

C O L O R I D

VISUAL SECURITY ELEMENTS

FOR LARGE FORMAT CREDENTIALS

Take your large format credential design to the next level by incorporating visual security elements. There are a number of security features available today that you can add on for multiple layers of security.

Check out the below credential to see examples of visual security elements available today by ColorID.

Optically Variable Inks [OVI]:

Color-shifting inks reflect various wavelengths in white light differently, depending on the angle of incidence to the surface. An unaided eye will observe this effect as a change of color while the viewing angle is changed. This anti-counterfeiting method is commonly used on currency and travel documents.

Micro-fine Printing:

Originally developed by credit card organizations, micro-fine text (which can only be read under magnification) can be hidden within a graphical design. An increasingly popular application for this technology occurs when micro-fine text is printed around the photo window to highlight any photo tampering or replacement of photo on genuine cards that have been stolen.

Invisible Ultra-Violet Fluorescing Ink (UV Ink):

Common on credit cards, currency and travel documents, invisible ink images provide a covert anti-counterfeiting mechanism. This covert anti-counterfeiting device remains popular because of its relatively easy implementation in the field.

Embedded Holograms:

Embedded holograms are positioned under the rigid clear top surface of the card. Unlike surface holograms, embedded holograms are amenable to dye sublimation - allowing the entire card surface to be personalized. This application style furthers the effectiveness of the anti-counterfeiting feature by requiring expensive and specialized manufacturing equipment.

