# OmniCard®

## Visa® CoBrand Artwork Specification

## Premium Card Specifications:

| | |
|---|---|
| **FILE FORMATS:** | PNG File |
| **DPI:** | MUST be at least 300 dpi |
| **COLOR MODE:** | RGB |
| **CARD SIZE W/ BLEED:** | 3.5 x 2.24 in. |
| **FINAL CARD SIZE:** | 3.375 x 2.125 in. |
| **LOGO SIZE:** | 25% max |



Your Logo — Reward Card — Card Design — Card Edge — Bleed Area (3.5 x 2.24)

4000 1234 5678 9010
GOOD THRU 12/19 — DEBIT
JACOB SMITH CONGRATULATIONS — VISA

Card design must continue through bleed. We will not accept any artwork that is less than 300 dpi, or smaller than 3.5 x 2.24 inches. All artwork should be RGB color mode. CMYK files will be converted which may produce a card with undesirable colors. Bitmaps, gifs, etc. are also **not** accepted, as these are not high resolution formats and will not print high quality. Any artwork that does not follow these guidelines may cause a slight delay in preparation. All artwork must include 1 of 5 descriptor words: Reward, Loyalty, Incentive, Rebate, or Award.

## Classic & Professional Logo Specifications:

| | |
|---|---|
| **FILE FORMATS:** | Transparent PNG |
| **DPI:** | MUST be at least 300 dpi |
| **COLOR MODE:** | RGB |
| **LOGO SIZE:** | 25% max |

We will not accept any logo that is less than 300 dpi. Logos should be RGB color mode. CMYK files will be converted which may produce a card with undesirable colors. Bitmaps, gifs, etc. are also **not** accepted, as these are not high resolution formats and will not print high quality. Any logo that does not follow these guidelines may cause a slight delay in preparation. All artwork must include 1 of 5 descriptor words: Reward, Loyalty, Incentive, Rebate, or Award.

To view available card background designs visit  www.omnicard.com/prepaid/branded-reward-card-backgrounds/

Any Logo that appears to be website quality or pulled off of the web, will not work. Web images are only 72dpi and will produce undesirable results!