

Custom VeriMark™ and HoloMark™ Artwork Requirements

- Artwork must be approved before order is accepted
- **Resolution:** 600 dpi
- **File Format:** TIFF (.tif)
- **Color:** Pure black and white–no grayscale
- **Image Size:** Max is 0.658" wide x 0.422" tall–original artwork will not be scaled
- **Line Width:** To be clearly visible, the minimum when scaled is 1.00 point (0.014")
 - This applies to both positive and negative images
 - Narrower line widths may be possible but are not guaranteed to be continuous or clearly visible
- **Font Size:** To be clearly visible, the minimum font size when scaled is 8 point (0.10")
 - Smaller font sizes may be possible but are not guaranteed to be continuous or clearly visible
- **HoloMark Cards:** High-resolution holograms can include micro-text, nano-text and laser-viewable features
- **VeriMark Image:** Basic, mechanical design; any fine detail must be avoided
- **Image Format:** Image must be in the positive (see example below)



Positive Image



Negative Image

Custom VeriMark and HoloMark Order Terms

- All associated fees must be pre-paid in full before custom blank cards can be produced
- Once the custom card design has been created, the customer owns it; as a result, it cannot be returned or resold by ID Wholesaler
- No origination fees will be refunded under any circumstances after the specification sheet and signed and submitted
- Subsequent card production issuance fee is \$100

Other Information

- Positioning VeriMark above a magnetic stripe or other machine reader that requires swiping the card may cause VeriMark to wear
 - For maximum durability, position VeriMark away from the magnetic stripe or apply an overlamine
- Ensure that your printer driver version is up to date and includes HoloMark and/or VeriMark printing capabilities
- VeriMark and HoloMark cards are not compatible with HDP printers
- If using a laminating printer, UltraCard III™ (60% PVC/40% PET) card stock is required
- **Minimum Orders:** VeriMark – 500 cards (1 box); HoloMark - 5,000 cards (10 boxes)

If you have any questions or would like to place an order for holographic foil cards, [chat](#) live with us, email us at sales@IDWholesaler.com or call (800) 321-4405 x2.