



**ENTRUST**  
SECURING A WORLD IN MOTION

# THE PERSONALIZED CAMPUS ID

How student IDs are leading the campus experience to a 5-star rating

## THE STUDENT JOURNEY

Student Experience  
**GONE RIGHT** 👍

Student Experience  
**GONE WRONG** 👎

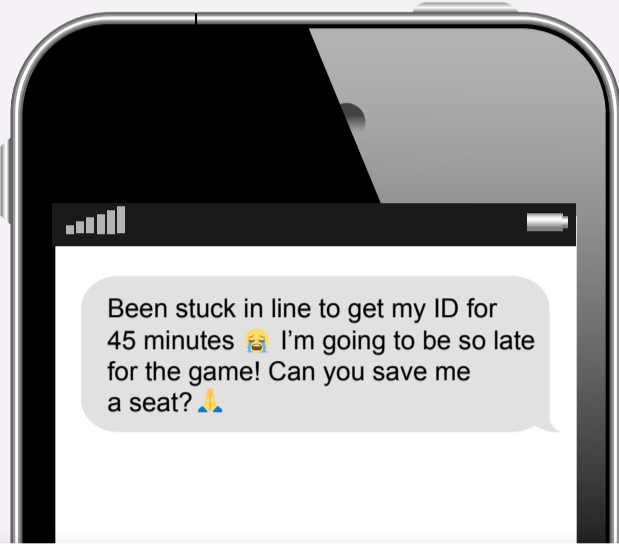
### STUDENT ORIENTATION

#### NO WAIT

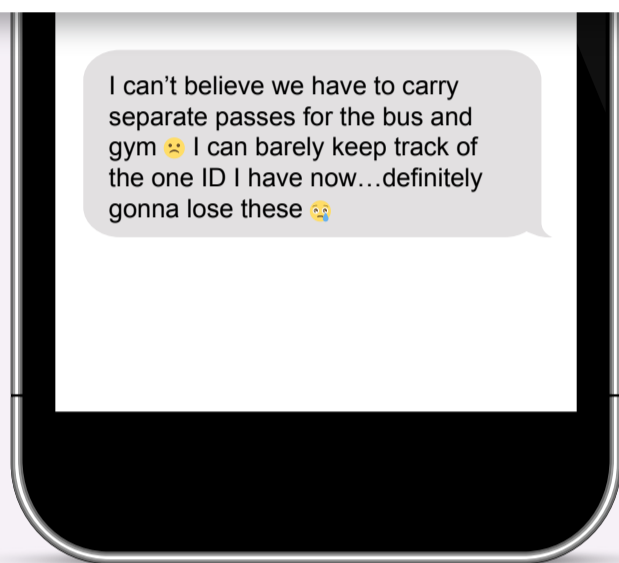
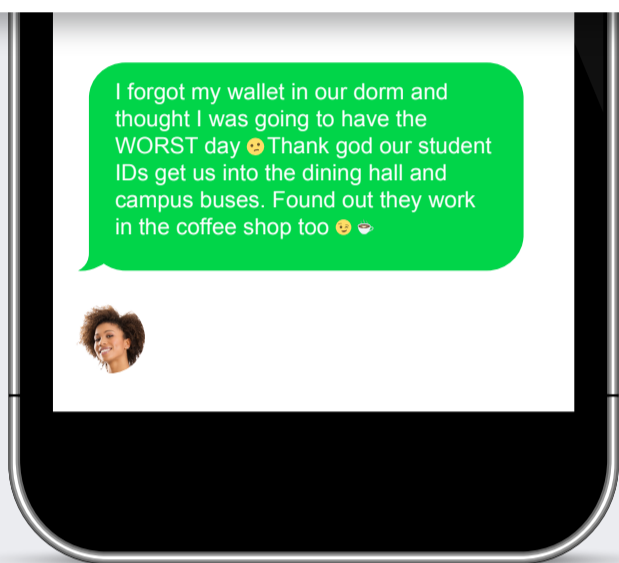
Can obtain their one-card student ID, with personalized image, at multiple locations across campus - no waiting in long lines.

#### 45-MINUTE WAIT

At the university card office for a student photo and ID card.



### STUDENT USER EXPERIENCE



#### ONE CARD - MULTI-PAY

Provides access to the dorm, fitness center, and science lab. Enables payment for cafeteria meal plan, campus coffee, laundry, and bookstore purchases.

Allows entry to football, basketball, and hockey games, as well as theater and campus concert events. Provides a bus pass and other transportation vouchers around campus.

#### TOO MANY CARDS

Student ID card serves as a library card and a different ID gives you access to the fitness center . . . and no payment options.

### PRODUCT EXPERIENCE



#### HIGH-QUALITY

High-quality, robust, personalized card doesn't wear rapidly or fade during the student's complete journey at college. Even after it's been used to scrape ice off a car, been through the washing machine countless times, left in the sun to bake, been used as a can opener. Among other countless things, the card is still intact, for life.

#### LOW-QUALITY

Low-quality photo and bar code wear off quickly and student is forced to replace their card. The limited number of card options causes low card usage and low card dependability for students.

### THE BRAND EXPERIENCE

Universities spend millions annually on brand building - ensure your student ID cards represent your powerful brand.



#### DYNAMIC

A dynamic, personalized card and card background speaks to a cutting-edge card issuing approach. Convey a modern university brand that delivers a great student experience.

#### FLIMSY

Flimsy cardstock that lacks color and pizzazz, accompanied by a university logo, doesn't convey a modern brand providing great experiences to students.

Choose the student experience that's right for your university. And experience:



A 5-star student orientation experience



Card quality, durability, & resistance



A brand your students & university can be proud of



A true one-card experience for today's modern student



A personalized campus ID program within budget

Enhance the student experience through a student ID program that works for the modern campus.

Learn more at [entrust.com](http://entrust.com)



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