

MEMBERSHIP CARD GUIDE

# The membership card: seven fields, and five to leave off

The standard size, the fields that belong, the data that should never be printed on a card, and a checklist for before you order four hundred of them.

7

FIELDS THAT BELONG

85.6 × 54

MM, CR80 SIZE

5

DO NOT PRINT



## Page 2

The size, the seven fields, and what to leave off.



## Page 3

The checklist before you order, plus a sheet to plan your layout.



## Page 3, bottom

The print-cost arithmetic, and a sign-off box.

# The size and the fields

These two settle almost every decision after them. Sort them out before anyone talks about colours.

## STANDARD SIZE

CR80 card: **85.6 × 54 mm**, exactly the same as a bank card. Work with a 3 mm bleed so the trim does not eat into your text. It fits a wallet, a lanyard holder, and almost every cheap card printer without anyone having to think about it.

## THE SEVEN FIELDS THAT BELONG

| # | FIELD             | WHAT IT IS FOR                                     | REQUIRED?   |
|---|-------------------|----------------------------------------------------|-------------|
| 1 | Organisation name | Says whose card this is                            | Yes         |
| 2 | Member name       | Second thing you see; readable at arm's length     | Yes         |
| 3 | Member number     | Turns "somebody lost a card" into a specific fact  | Yes         |
| 4 | Level / role      | Distinguishes access where access differs          | If relevant |
| 5 | Expiry date       | Makes the card stop being evidence on a known date | Yes         |
| 6 | Officer signature | Ceremonial validity                                | Yes         |
| 7 | QR code           | Only if something actually checks it               | Optional    |

## DO NOT PRINT ON THE CARD

- Home address
- Date of birth
- Blood type
- Phone number
- National ID number

### WATCH OUT FOR

A card gets lost, lent and photographed. One lost card carrying an ID number is enough for somebody to pass as your member somewhere else. If your organisation genuinely needs that data, keep it in your records rather than on the card.

# Checklist before you order

All seven are things I have watched go wrong after the cards were already printed.

- ☐ Print one sample and carry it in a wallet for a week
- ☐ Check the spelling of names on at least ten sample cards
- ☐ Confirm dark text on a light background, not the reverse
- ☐ Leave the bottom right corner clear
- ☐ Give every card a unique number
- ☐ Put an expiry date on every card
- ☐ Get prices from at least two printers

PLAN YOUR LAYOUT

Note what goes in each area of the card. This one sheet is usually enough to take to a printer.

Card header

|             |              |
|-------------|--------------|
| Top left    | Centre       |
| Bottom left | Bottom right |

Card back

**QUICK ARITHMETIC**

Cards run from roughly Rp 3,000 for laminated card stock to Rp 25,000 for printed PVC with a hologram in small runs. What decides the real cost is not the first print run - it is how often you reprint.

Prepared by

Approved by

Date