

Communicash

PICK Inc.

Communicash is prepaid telephone time. The product was named and designed to resemble currency.

The graphic system accommodates the functional components and provides for consistent appearance of the line of standard denominations.

Cards for annual events and proprietary issues use the background as a thematic billboard. Systematic use of key graphic elements supports the brand identity.

The card is the size of a standard credit card and is distinguished by a proprietary finger rest.

The graphic themes are carried over to the envelope/package that protects the card with its secure PIN number. It is the size of a dollar bill so as to fit conveniently in a cash drawer, further reinforcing the market position.

