

# **NBK KWT Visa Infinite Credit Card Artist Submission Guidelines**



## Disclaimer

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# Submission Details



## The Ask...

NBK is looking for Kuwaiti artists to add their flare and artistic capabilities to create a limited edition of our Flagship card, the NBK KWT Visa Infinite Credit Card.



## **What Kind of Artists Can Participate?**

Any kind of visual artist that can translate their talent on a flat canvas; note that any artist wanting to participate should be an artist by profession or has publicly published any of their works. Curated social media accounts are included in this.



## **What is the Expected Theme for the Submissions?**

There are no predefined theme for the artists submissions, however should your entry be interpreted as, not brand-safe, it will be disqualified.



## How Are Entries to be Submitted?

Entries should be uploaded on  
[www.visualtherapy.art/nbkkwtvisainfinite](http://www.visualtherapy.art/nbkkwtvisainfinite)  
before 15 August 2023.



## Digitizing

Incase you're an artist that has a more traditional style (i.e. a non-digital design), we highly suggest that you digitize it to ensure your concept and execution is carried through from analogue to digital.



## Submission Details

### NBK KWT Visa Infinite Credit Card Type

There are 2 different types of NBK KWT Visa Infinite Credit Card, Metallic and Pearl. Artists can submit entries for both types. Below are the background designs to consider when creating your entry. These backgrounds cannot change and must be part of all entries



#### Metallic

**Click here to  
download the  
files to begin  
your designs**



#### Pearl

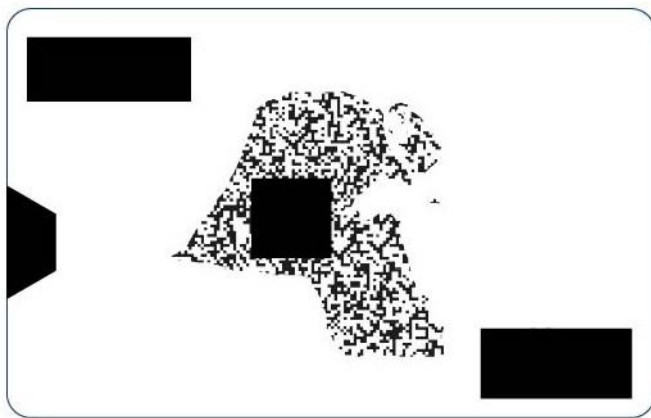
**Click here to  
download the  
files to begin  
your designs**



## Submission Details

### Size & Orientation

The size of a standard credit card is 85.6mm wide by 53.98mm high (horizontal orientation), 53.98mm wide by 85.6mm high (vertical orientation), artist should have both adaptations for each of their submissions.



**53.98mm**

**85.6mm**

**85.6mm**



**53.98mm**

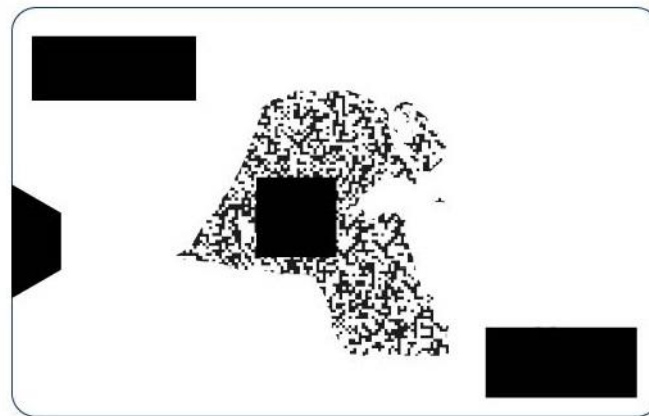


## Submission Details

### Do's & Don'ts

The black shapes below represent elements that will be placed over your designs ensure to consider that when working on your entries.

The map of Kuwait in the middle can be overlapped slightly by the design you submit, however it should remain recognizable as the map of Kuwait in your final design. Any submissions that cover too much of the map and it becomes illegible will not be considered.



## Submission Details

### Do's & Don'ts Continued

**NBK Logo :** In the area where the NBK logo will be placed make sure your design has no busy background, behind the logo and that the contrast between the logo and the background, is high enough to ensure the logo is clear and not affected.

E.g.: this logos contrast with the background is not enough and the background is too busy affect the logos readability





## Submission Details

### Do's & Don'ts Continued

**Visa Logo :** In the area where the VISA logo will be placed make sure your design has no busy background behind the logo, and that the contrast between the logo and the background, is high enough to ensure the logo is clear and not affected, ensure a safety area around the VISA logo of 3mm.

These 2 examples have elements too close too the VISA logo, not respecting the safety area.



Contrast is good in this example but the background color should be inclusive of the 3mm safety area around the VISA logo, this may be rejected.



## Submission Details

### Do's & Don'ts Continued

**KWT Map & QR:** The focal point of the NBK KWT Visa Infinite Credit Card design is the Kuwait Map, as mentioned in 11, covering the map with too much where it is no longer recognizable as Kuwait, will be rejected. Background behind the Map element should be relatively simple as not to affect the readability of the QR code.

This example shows a background that is too busy behind both the QR code and the Map, affecting the design and the legibility of both elements (the map and the QR).

