

NOVUS Card Designs Card Security Features

The word NOVUS will appear on the front of the card when held under an ultraviolet light on cards issued after 8/1/95.

Other NOVUS Card Designs

The cards shown below will bear the same security features outlined at left.

All NOVUS account numbers begin with a 6. The characters and numbers embossed on the card should be clear and uniform in size and spacing.

The expiration date indicates the last month in which the card is valid.

The special embossed **N** appears on the same line as the Member Since and Expiration Date. On all cards issued before 8/1/95, you may instead see a Dean Witter, Discover and Co. or Sears Financial Network logo.*

Repetitive fine line printing of the card name as shown on the top face of the card (i.e.: Discover, Private Issue, Bravo, etc.) will appear on the back or, for some brands, on both sides of the card.



A hologram which features three distinct images:

- NOVUS coin
- Single, large Dean Witter, Discover and Co. logo
- Multiple, smaller Dean Witter, Discover and Co. logos

As the hologram is rotated under light, the full colors of the rainbow can be seen.

The account number embossed on the face of the card should be exactly the same as the account number printed on the signature panel and encoded on the magnetic stripe.

The account number on the signature panel appears in reverse indent printing. It is followed by a 3-digit validation code (on all cards issued after 8/1/95).

Cards issued after 8/1/95 will have a tamper resistant signature panel with an overprint of **NOVUS** at a 45° angle. Until 8/98 you may see an overprint of **DISCOVER** or until 9/96 an overprint of **SEARS FINANCIAL NETWORK**.



Invalid after 9/96.



*Security Character

The Sears Financial Network logo is always embossed.

The Dean Witter, Discover and Co. logo is always silkscreened.

Invalid after 8/98.

