



Press Release

FOR IMMEDIATE RELEASE

University of Notre Dame Presented with NACCU’s 2017 Best Card Design Award

Phoenix, AZ – April 24, 2017 – The University of Notre Dame’s Irish1Card received the 2017 NACCU Best Card Design Award during the 24th Annual NACCU Conference in Orlando on April 5, 2017. Daniel Tormey accepted the award from ColorID’s Danny Smith.



The NACCU Best Card Design Award, sponsored by ColorID, is presented to the institution who is first selected as one of five finalists by the Awards Committee based on a grading matrix, then receives the most votes from NACCU members prior to and during the NACCU Annual Conference.

The ID card re-design was part of the initial phase of the Irish1Card project, through which the ID card program will be transitioned over to contactless technology. It had been many years since the design was updated and because space was being gained by removing the barcode, therefore it was a good time to move forward with a new look.

The Irish1Card staff worked with the University Communications team to develop design options and project sponsors to narrow it down to three designs.

They then held a voting initiative that would allow campus cardholders to vote for their favorite design, which resulted in over 4,600 votes. Announcement of the winning design was used as an opportunity to kick-off the larger communication effort around the Irish1card project.



The card will include the academic mark in gold foil, along with a tactile impression of the university seal.

NACCU congratulates the University of Notre Dame for being the recipient of the 2017 NACCU Best Card Design Award.

About NACCU

As the only association serving the national and international campus card transaction industry, the National Association of Campus Card Users (NACCU) is the one source dedicated to high-quality educational programs, resources, services and tools. NACCU offers members infinite advantages in networking, developing partnerships, leveraging technology, problem solving, insight sharing and professional development.

NACCU membership is open to all colleges, universities, secondary institutions and companies that are involved with the campus card market. The association offers a newsletter (CARDtalk), listserv, website, an annual conference, and web conferences on topics related to campus cards. Learn more at www.naccu.org.

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