



Clearly Accepted.
Clearly Demanded.



Clear Card
Design Guide



Why Clear Card?

Vikuiti™ Clear Card Filters, powered by the premium Vikuiti™ IR Filter, create the first high strength, transparent, fully ATM-functioning 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.

- Vikuiti clear card filters 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 can 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 it to be seen through both sides—get creative!

- As with any project, review the proof and make sure your designs turned out just as you planned!



Important Notice to Purchaser

The following is made in lieu of all warranties, express or implied, including any implied warranties or conditions of merchantability or fitness for a particular purpose. 3M warrants that, at the time of shipment, product will meet 3M's published specification or that specification agreed in writing between 3M and purchaser. Should product not meet specifications at the time of shipment, 3M will replace or refund the purchase price of such quantity of the product found not to meet specifications. Purchaser shall determine the suitability of the 3M product to purchaser's application, including but not limited to purchaser's choice of ink formulations used for printing on product. 3M shall not be liable under any legal theory, including in contract or in tort, for any injury, loss, or damage, whether direct, indirect, incidental, special or consequential, arising out of the use of or the inability to use the product. **The warranties and remedies set forth herein are purchaser's sole and exclusive warranties and remedies.**

3M will make commercially reasonable efforts to give notice of the Buyer Patents identified on Exhibit B to any 3M customer buying IR Filters that has indicated to 3M that it will use those IR Filters for financial transaction card(s). 3M hereby notifies you of the following patents: US Patent No. 60/153,112; US Patent No. 60/160,519; US Patent No. 60/167,405; US Patent No. 60/171,689; US Patent No. US 2002/0130186; US Patent No. US 2002/0145049; US Patent No. US 2003/0141373; US Patent No. D436,620; US Patent No. D438,562; US Patent No. D438,563; US Patent No. D442,222; US Patent No. D442,627; US Patent No. D442,628; US Patent No. D442,629; US Patent No. D443,298; US Patent No. D447,515; US Patent No. D449,336; US Patent No. 6,581,839; PCT Patent No. WO 01/18745.



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