gcp | GIFT CARD PLANE™

Design Guidelines Visa™

Design Guidelines
Visa

Mandatory Items

1 PAN

This is a numeric code with a total of 20 digits
13 point font size sans serif stylet
It is recommended the colour must contrast with the card background colour

2 BIN

As with the Account Number, this is provided for you in the Design Template. The position of which must not change. The BIN colour can be in either black or white as long as there is sufficient contrast

3 Expiration Date

Date format is as shown, GOOD THRU DD/YY. The position and size is already provided for you in the design template and must not be changed. The colour of the Expiration Date can be either black or white as long as there is sufficient contrast.

4 Visa Logo

Corporate Logo - for Corporate Programs
Consumer Logo - for Consumer Programs
Please contact Gift Card Planet if you need clarification as to which logo your program requires.

5 "GIFT CARD" Text

This is located on the bottom left corner. Any colour can be used as long as it contrasts sufficently with the background.
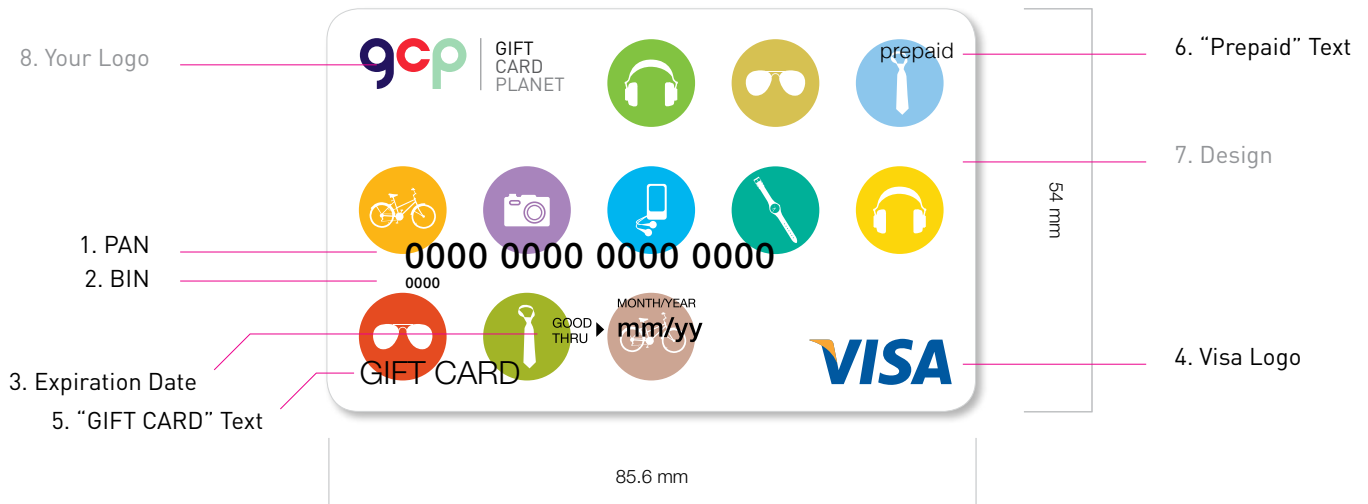
6 "Prepaid" Text

This is located on the top right corner. Any colour can be used as long as it contrasts sufficiently with the background.
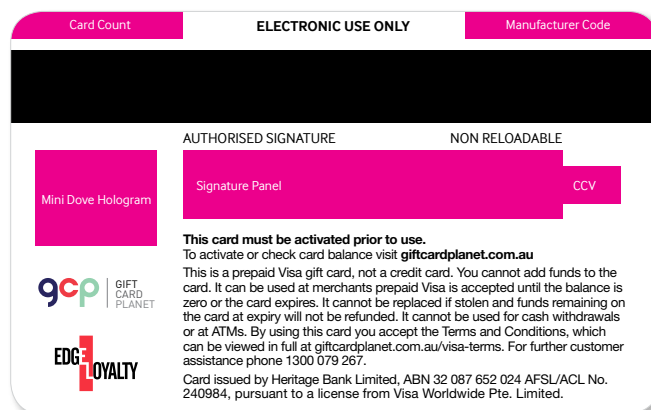
Non-Mandatory Items

7 Design

Colour and design can reflect your branding.

8 Your logo

You can apply your logo.

9 Barcodes

Please supply your barcode information.

All items outlined here are placed in a design template for your convenience.
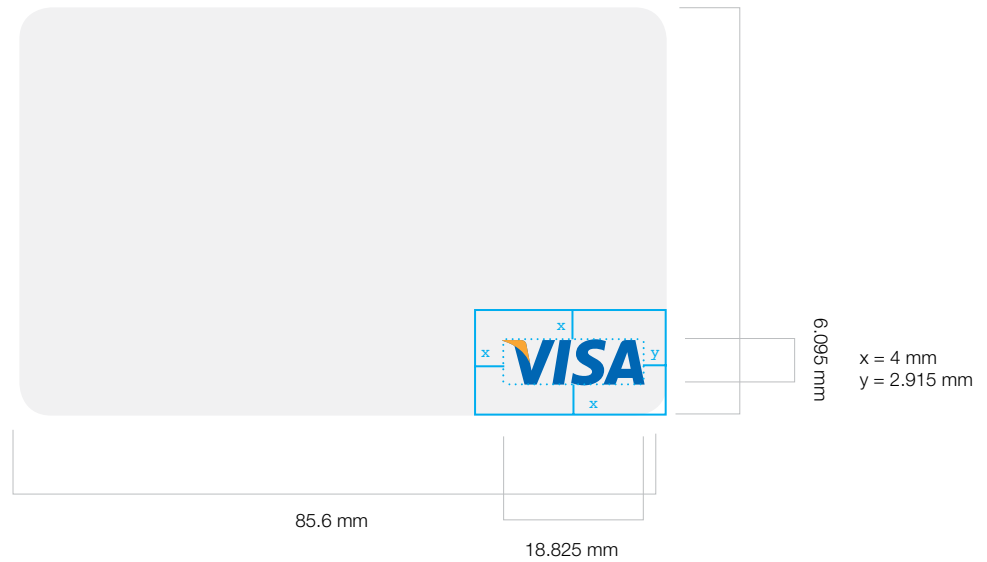If you do not have this template please contact 1300 079 267.

Example Front

8. Your Logo

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prepaid

1. PAN

2. BIN

0000 0000 0000 0000

0000

GOOD THRU ▶

MONTH/YEAR
mm/yy

GIFT CARD

VISA

54 mm

85.6 mm

6. "Prepaid" Text

7. Design

4. Visa Logo

3. Expiration Date

5. "GIFT CARD" Text

Standardised Back
(Non Customisable)

Card Count	ELECTRONIC USE ONLY	Manufacturer Code

Mini Dove Hologram

AUTHORISED SIGNATURE   NON RELOADABLE

Signature Panel   CCV

This card must be activated prior to use.
To activate or check card balance visit giftcardplanet.com.au

This is a prepaid Visa gift card, not a credit card. You cannot add funds to the card. It can be used at merchants prepaid Visa is accepted until the balance is zero or the card expires. It cannot be replaced if stolen and funds remaining on the card at expiry will not be refunded. It cannot be used for cash withdrawals or at ATMs. By using this card you accept the Terms and Conditions, which can be viewed in full at giftcardplanet.com.au/visa-terms. For further customer assistance phone 1300 079 267.

Card issued by Heritage Bank Limited, ABN 32 087 652 024 AFSL/ACL No. 240984, pursuant to a license from Visa Worldwide Pte. Limited.

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EDGE LOYALTY

Design Guidelines
Visa Consumer

Front - Option 1
Unstaged logo, light background

6.095 mm

x = 4 mm
y = 2.915 mm

85.6 mm

18.825 mm

Front - Option 2
Staged logo, light background

9.75 mm

x = 2 mm

85.6 mm

20.5 mm
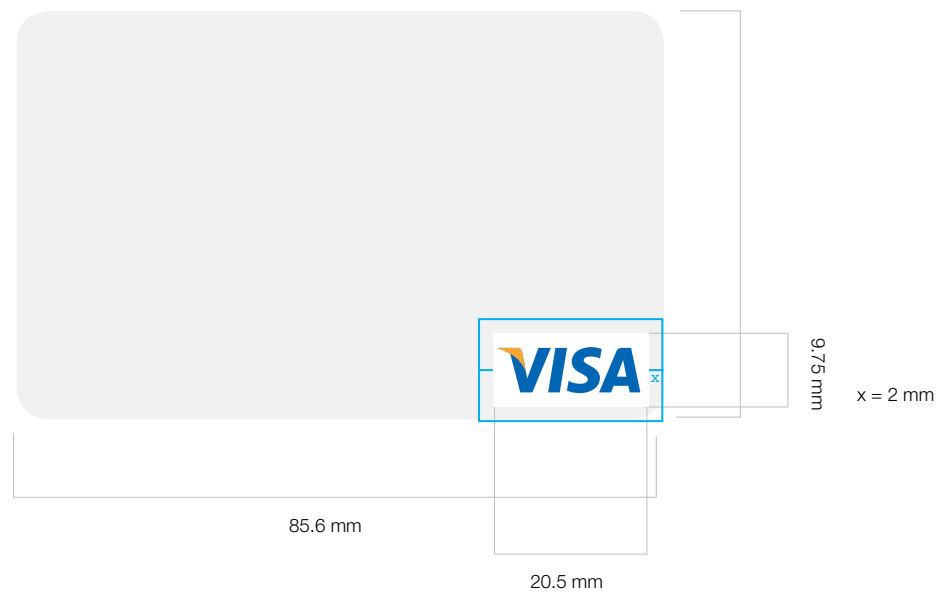
Front - Option 3
Unstaged logo, dark background

6.095 mm

x = 4 mm
y = 2.915 mm

85.6 mm

18.825 mm
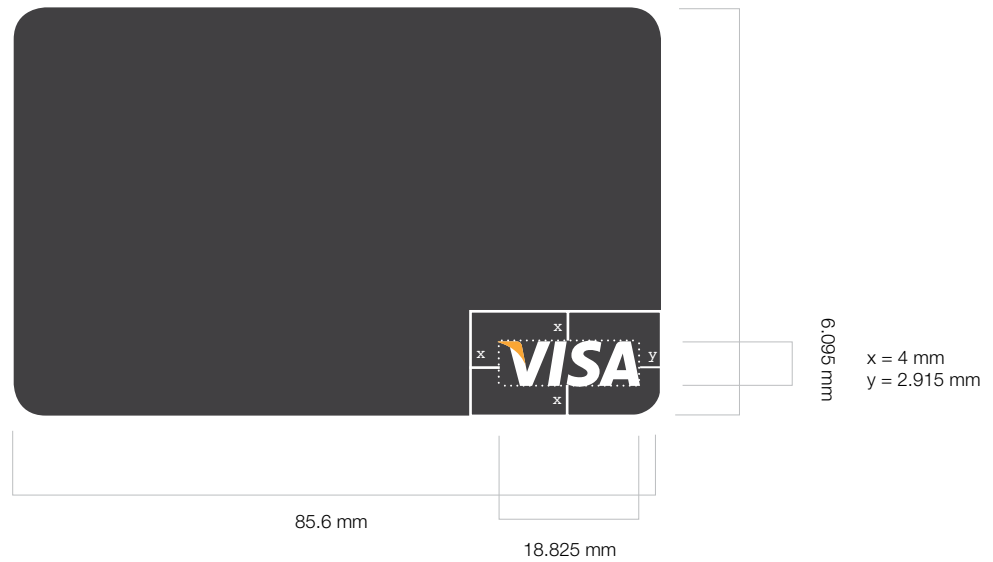
Front - Option 4
Staged logo, dark background

9.75 mm

x = 2 mm

85.6 mm

20.5 mm
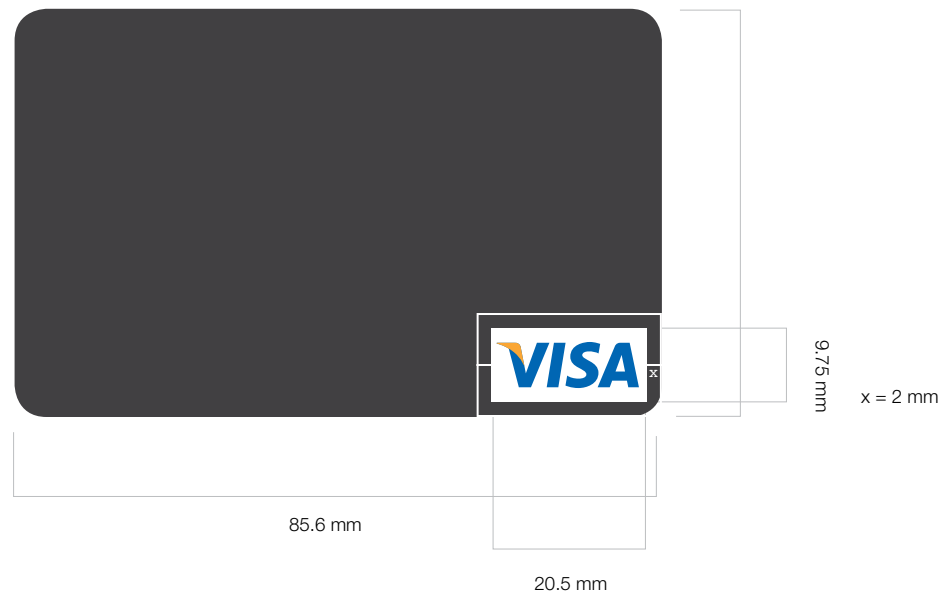
Approval Process

Submitting your artwork

Please supply an InDesign file:
CS6 (or Greater) file. (.indd)

Along with any supporting logos or font used in the file.

This file should be based on our InDesign template. If you don't have access to these templates please contact your Account Manager.

PDFs (pdf) may be supplied but only as a supporting file to show final positioning. Visa artwork cannot be approved if only a PDF format is supplied.

In regards to your logo please provide your CMYK values. If branding is pantone specific please provide the pantone value.

Approval before use

All designs must be approved by Gift Card Planet and Visa before the gift cards can be printed. Approval must also be provided by Gift Card Planet for the use of your branded Visa card imagery on any collateral.

Submissions

All applications for card artwork approval must be sent to your account manager. Artwork approvals may take up to 10 business days.

Gift Card Planet

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South Yarra, Vic 3141, Australia

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