arroweye®

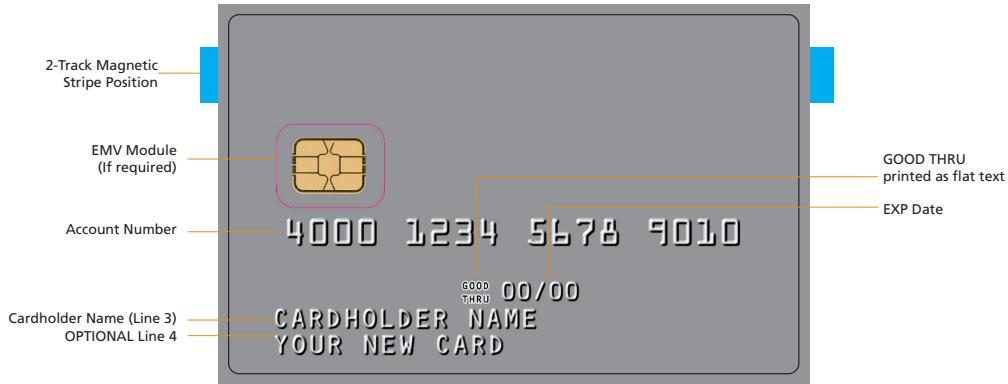## Plastic Card Artwork: Design Guide for Non-Branded Cards
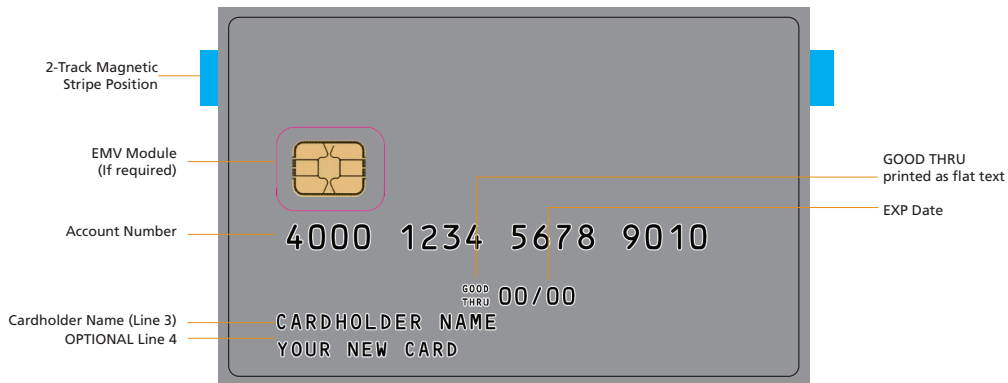
The following are the default personalization layouts for horizontal non-branded designs

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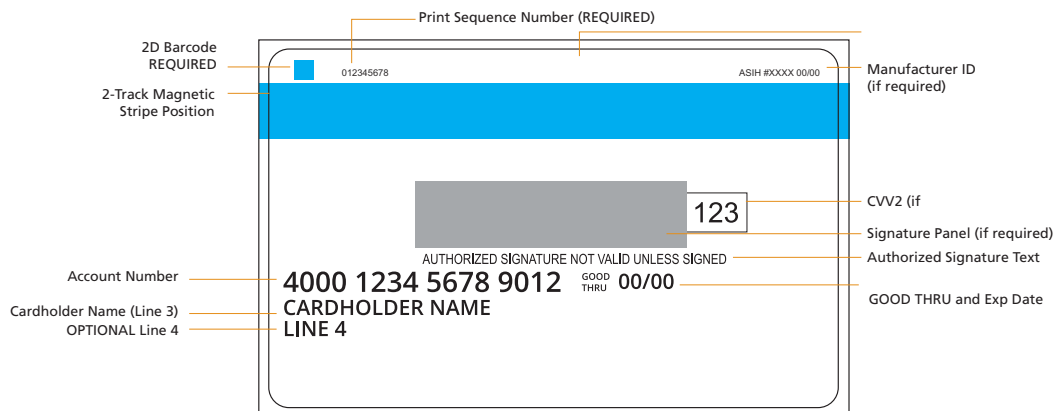(Personalization is Embossed in Silver or Gold)

2-Track Magnetic Stripe Position

EMV Module (If required)

Account Number

GOOD THRU printed as flat text

EXP Date

4000 1234 5678 9010

GOOD THRU 00/00

Cardholder Name (Line 3)
OPTIONAL Line 4

CARDHOLDER NAME
YOUR NEW CARD

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

GOOD THRU printed as flat text

EXP Date

4000 1234 5678 9010

GOOD THRU 00/00

Cardholder Name (Line 3)
OPTIONAL Line 4

CARDHOLDER NAME
YOUR NEW CARD

Personalization on back of card (flat only)
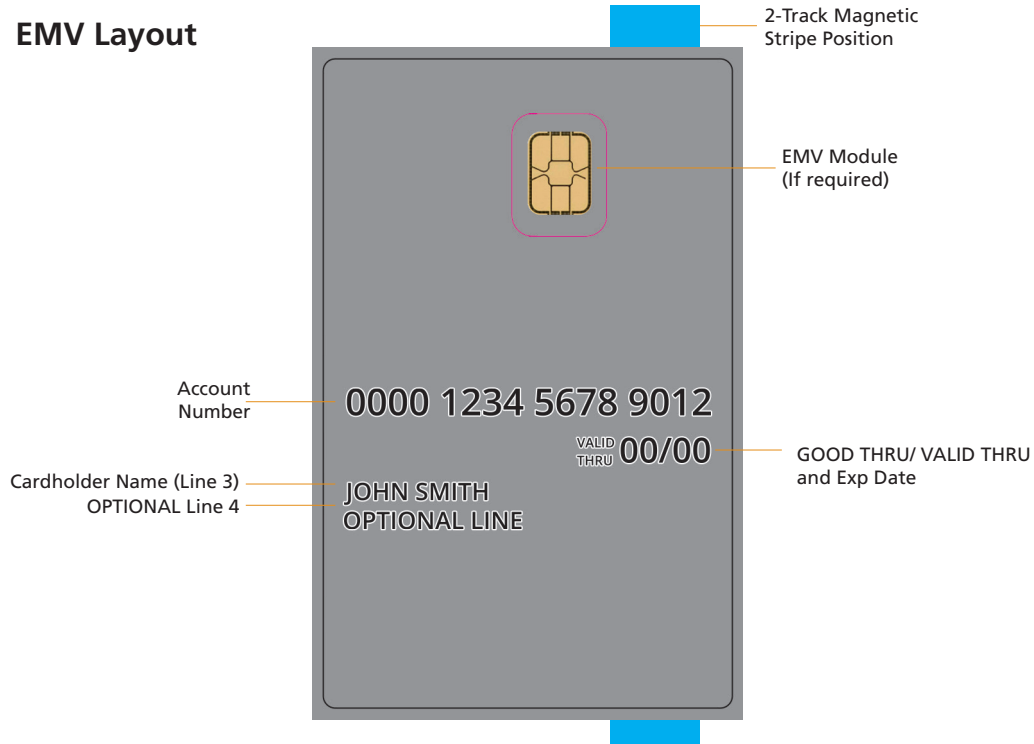(Personalization is Flat Printed in any color that provides sufficient contrast against the artwork)

Print Sequence Number (REQUIRED)

2D Barcode REQUIRED

2-Track Magnetic Stripe Position

012345678

ASIH #XXXX 00/00

Manufacturer ID (if required)

123

CVV2 (if

Signature Panel (if required)

AUTHORIZED SIGNATURE NOT VALID UNLESS SIGNED

Authorized Signature Text

Account Number

4000 1234 5678 9012   GOOD THRU 00/00

GOOD THRU and Exp Date

Cardholder Name (Line 3)
OPTIONAL Line 4

CARDHOLDER NAME
LINE 4

Plastic Card Artwork: Design Guide for Non-Branded Cards

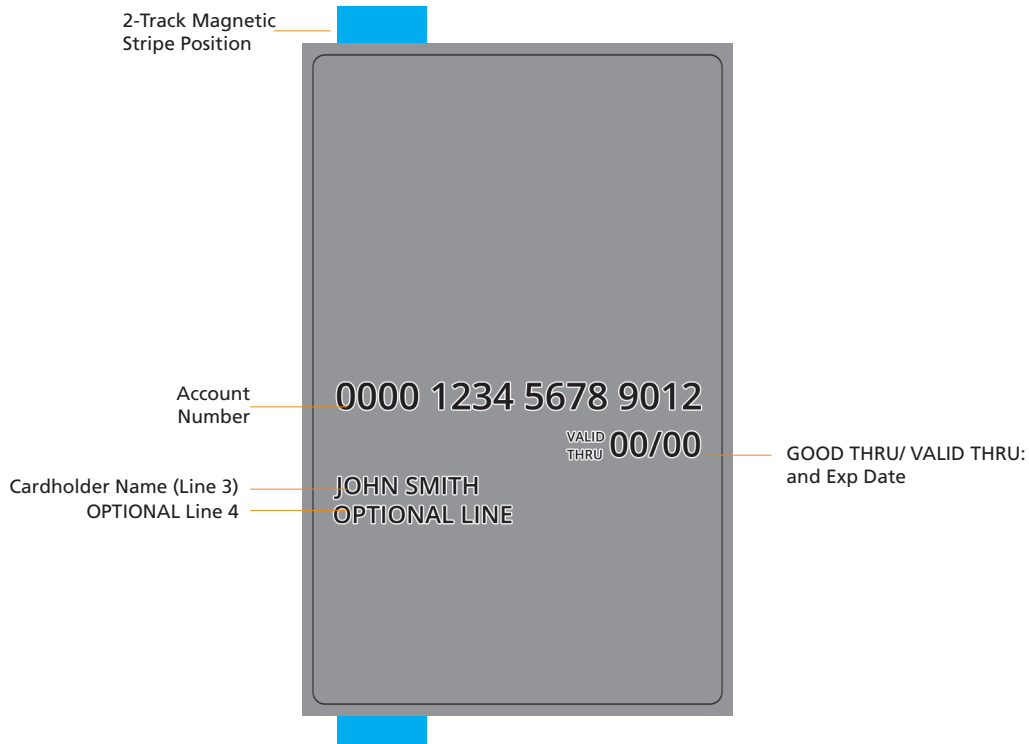**The following are the default personalization layouts for vertical designs**

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

GOOD THRU/ VALID THRU and Exp Date

Cardholder Name (Line 3)
OPTIONAL Line 4

JOHN SMITH
OPTIONAL LINE

MAG Only Layout

2-Track Magnetic Stripe Position

Account Number

0000 1234 5678 9012

VALID THRU 00/00

GOOD THRU/ VALID THRU: and Exp Date

Cardholder Name (Line 3)
OPTIONAL Line 4

JOHN SMITH
OPTIONAL LINE

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Plastic Card Artwork: Design Guide for Non-Branded Cards

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:

- When building artwork use templates provided by Arroweye in the resource library located at **https://www.arroweye.com/resource_library/**

- Arroweye prints in CMYK. Artwork designed in Pantone Spot colors will be converted to the 4 color process equivalent found in the "Pantone+ Solid Coated" color library. This will allow the press to use its calculations to best match the Pantone color selected.

- Individual CMYK ink values below a 10% dot percentage are below our press threshold and may drop out or seem very faint. Stay above this 10% dot percentage threshold to prevent desired design elements from dropping out.

- Keep logos and text 3/32" away from the edges of the plastic to avoid the risk of getting cut off during production. Also, keep logos and text at least 3/32" away from the required elements on the card, including the magnetic stripe, hologram, signature panel, etc.

- Set font size at 6 pt or larger to ensure optimal legibility.

- Solid black backgrounds should be set up as C=0, M=0, Y=0, K=100. This formula has the best result for a solid black.

- Avoid setting a linear gradient angle to 180, -180, 90 or -90 degrees in Adobe Illustrator. This will cause a banding/stair step effect in the print. Set the angle to +/- 1 degree in order to avoid this print effect.

- Avoid border designs that follow the edge of the plastic or print margins that are less than 1/8" away from the edge. Production tolerances may make it appear off centered/skewed visually.

- When creating artwork make sure to send art as a layered file, if possible Send all required fonts or convert the text to outlines.

- When creating artwork make sure to either send all required fonts or convert the text to outlines.

- When using Adobe Illustrator make sure to either embed linked images or provide the linked image.

- When designing a Dual Interface card, the contactless logo must be 4.5mm tall and should be 3mm away from all card edges and elements. It should always be orientated the same way as the association logo, and should be facing to the right as shown below.