetic Stripe Position

012345678

ASIH XXXXX 00/00

Manufacturer ID REQUIRED

Security Code text with CVV2

Security Code 123

5000 1234 5678 9012 VALID THRU 00/00
CARDHOLDER NAME
LINE 4

VALID THRU and Exp Date

Hologram

Account Number

Cardholder Name (Line 3)
OPTIONAL Line 4

arroweye®

Plastic Card Artwork: Design Guide for Mastercard Cards

The following are the default Personalization layouts for vertical Mastercard designs
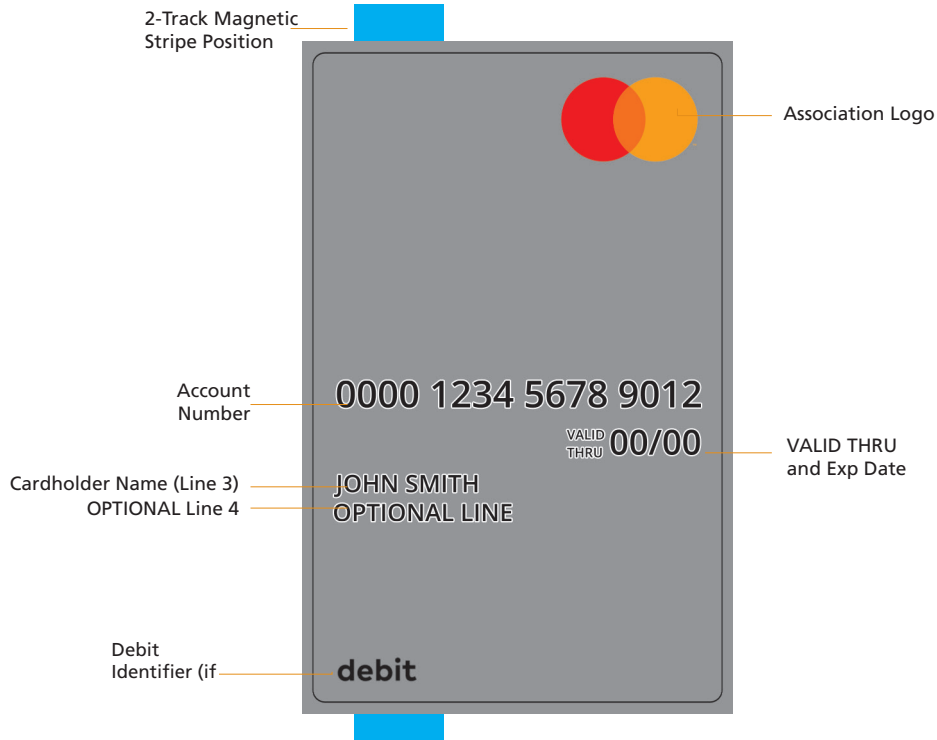
Front of Card – Flat Layout
(Personalization is flat printed in any color that provides sufficient contrast against the artwork)
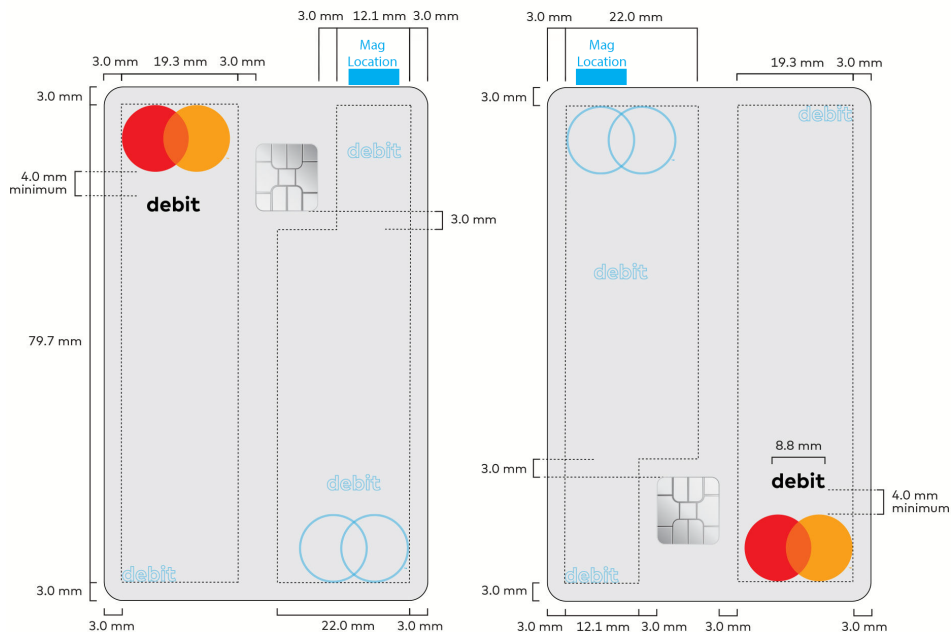
EMV Layout

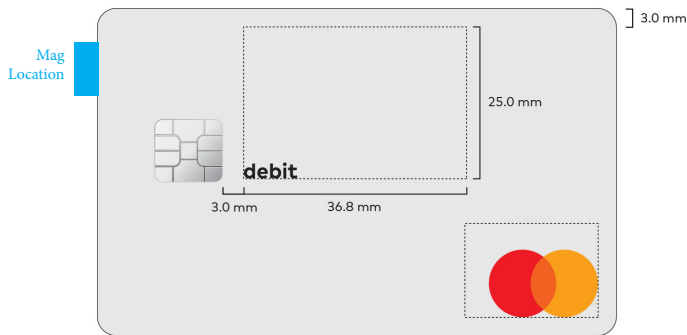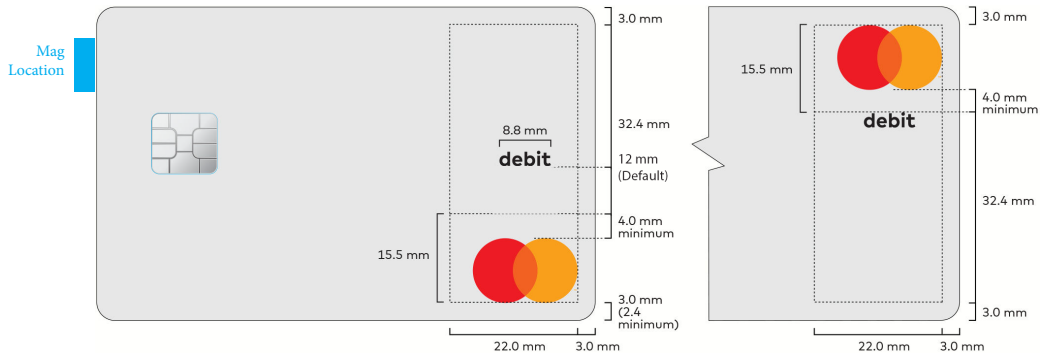2-Track Magnetic Stripe Position

EMV Module (If required)

Account Number — 0000 1234 5678 9012

VALID THRU 00/00 — VALID THRU and Exp Date

Cardholder Name (Line 3) — JOHN SMITH
OPTIONAL Line 4 — OPTIONAL LINE

Debit Identifier (if — debit

Association Logo

Mag Only Layout

2-Track Magnetic Stripe Position

Association Logo

Account Number — 0000 1234 5678 9012

VALID THRU 00/00 — VALID THRU and Exp Date

Cardholder Name (Line 3) — JOHN SMITH
OPTIONAL Line 4 — OPTIONAL LINE

Debit Identifier (if — debit

Plastic Card Artwork: Design Guide for Mastercard Cards

The following are the options for the Mastercard brand mark along with the debit identifier

When the Debit Mastercard Hologram—Silver is present on the card back, the **debit** Identifier must be printed on the card front in one of the following locations. The **debit** Identifier may be printed in any color; however, the **debit** Identifier must be clearly legible.
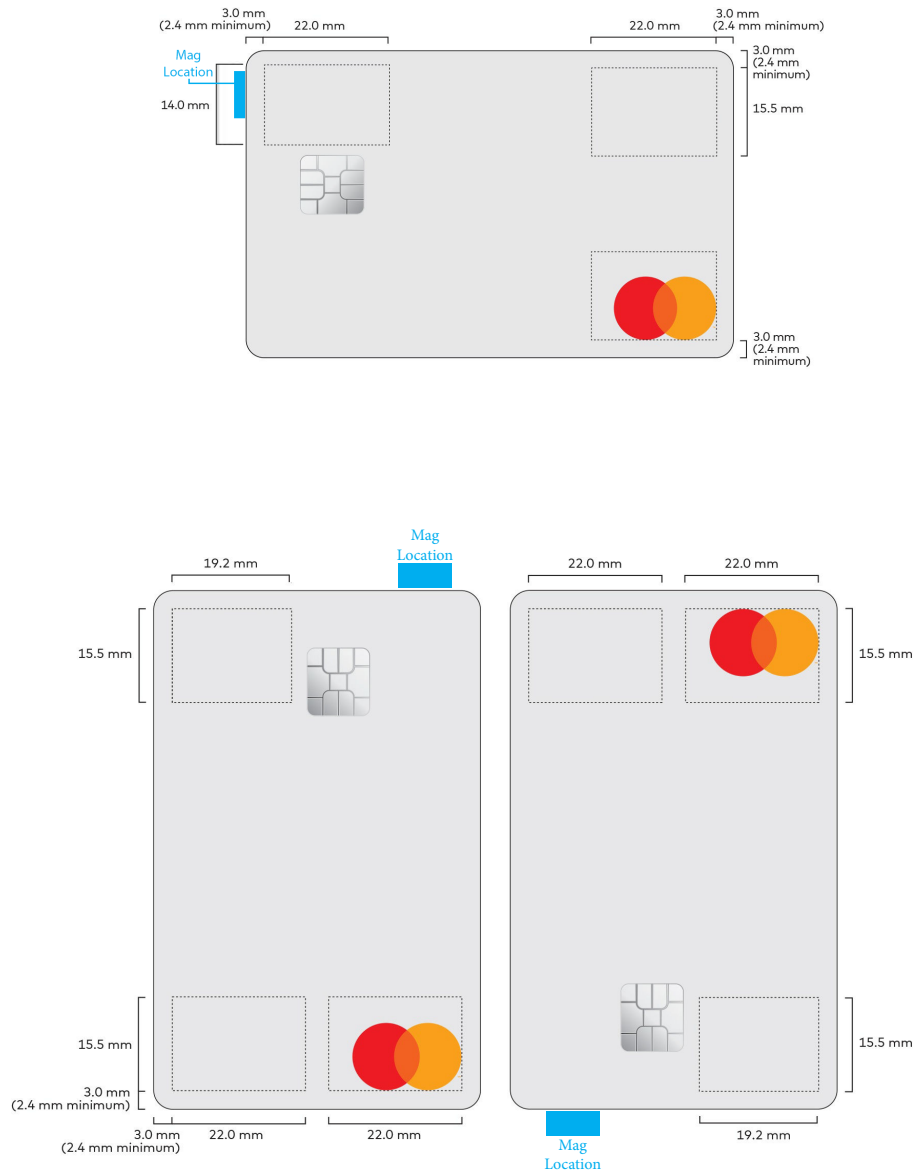

NOTE: The designated areas around the brand mark and debit, represented by the dashed lines, must be 3.0mm from the edge of the card and other elements, but they can appear fully within any space inside the designated areas.

Plastic Card Artwork: Design Guide for Mastercard Cards

The following are the options for the Mastercard brand mark when there is no debit identifier required

Mastercard brand mark locations when Mastercard Hologram is present on card back

NOTE: The designated areas, represented by the dashed lines, around the brand mark must be 3.0mm from the edge of the card and other elements, but they can appear fully within any space inside the designated areas.

Plastic Card Artwork: Design Guide for Mastercard Cards

Mastercard Specific Design for Success

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 may be on the front of card or back of card in any combination including duplicate information. (All on front, all on back, Line 3 on front and back, just PAN on front, Just line 3 on front, etc..).

CARD FRONT
• The Mastercard brand mark **MUST** be on the front of card in one of the locations shown above.

• If the card art does not provide sufficient contrast with the Mastercard brand mark a binocular (white, black, halo) will need to be added to ensure there is a separation of the background and the brand mark.

• There must be 4mm of clear space from the Mastercard brand mark.

• Each BIN is assigned a program code from Mastercard. Each program code has an associated card design requirement supplied by Mastercard. A card design must be printed matching the BIN's program code requirements. For example, a card printed with a BIN assigned the Business Debit program code must comply with the Business Debit design requirement (card front says "Business Debit" or uses the Mastercard supplied Business Debit Identifier artwork.

CARD BACK

• When used, the Mastercard logo's minimum size is 12.7 mm wide.

• If there are competitor logos on the card back, the Mastercard logo must be placed on the back as well, in the leftmost position. On parity or larger in size than all other logos.

• When the issuer name and/or logo is not present on the card front, the Licensee Acknowledgement Statement must be present on the card back. When the issuer name and/or logo is present on the card front, the Licensee Acknowledgement Statement may be present on the card back. The Licensee Acknowledgement Statement is: This card is issued by (FULL ISSUER NAME) pursuant to license by Mastercard International.

• A Signature Panel is optional per Mastercard Specifications.