

THE PREFERRED VALUE BRAND

Aristocrat®



- ◆ Value-priced alternative
- ◆ Shuffling machine compatible
- ◆ Made in U.S.A.

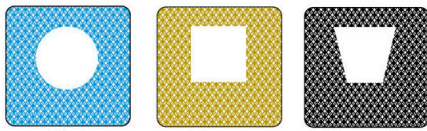


Preferred Logo Shapes and Frames

(Featured on USPC's Aristocrat® Card Backs)



Oval Rectangle Triangle Octagon



Circle Square Trapezoid

Logo size is generally
1" x 1 3/4" in area
Double-Ended OR
Upper Left/Lower
Right Logo Positioning

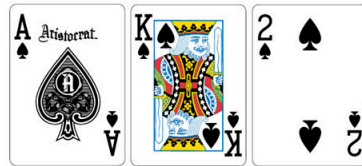
USPC Standard Back Colors



Face Styles



Standard Index



Enhanced Image (EIRB)



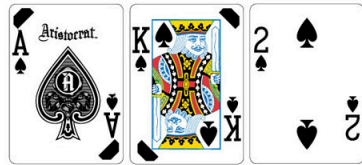
Standard Index Tech-Art (TA2)



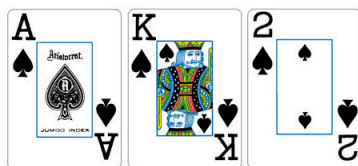
Enhanced Image Tech-Art (EITB)



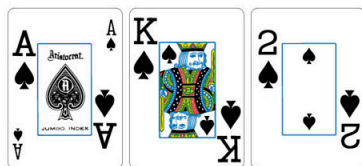
Standard Index Tech-Art (RTW)



Enhanced Image "No Peak 21" (EIDB)



JUMBO Index®



JUMBO Index® Tech-Art (PR0027)

Artwork Requirements/Specifications for New Orders:

- **Format for Artwork:** Mac preferred; PC accepted
- **Accepted Programs for Artwork/Layout:** Illustrator, Photoshop, InDesign, QuarkXPress, Freehand
- **Preferred format for files:** EPS, TIFF, DSC
- **Include all Printer and Screen Fonts:** Type 1 Screen and Printer Fonts, Bitstream, Adobe fonts preferred
- **Resolution of Artwork:** 300 dpi for continuous tone and 1200 dpi for bitmap
- **Include all Pantone (PMS) color codes**
- **Send Artwork Via: E-mail,** (preferably Stuffed, in high resolution vector format) Courier, Postal Service
- **Artwork Proofs:** usually available for Electronic approval (via E-mail/Fax) within 2 business days

Aristocrat®

Product Identification

2 barcodes in every deck

- Unique to the casino and the specific part number
- Bar code matching ensures a complete deck



Aristocrat® Packaging Enhancements:



Larger Viewing Window

- Casino logo visible
- Shows card back color
- Index size noted

Data Text Box

- Date/Time deck opened
- Miscellaneous information as required
- Dealer Accountability

Tuck Cases colors available:
Red, Blue and Black

