



Clearly Accepted.
Clearly Demanded.



Clear Card
Design Guide



Why Clear Card?

Vikuiti Clear Cards, powered by the premium Vikuiti™ IR Filter, create the only truly clear payment card. This revolutionary new design enables you to captivate brand name and move your cards to the top of customers' wallets.

Clearly Different.

Using a new material means using a new way of thinking when it comes to designing compelling payment cards. The cards are clear and that's what makes them different, so maximize the clear areas and use them to further enhance the brand building images you are portraying. In addition, the new substrate allows for printing opaque and translucent designs, which further enhance the uniqueness of the card by contrasting with the clear.



Opaque: Not able to see through the plastic at all.

Translucent: Light shows through the color applied to varying degrees.

Clear: The absence of color produces a near transparent substrate.



Design Considerations

- Clear Cards are produced on a clear plastic substrate. Other cards are produced on opaque white plastic; the clear plastic enables you to create more colorful and compelling designs.
- Typography, solids, patterns, illustrations and photographs will all reproduce well on clear plastic - if it works for a 4-color print job it will work for Clear Card!
- You may want to lay down a solid color behind a designated area to create an opaque effect.
- White is a printable solid color; however, two coatings will increase the appearance and effect.
- To create dramatic opaque it is recommended that the solid area of color be a pixel smaller than the overlaid image.
- Consider the magnetic stripe - even though the stripe will show through the front of the card you can always integrate it into your design.
- Don't forget the back of the card - you can design to be seen through both sides - get creative!
- As with any project, review a proof and make sure your designs turned out just as you planned!





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