THE ONLY THING BETTER THAN A CLASSIC BICYCLE® DECK IS ONE YOU DESIGN YOURSELF!

We print customized or personalized decks to suit any need, whether you’d like to commemorate an event, run a promotion, share some joy, or spread awareness of your company or cause.

Fortune 500 corporations, Broadway theater productions, distilleries, universities, and magicians have all chosen The United States Playing Card Company to create high-quality custom playing cards. Each card back, tuck, face, finish, and color can be custom-designed to meet your needs. With each deck comes 56 unique and creative ways to convey a message, showcase a product, or tell a story.
THE POSSIBILITIES ARE ENDLESS!

Playing cards provide infinite opportunities to communicate your message the way you want it to be heard. Share your story in an everlasting way everyone will love!
SELECTING YOUR CUSTOM OPTIONS

We offer complete customization to meet your needs. We have a professional custom team to work with you through the entire process.

CARD SIZES

Poker playing cards are 2.468” wide by 3.4688” high.

Bridge playing cards are slightly narrower and measure 2.25” wide by 3.5” high.

PIPS & INDEXES

You can select the font, style, and color of the pips for each suit or use the traditional red and black.

CARD STOCK

Bicycle® playing card grade
A premium-grade paperstock, laminated in our Erlanger, Kentucky factory. The benchmark of consistency and quality. Available in both smooth and linen finish.

PVC (White and Clear)
You will love the unique feel and creative potential of these plastic stocks. 100% washable and make playing that much more fun!
FACE STYLES

We have many stock face designs available. Modify one of our standard styles or you can design completely custom card faces.

**STANDARD** faces are the most popular design.

**JUMBO INDEX** faces feature larger text and are popular with Texas Hold’Em players!

**SUPER JUMBO** faces are larger than jumbo and easy to read across a table or in dim light.

**ARRCO JUMBO & STANDARD** faces are popular designs based on traditional faces.

**EZ SEE LO-VISION** faces are extra large for the visually impaired.

**DISTRESSED** faces give your playing cards a vintage look.

Completely custom card faces are great for showcasing different images, text, or both!
TUCK CASE
The tuck case is the perfect box to hold your custom playing cards and provides even more opportunities to draw attention to your brand and message. There are many ways to customize your tuck case; from the stock to foil to embossing, even the inside, you will grab anyone’s attention!

Over 30 types of tuck stock are available for your tuck case! Samples are available upon request.

AD CARDS
Our decks are made up of 56 cards: 52 playing cards, 2 jokers, and 2 ad cards. The ad cards are another tool in your deck to advertise. You can place an ad, a coupon, or any other information on these cards.

With the ad cards, your message is always in the hands of the consumer!

FOIL & EMBOSSSING
Add another level of detail and texture with embossed features or dazzle the eye with premium foil on your tuck case.
TUCK INNER
Add an extra element of surprise when your box is opened by applying foil or an image to the inside of the tuck case.

CLOSURE SEALS
Feature your company seal or your own unique design on the closure seal to bring the whole deck together.
PACKAGING

Stand out from the rest with custom packaging! Use the on-package hangtag to showcase your deck with another product. Enhance your deck’s presentation with a custom metal tin, blister pack or velour case!
Preliminary sketches or actual samples of previously printed cards will be accepted for initial review and quote.

**Digital Artwork File Guidelines**
Platforms: Mac is preferred, PC accepted with limited applications.

**Applications Setup:**
Files should be prepared using Illustrator®, Photoshop®, InDesign® or ArtPro™ software programs. Color should be set up to CMYK or spot colors according to final product. PMS colors should be correctly indicated. All art must be linked to a file rather than embedded into the layout page.

**Photoshop®:**
Preferred file formats include: TIF, TIF LZW, DCS, EPS, CMYK or LAB color. Supplied resolution should be 300dpi for continuous tone and 1200dpi for bitmap. Maximum density is 280%. Please provide layered files.

**Completeness:**
Please ensure that all files are complete including all fonts (Adobe Type 1, Screen and Printer Fonts, Bitstream or Open Type Face preferred), linked material, and high resolution graphics.

**Transfer Media:**
File transfers should be made using uspc.wetransfer.com.

**Proof Approval:**
We will provide a digital proof to you that represents a model of your final product after receipt of your art.

**Underruns/Overruns:**
Orders will be considered complete by plus or minus (10%) of the contracted amount and the purchaser will pay for the actual amount delivered.

**Packaging:**
Decks are packaged in custom tuck boxes and cellophane shrink-wrapped unless otherwise specified.

**Delivery:**
FOB: Erlanger, Kentucky, prepaid and add.

Contact the custom team today at 1-859-815-7413
56 MESSAGES IN 1 DECK!

Paul & Babe “Cheers”

Western & Southern Financial Group

Forty West Designs

Hope College

Western & Southern Financial Group

An Adventure in Wonderland

Armor Defense Inc.
A deck of cards doesn’t have to be just a deck of cards. Have an idea for a game or activity? Want to showcase your product catalog, services or other offerings? We can help! Non-traditional playing cards are a great way to package and get your message out to your audience.
EXCELLENT CUSTOMER SERVICE
MADE IN USA 🇺🇸
PREMIUM QUALITY
ECO-FRIENDLY 🌿
FROM THE MAKERS OF

BICYCLE
PLAYING CARDS

THE UNITED STATES PLAYING CARD COMPANY
300 GAP WAY ♦ ERLANGER, KY 41018
CUSTOMDIVISION@USPLAYINGCARD.COM
Promote your business, services or products with custom playing cards! Custom playing cards are a unique and memorable way to spread your message. With custom playing cards, your message is always in the hands of your customer!

- **Infinite custom options** – From card faces and backs to tuck case options and even packaging
- **Functional promotional product** – great for training
- **Showcase your brand** – Custom playing cards are a 56-page catalog

**The United States Playing Card Company**
Take your custom deck to the next level with gilded edges! Available in several beautiful colors and styles, gilded edges add both luxury and durability to your cards.

- **Eye-catching** – Give your deck a brilliant shine
- **Durable** – Protects your cards from browning, moisture, and dust.
It’s vivid light reflection, perfected. Stamped with real metal to achieve a dazzling shine, each MetalLuxe™ card showcases brilliant luminescence, tone of color and unmatched durability. It’s a proprietary technology that allows playing cards to carry a stamped metal application while keeping long-lasting, playable, and extremely durable finish.

- **Light Reflection** – Radiant and captivating
- **Unmatched Durability** – Proprietary coating ensures long-lasting, flake-free performance!
- **Flexible** – Agile and limber right out of the box
- **Air-Cushion Finish®** – This classic finish is the most recognized finish in playing cards for a reason.