



Neon Inks: Bold New Designs for Standout Payment Cards

A dazzling new design that helps issuers capture attention and elevate the cardholder experience.

PAYMENT

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First impressions count—a striking design can spark curiosity, reinforce a brand’s identity, and set the stage for stronger customer relationships. In today’s crowded payments landscape, the same holds true for payment cards. A card’s look and feel has become a true differentiator; giving issuers new ways to express who they are, stand out to their audiences, and create a tangible connection with end users.

Introducing Neon Inks

IST is proud to announce the latest addition to its ink lineup: **neon inks**. Available in a **range of vibrant colors** including green, blue, yellow, lime, pink, and peach, these inks draw inspiration from fashion and automotive trends.

They combine **fluorescent properties for vivid, eye-catching color** with **phosphorescent effects for a glow-in-the-dark finish**. The result is a modern, energetic look that brings fun into the payment experience day and night. These inks are compatible with all traditional card materials offered by IST, including recycled PVC.

Expanding Creative Possibilities, Together

With a global network of design experts, IST closely collaborates with card issuers to bring creative concepts to life. Using innovative inks like **thermo-reactive liquid crystal ink** and embedded capabilities such as **light-up and biometric functions**, to **premium materials like metal with sleek finishes**, IST offers a full suite of features to create a diverse range of distinctive card designs.

The addition of neon inks further expands the design possibilities, giving issuers new ways to create memorable, top-of-wallet cards.

Personalization and differentiation are critical in today's market, especially for Gen Z, who expects products to reflect their individuality. Payments are no exception. By delivering eye-catching card designs that cardholders are proud to carry, issuers can capture top-of-wallet status, creating value for both issuers and consumers. We're excited to see the creative designs that come from this neon ink.

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