The ID Concierge
DESIGN GUIDE

Step-by-step guide
to creating great looking secure ID cards

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www.idconcierge.com.au   www.nxient.com

nXient Labs

DAVID SMITH

AFFILIATION
nXient Pty Ltd

EXPIRES
FEB 2018

ISSUED
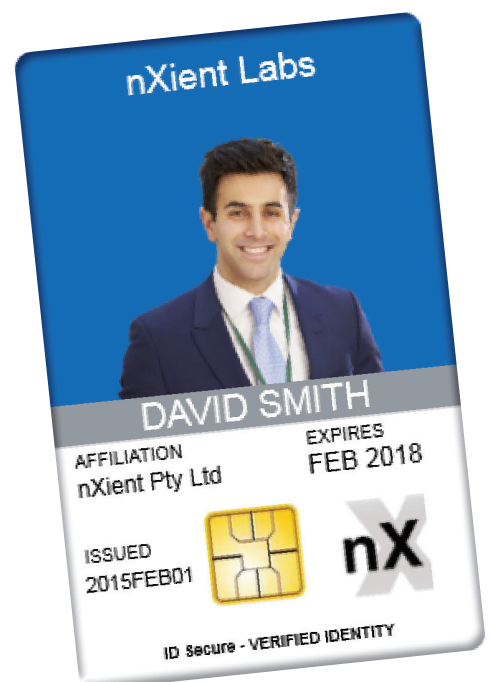2015FEB01

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ID Secure - VERIFIED IDENTITY

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INTRODUCTION

ID Concierge and our suite of Identity services reduce time, effort, and cost when deploying secure, trusted ID Credentials.

A SECURE ID CARD

ID Secure provides a trusted identity service with unpresented security and cost effectiveness through a managed identity service. The use of Blockchain technology allows for a secure identity record that provides real advantages over traditional methods.

DESIGN STEPS

Creating an effective ID card design involves getting all of the elements right. Visual Staff, Visitor, and Contractor identification requirements need to be considered when designing your identification program.

TEMPLATE GALLERY

Using nXient's ID Concierge, there is no graphic design department necessary, no expensive equipment to purchase, and no minimum print quantity! You receive access to our complete range of professionally designed card templates, and can even consult with our nXientCare team about the types of cards and technology best suited to the needs of your program. Using nXient's ID Concierge service, customers can use their existing branding and designs, or can choose any of our professionally designed card templates.

ID Concierge Team Support

We are here to help you achieve great looking, secure, ID Cards. Our design service is here to assist.

nXient's
Identity as a Service Suite (IDaaSS)

About nXient

nXient provides a complete range of Identity Management solutions including our ID Concierge cloud-based ID platform. ID Concierge allows users to create and manage their photo IDs, access control and logical access credentials on an easy to use secure platform.

With secure in-house bureau service capabilities for credential issuance, personalisation and fulfilment services for the consumer, government and corporate customer, nXient offers clients ID systems management, hardware and engineering services as well as full implementation and program management.

nXient is also the master distributor of Identiv Products and Hirsch access control systems for security and identity management solutions to the Australian and New Zealand markets.

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JULIE IVERSON

EXPIRES FEB 2016

AFFILIATION
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INTEL ISSUED IDENTITY CARD

nX ID Secure

FLEXIBILITY

nXient's Identity as a Service Suite (IDaaSS) provides a cloud-based platform to centralize and automate the process of establishing, capturing, securing, printing, and distributing your organization's ID credentials. You no longer have the hassle or expense of purchasing and maintaining expensive equipment that you may only use once a year.

ID Concierge and our suite of Identity services reduce time, effort, and cost when deploying secure, trusted ID Credentials.

ID Concierge allows users to create and manage their photo IDs, access control, and logical access credentials on an easy to use secure platform.
nXient's ID Concierge service platform provides a trusted immutable identity system for use across all types of businesses, locations, and devices.

With secure in-house bureau service capabilities for credential issuance, personalisation, and fulfilment services for the consumer, government, and corporate customer, nXient offers clients ID systems management, hardware, and engineering services as well as full implementation and program management.

Introduction

When developing a secure ID Card, there are many features to consider beyond a simple name and photo. During the design process, it is important to remember features such as: functionality, security, card type, overall design, and the use of technology within the card. Technology cards can include magnetic stripes, embedded electronics, antennas, and smart chip contacts. These inclusions may affect artwork placement and card design. You need to take these elements into consideration as part of your secure ID Card development process.

Secure ID Cards also require visual security elements to protect from tampering and forgery. Examples of these elements include holographic overlays, watermarks, and UV ink. Consider how your organisation intends to use their ID Cards to ensure you've incorporated all of the necessary card features.

ID Concierge provides organisations with greater flexibility when deploying ID Cards for various uses within their facilities. ID Concierge can be customised to suit the Enterprise needs of the organisation, including a wide range of capabilities.

- ID Management
- Database integration
- Badge Printing
- Technology card Encoding
- Self-serve Kiosk operation
- Visitor Management
- Access Control privilege provisioning

ID Concierge also allows companies who have smartcard-based ID cards for access control or companies wishing to deploy smartcard-based systems for access control and other uses, to use their existing ID cards and extend their capability by adding additional functionality and power to their existing card.

A Secure ID Card

ID Secure™ - nXient Blockchain Identity

ID Secure uses Blockchain technology to create an immutable identity profile that is also encoded to a user's SmartID using NFC or Mifare DESFire smartcards. We combine this use of the Blockchain with our own certificate of currency for validation purposes. The use of the two methods provides an identity which is both immutable and controllable.

DATABASE INTEGRATION

ID Concierge allows for integration with a third-party database by the use of our secure API and web services. This solution provides a bidirectional interface between ID Concierge and the database software application and allows user records and data to be updated from time to time. This function can also be achieved by the use of a flat file transfer process in the case of web services not being available.

To protect your facility without compromising security, you need photo IDs & technology cards that deliver superior long-term reliability and exceptional security. Today's cards are subject to far greater threats than ever before. They must withstand constant rough handling and exposure to abrasions, moisture and chemicals. You must also defend against a rising number of fake and forged cards, which are becoming easier for criminals to produce. ID Concierge allows you greater security and flexibility to do this.

Step 01 Assess your organisation's needs

Creating an effective ID card design involves getting all of the elements right. Visual Staff, Visitor, and Contractor identification requirements need to be considered when designing your identification program. That's why this first step is so important. You need to understand the objectives of your organisation's entire ID card program. While designing a visually attractive card is also important, it's secondary to designing a card that helps:

• Clearly identify Staff, Visitors, and Contractors
• Enhance physical and logical security
• Increase efficiency and productivity
• Reduce vulnerability to counterfeiting
• Reflect the organisation's brand identity

These objectives will later help determine the parameters of your card design.
Here are a few questions about ID card objectives to help you start defining the parameters of your ID card design:

• How many employees, contractors and visitors do we have? Will we have separate card designs for each?
• How many different areas of our organisation will interact with the cards? Will we need different levels of security clearance for each?
• Does our card design need to comply with any government regulations?
• How will we verify and authenticate the identity of each cardholder?
• How will we capture the photos for everyone, particularly in many locations? How do we ensure the photos are consistent in appearance and quality?
• Will you need your cards Hole Punched for a Lanyard, or will you use a Card Holder which can be either Soft or Hard, with a Lanyard, or extendable Reel, or will the card simply be placed in a wallet?

Step 02 Determine level of visual security needed

A colour photo on a plain white card just isn't enough anymore. Today, anyone with a computer can create a legitimate-looking ID card with ease. Proper card design can help reduce your vulnerability to counterfeit ID cards. Incorporating holographic security elements that are difficult to forge, yet easy to authenticate, should be the first consideration in a secure card design. There are choices for every need and budget, from basic elements such as a simple foil to sophisticated solutions such as custom-designed holographic overlaminates.

The starting point of any secure ID card design is a 300 dpi colour photograph. From a design perspective, the larger and more vivid the photo is, the easier it is to authenticate the cardholder. Choose from a complete line of durable and secure solutions for your photo ID or plastic card program. The security features listed below offer a simple, cost-effective way for you to extend the life of your cards and minimise the frequency and costs of re-issuance.

Consider the following options:

• High Resolution Colour Photo - 300 dpi colour photo.
• Ultraviolet Luminescent Ink - UV print can only be viewed under an ultraviolet lamp.
• Holographic foils and images, like those found on credit cards, may be applied to a card's surface or embedded below its surface for even more security.
• Holographic overlaminates can contain an off-the-shelf holographic design, or you can create a custom design for even greater security and brand enhancement.
• Clear Laminate - Clear laminates defend against abrasion, moisture and chemical reactions and help prolong card life.
• Ghost Images - These small photo reproductions are extremely tamper-evident and help increase card security.
• Logos, Signatures & Other Graphic Elements - Provide issuers with an easy way to make every photo ID unique.
• Watermark - Unique in its clarity and definition , a watermark ensures authenticity while resisting photocopying and scanning.
• Serial Numbering - Provide a methodology for tracking cards and tying them to a person's record.

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Step 03 Determine your organisation's technology card needs

The card technologies your organisation uses will influence your card design. Once you know if you are using a technology card, simply select one of our designs that cater for the various technology elements in the design process.

Cards with embedded electronics like smart cards or "clamshell" proximity cards will affect your design and the type of elements that you include. ID Concierge designs use many different types of cards depending on a customer's requirements.

Consider how you plan to use the ID cards for your organisation and choose from the card types below.

Acheive an effective ID card design

This involves three layers: functionality, security and graphics. ID Concierge allows you to integrate all these elements into your design, and takes the technical requirements into consideration for you. Do you plan to utilise a barcode in your operations? Remember to allow adequate space around it to ensure trouble-free scanning. Also, if your barcode is printed on a background colour, be sure that background colour provides sufficient contrast for scannability. Designing a card with a magnetic stripe? Remember that some elements like this have fixed positions on ID cards.

Card Design
ID Concierge allows the user to easily customize their card design using standard layout tools and custom imagery. A card design should be easily readable, quick to identify and contain all pertinent information.

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- Self-Adhesive Backed Plastic Card - works well to adhere to cards that are too thick to print on and are typically used with Clamshell cards.
- PVC or Composite cards - are available with smart card modules, magnetic stripe, contact or contactless, and accommodate most proximity cards.
- Contact Cards - cards are required to physically touch a card scanner/reader to successfully transmit information.
- Contactless Cards - cards can be placed within a few centimeters from a card

scanner/reader to successfully transmit information.
- Pre-Printed Cards - cards are pre-printed on a printing press.
These cards typically provide a higher resolution and can accommodate smaller print, while still remaining readable. They may also include embedded security features.

Standard Card Layout Tools

- Text Fields - type in text that may include name, title, dept., status, date etc.
- Graphic Fields - graphics that may include logo, background image, etc.
- Photo Field - area used to insert photo taken of card holder.
- Date Field - may include the date a card was issued, an expiration date, etc.
- Signature Field - area used to insert the signature of the card holder.
- Barcode Field - area used to insert a bar-code onto the card.

- Magnetic Stripe Field - area used to insert a magnetic stripe onto the card.
- Smart Card Field - area used to insert a placeholder for the smart card chip.
- Shapes - may insert a variety of shapes that can be outlined and shaded in color.
- Variable Graphic Field - may be used to insert graphics such as a biometric thumb print.

Note: All images, including photos used on your design should be at size, 300 dpi or higher and in a jpeg format.

Step 04 Determine your badge orientation & layout

For maximum effectiveness, explore both portrait and landscape orientations. There is no one right answer. As you arrange the graphical elements of the card around the technology elements (which usually can't be moved), ask yourself questions such as:

- How will the card be best displayed and most used?
- Do we want to use a Portrait format for Staff, and Landscape for Visitors and Contractors?
- Where do the electronics on the card fall?
- Will the card need a hole punch for a clip or lanyard?
- You may find that a two-sided card design is necessary to accommodate the functionality and features you would like to include on your card.
- Is there critical information printed on the card that, over time, might be rubbed off because of swipe abrasion? If so, consider adding a protective overlaminate.

Don't forget! If you're going to have a lanyard hook directly onto the card, you'll need to allow for a hole punch in your design. Don't get caught with a hole in your organisation's logo.

When designing your ID card

Keep in mind that it's more than just a security device and functional tool — it's also an extension of your organisation's image and brand. An attractive and professional card will reinforce the right message about your organisation and its employees. And because a well-designed card is more likely to be worn, it will go a long way toward ensuring the effectiveness of your entire card program.

Bright colours typically work best. Dark colours can adversely affect readability. Likewise, pastel backgrounds can look washed out.

Contrasting colours are often used to indicate different levels of access or security clearance. The cardholder's photo is typically the primary feature. That's why it is important to **use images of at least 300 dpi** and to make the photo as large as possible.

A good type face promotes **easy readability** for fast and accurate authentication. A "sans serif" font works best. The use of **only one or two fonts** is suggested. Too many fonts can make a card difficult to read. Use different size fonts to highlight important card properties.

Step 05 Card size, format and artwork

Please read and follow our Artwork Guidelines when supplying your own Artwork for Template backgrounds and photos.

Card Size

The international standard ISO/IEC 7810 and the ID-1 card size is the standard credit card size, also known as CR80 is commonly used.

The ID-1 format specifies a size of 85.60 × 53.98 mm and rounded corners with a radius of 2.88–3.48 mm. It is commonly used for banking cards (ATM cards, credit cards, debit cards etc.). Today it is also used for driving licences in many countries.

This format is also used for personal identity cards, automated fare collection system cards for public transport, in retail loyalty cards, photo ID and access control cards.
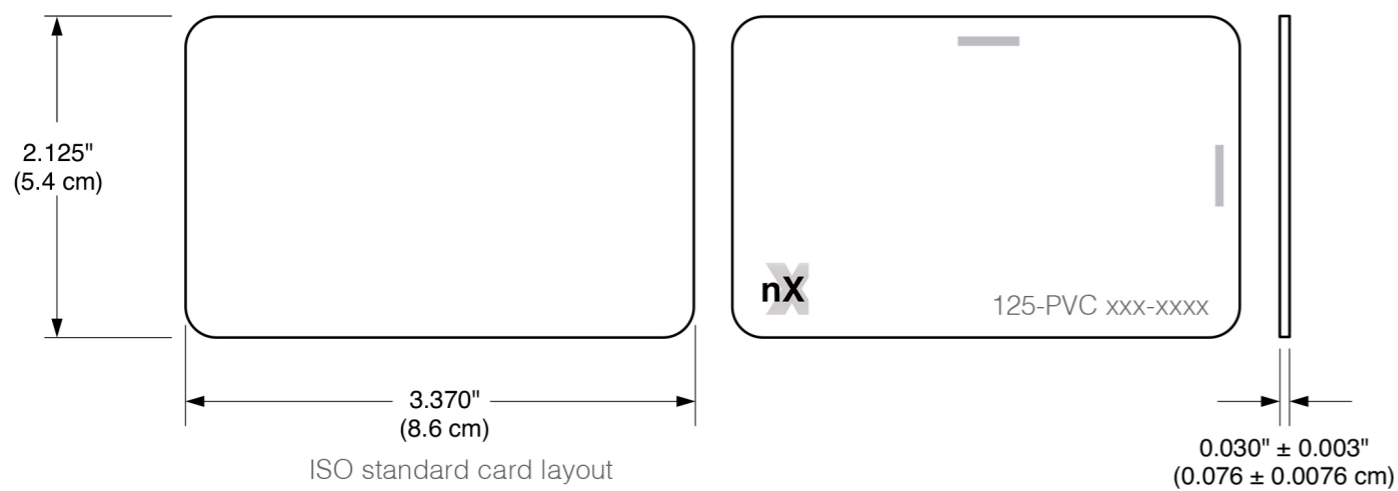
Printing Area

The card layout drawing should be in 1:1 scale. The printing area of the card should allow a bleed reserve of 1mm on each side.

Magnetic strip
Placement of the magnetic strip is defined by the ISO 7811-2 standard: The maximum distance from the card upper edge to the magnetic strip upper edge is 5.54 mm, The minimum distance from the card upper edge to the magnetic strip lower edge is 15.84 mm, for a card with three tracks.

The magnetic strip applied in production has a width of 12.5 mm, and is placed at a distance of 4.35±1.0 mm from the card upper edge, which fully satisfies the standard requirements. The standard colour of the strip is dark brown for 300 Oe, and black for 2750/4000 Oe. Use of strips in other colours is also possible.

2.125"
(5.4 cm)

3.370"
(8.6 cm)

125-PVC xxx-xxxx

0.030" ± 0.003"
(0.076 ± 0.0076 cm)

ISO standard card layout

15.84 mm

54 mm

125-PVC-M xxx-xxxx

86 mm

ISO standard card layout with Magentic Stripe
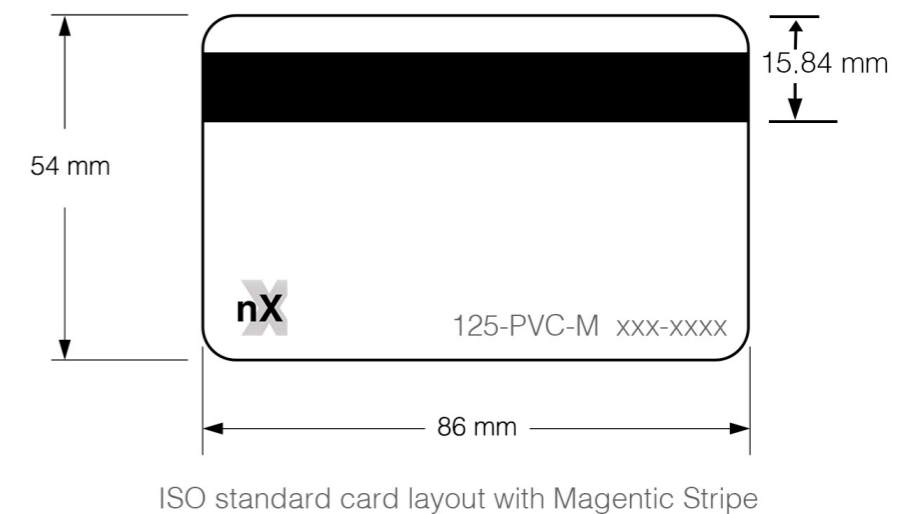
Step 05 Continued

File format

When using image files for Logos and Photos or Backgrounds, make sure they are in JPG format and at least 300 dpi for the size of the file uploaded.

Full card artwork dimensions must be either: 86mm x 54mm (with no bleed)
In pixels, full card dimensions are: 1016px x 638px (at 300 dpi) or:

89mm x 57mm (with 3mm bleed) – do not include crop marks
In pixels, full card dimensions are: 1051px x 673px (at 300 dpi)

For full-card artwork, separate files should be submitted for front and back. Please submit two separate .jpg files.

Templates
ID Concierge has a range of templates that you can use to get started with your design.

Bleeds (IMPORTANT!)
Your artwork needs to be a certain size to print correctly. For ID cards it is 86x54mm. If you are using a Background image, please add a bleed area is 3mm on each side. We also recommend keeping a 3mm internal margin for a "Safe Printing Zone".

Keep text, logos or important graphics away from the bleed line as trimming can have natural variations in accuracy.

Using InDesign or Photoshop
If you are using Adobe InDesign, export your final artwork as Best Quality JPG file.

Saving your artwork

Guides and Marks
Please don't include any guides, marks, or crop marks in your artwork. If you do include printable guidelines on your artwork, then they may show up in your proof and your final print.

Resolution
Images such as photos in your artwork must have a minimum resolution of 300dpi (dots per inch). Images that have a lower resolution may print pixelated or fuzzy. Images taken from the internet often have a low resolution of only 72dpi and will very rarely print very well. If you include low-resolution images in your artwork, you may or may not be warned by us, so please take care using only high quality images.

Colour
Offset printing uses a CMYK colour format (Cyan, Magenta, Yellow and Black). The colours on your screen are RGB colours (Red, Green, Blue). Some RGB colours that appear on your screen can not be printed in CMYK. You must be careful when selecting colours on your printing, as some colours will print "dull" when compared to your computer screen.

Programs such as Adobe Photoshop and Adobe Illustrator can convert all colours to CMYK. Programs such as Microsoft Word can not, so you must manually select colours which are not at risk.

Fonts
Fonts in your artwork must be "converted to outlines" or "flattened" into a graphic. This will eliminate the chance of fonts not displaying correctly and not printing the way you intended.If your artwork does include fonts, then we will likely flattened your artwork into a high-resolution graphic to avoid any problems.
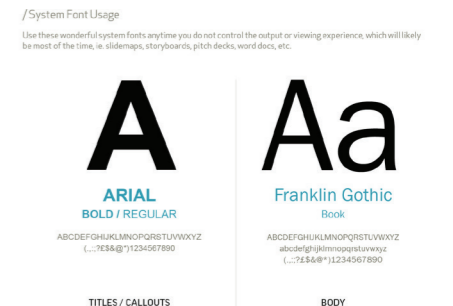
Step 06 Taking photos for use on your ID card

You can take ID Photos like a Pro! It is extremely easy to take Photo ID images with today's high quality digital cameras, smartphones, or webcams. Any basic digital camera will do the job adequately – you definitely don't need a top of the range model. You can even use your iPhone, Android or Blackberry with our ID Capture™ application for automatic upload and syncing. However, you will certainly obtain more consistent, professional ID cards if you take the pictures under controlled conditions, rather than letting your employees submit their own pictures.

Since the ID photos will be worn in plain view every day, you should try to obtain the best possible image that you can. You should take several shots, since it won't cost any more to get the best picture. With digital cameras, you can often show the person a preview of the photo on the camera's LCD screen. This way, the subject can approve the final picture.

Here are some guidelines to keep in mind when you take your pictures:

- Your camera probably has several quality settings. You may choose the 'medium' quality option, as photo ID shots are printed so small that it usually is not necessary to use the highest resolution. However, the higher the resolution, the better the outcome is likely to be!
- The resulting picture should have a minimum 300 dpi, or a minimum of roughly 400 pixels x 400 pixels. A common resolution which is available on most cameras is 640 x 480 pixels.
- Pose your subjects to take either a full face view (head-on) or a ¾ view (shoulders slightly turned left or right, but with the head facing the camera). see example
- Lighting is very important; lighting should be uniform and bright, without casting shadows. Natural light is best, but if you are using artificial lighting be sure it

comes from several sources. Fill-in flash is often very effective, even in good lighting conditions, to eliminate shadows.
- If you do not have natural lighting available, halogen or incandescent light works best. Fluorescent lighting should be avoided.
- Backgrounds are best when they are uniform and neutral: white or off-white is the most common. Solid blue or green backgrounds are often used by professionals, as these can be easily masked out. Make sure the background fills the full frame of the image behind the person.
- If you are taking photo's of many staff members, try to maintain a constant distance from all subjects. A good distance from camera to subject is approximately 1.5 - 2m
- The camera should be placed at roughly the same height as the face of the subject. However, if the subject wears glasses, raising the camera slightly higher will avoid glare/reflection of the flash off the lenses of the glasses.
- Frame the picture to include the shoulders, and leave some room above the head. Our ID Capture™ app provides an overlay on the image so you can align the head and shoulders to give consistent images every time.
- Cameras generally create a file for each photo with the ".jpg" extension. Rename the .jpg picture to the person's name and/or employee number, and move the picture into a dedicated photo directory on your computer.

Note: Photo Files
- Organisation: Keep all the images you take in a clearly labelled directory.
- File Naming: We recommend that you consistently rename the .jpg file names to something like "john_smith.jpg", to allow you to easily find the images you're looking for.
- File Size: You will generally need to re-size your pictures before uploading them to the ID Concierge™ website, since high-resolution multi-megapixel images are not necessary for photo ID cards. Files under 1MB in file size are optimal.

Recommendation:
We strongly recommend that you take at least two or three photos, then let your employee choose which photo they prefer. This will definitely create more "buy-in" into your ID card program!

Are you using a mobile phone to take photo's? If you are interested in being able to order your ID cards directly from your smartphone, we have an app for that!
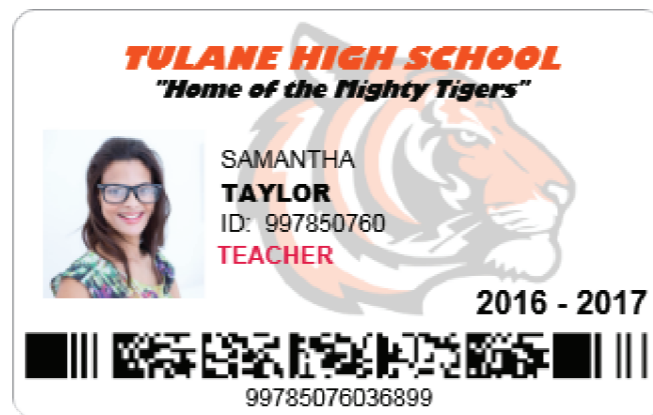
Secure Credentials

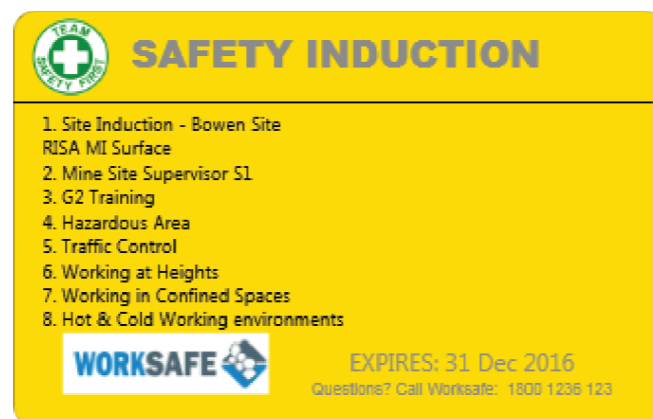Enterprise-class ID solutions stright from the Cloud to your desktop
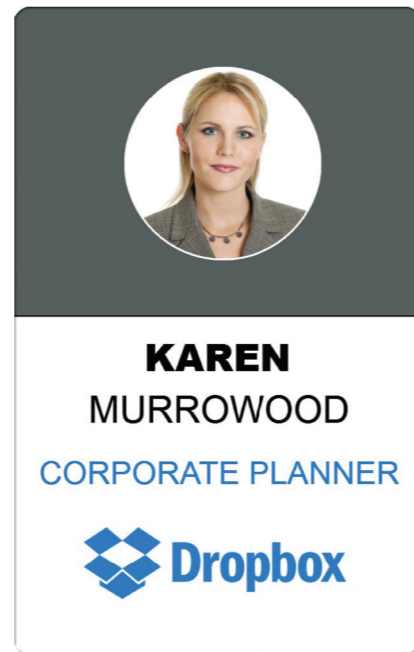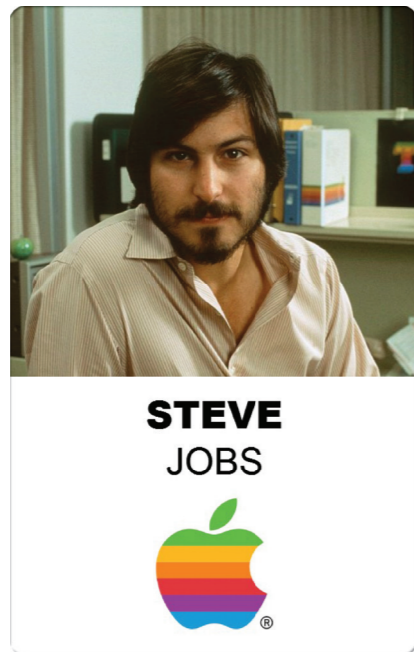
CORPORATIONS

For corporate customers, ID Cards serve many purposes- they can confirm identity, provide access into secure sites and buildings, contain login credentials, and even track expenses! Corporate ID Cards must work overtime to ensure not only the safety and security of staff and buildings, but also the security of the card itself.

Lots of staff across many locations? No problem! nXient's ID Capture App makes it easy to maintain consistency when taking employee photos across different sites and to store all the photos in one place. nXient also offers custom-printed lanyards and accessories to compliment your corporate image.

EDUCATION

For education customers, ID Cards must be multi-functional- they should be able to confirm identity, provide access into restricted rooms and buildings, contain login credentials and print credit, and even use technology to track attendance at exams and events! Education ID Cards must not only ensure the safety and security of staff and students, but also conform to strict standards for quality and consistency.

Secure Credentials

Enterprise-class ID solutions stright from the Cloud to your desktop

HEALTHCARE

In a healthcare setting, ID Cards are essential for confirming identity and clearly displaying professional credentials. With growing concerns about security in health care, high-quality, easy-to-read ID Cards are particularly comforting to patients and their families.

NON-PROFIT

Most non-profit professionals work face-to-face with customers every day, meaning that high-quality, easy-to-read ID Cards are essential for confirming identity and clearly displaying professional credentials.

GOVERNMENT

For government customers, ID Cards are essential for confirming identity and displaying professional credentials. In many cases, government ID Cards are highly regulated, and must conform to set standards for quality and security. This includes using the latest technology for building security, identity verification, and access control. The team at nXient have experience working within government guidelines, and can develop solutions based on strict design and budget requirements.

Secure Credentials

Enterprise-class ID solutions stright from the Cloud to your desktop

CHILD CARE

In a child-care setting, ID Cards are the first port of call for the safety and security of children in the centre. ID Cards must clearly confirm the identity of all adults in the facility, including staff and visitors. Also talk to us about designing matching child-parent ID Cards for secure pick up. ID Cards can also incorporate technology to provide access into locked areas, and to restrict entry into the building.

CONSTRUCTION

ID Cards for construction can serve many purposes- the card itself can display identity, professional credentials, safety and induction requirements, and sub-contractor information. By incorporating technology into the card, construction customers can also track and log workers on/ off site, restrict access to zones and equipment operation, take attendance at emergency muster stations, and even encode medical information directly onto individual cards. For workers on remote sites, ID Cards can track meal allocations and other benefits.

Secure Credentials

Enterprise-class ID solutions stright from the Cloud to your desktop
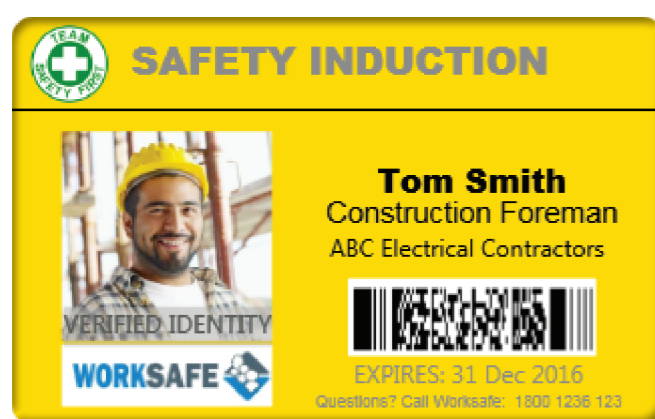

IT & COMPUTING

For IT and computing customers, ID Cards serve many purposes- they can confirm identity, provide access into secure sites, buildings, and networks, and contain login credentials. ID Cards for IT and computing must work overtime to ensure not only the safety and security of staff and infrastructure, but also the security of the card itself. Nxient can provide advice on the latest technological advances, and develop a solution suited to the unique needs of your company.

SMALL BUSINESS

For small business, issuing ID Cards is a simple way to convey professionalism and reinforce brand identity. By incorporating technology into ID Cards, small businesses can easily keep their offices and employees secure without the added expense of on-site security.

MEMBERSHIP & LOYALTY

One of the most effective ways to build brand value is by using ID Cards for membership and customer loyalty programs! Easily identify your members, provide access into your facilities 24/7 (perfect for sporting clubs and gyms!), and encourage repeat business by offering loyalty incentives with your ID Cards.

Trusted Identity

nXient provides trusted identity solutions built on Blockchain technology - Idenity thats immutable and unfalsifiable

Identity as a Service Suite - We make it easy

nXient's Identity as a Service Suite (IDaaSS) provides a cloud-based platform to centralize and automate the process of establishing, capturing, securing, printing, and distributing your organization's ID credentials. You no longer have the hassle or expense of purchasing and maintaining expensive equipment that you may only use once a year. ID Concierge and our suite of Identity Services reduce time, effort, and cost when deploying secure, trusted ID Credentials.

Let Us design your ID cards

When its all too hard we can do it for you

All of us can easily point out a service that has failed our expectations: lost luggage at the airport, equipment that breaks down again a week after costly repairs, endless frustration with call centres.
Each begs the question – surely it is possible to do better?

Let nXient's design service show you that it is possible to provide great service, quickly, and let you get on with what you do best.

Typical ID Credential Process
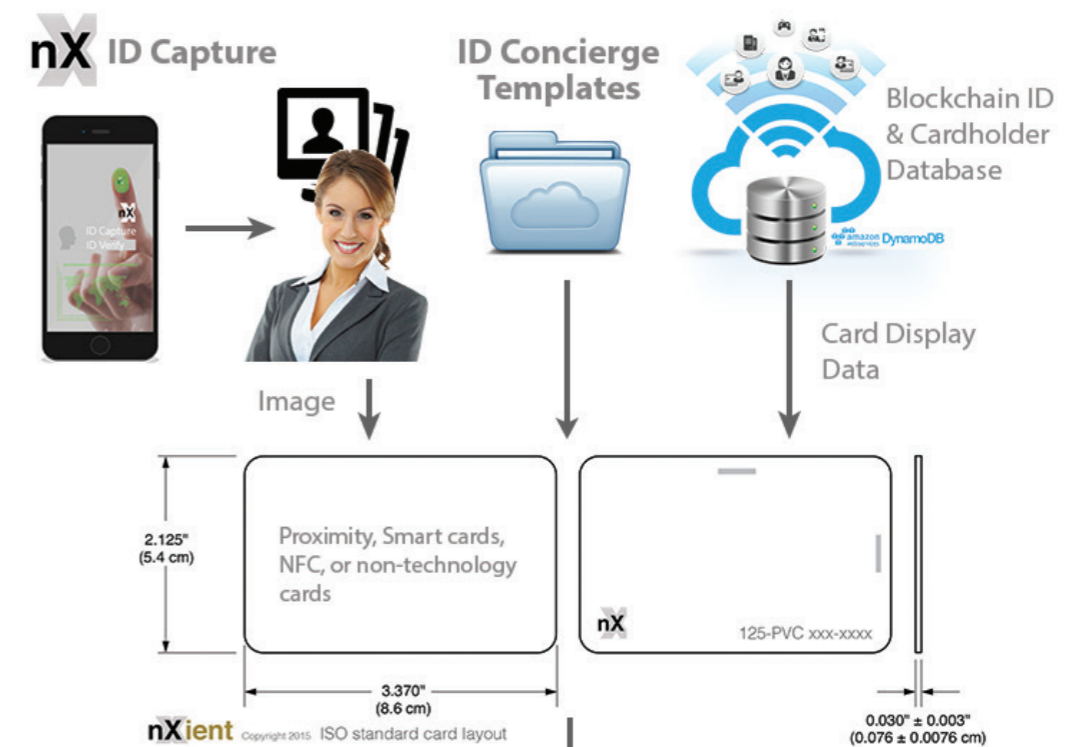
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nXient Pty Ltd
Unit 1, 98 Ingleston Road,
Wakerley, Qld 4154 Australia

Phone : +(61) 7 3118 5777

Email : info@nxient.com

www.nxient.com www.idconcierge.com.au