



A Full Face Foil card has its front design printed on a reflective silver foil that covers edge to edge of the front of the card. The design will show a reflective/foil appearance because digital printing ink isn't completely opaque, allowing the foil to reflect through the ink creating a shimmer to the art design.

When creating artwork for a full-face foil design, follow these guidelines to ensure the best quality using on-demand digital print technology:

- **Personalization Option:** Flat personalization is required for a Full Face Foil Design.
- **Use Arroweye Templates:** Utilize the templates provided by Arroweye in the resource library located at https://www.arroweye.com/resource_library/.
- **Refer to Design for Success Document:** Additionally, consult the standard Design for Success document available at:
https://www.arroweye.com/resource_library/
- **Association Logos:** Logos will not be in full-face foil. They are printed with white ink beneath the artwork to block reflectiveness, to maintain brand standards. An exception is Visa, which allows the raw Silver Foil to show through in place of the blue or white Visa brand mark.
- **Selective Reflectivity:** If certain parts of the design (e.g., a Co-Brand Logo) should not be reflective, specify and provide the artwork/logo in vector format (Adobe Illustrator eps). Arroweye will use white ink underneath to prevent reflectiveness.
- **Edge Consideration:** Do not place any Non-Reflective artwork within 1/8" from the card edges.*
- **Limit Non-Reflective design Ink Area:** Avoid large blocks of Non-Reflective areas. Do not exceed a total surface area of 25% of the design that is to be Non-Reflective.**
Arroweye recommends only using text and small logos in the design for Non-Reflective art elements.
- **Please request to work directly with Arroweye's Design Team prior to implementing any new art designs for full face foil.**

Artwork Bleed
3.5"x2.24"

Card Edge
3.375"x2.125"

* Keep any Non-Reflective artwork 5mm from card edge, with the exception of the association brand mark.

**No more than 25% of total surface area to be Non-Reflective

