

## Artwork Guidelines

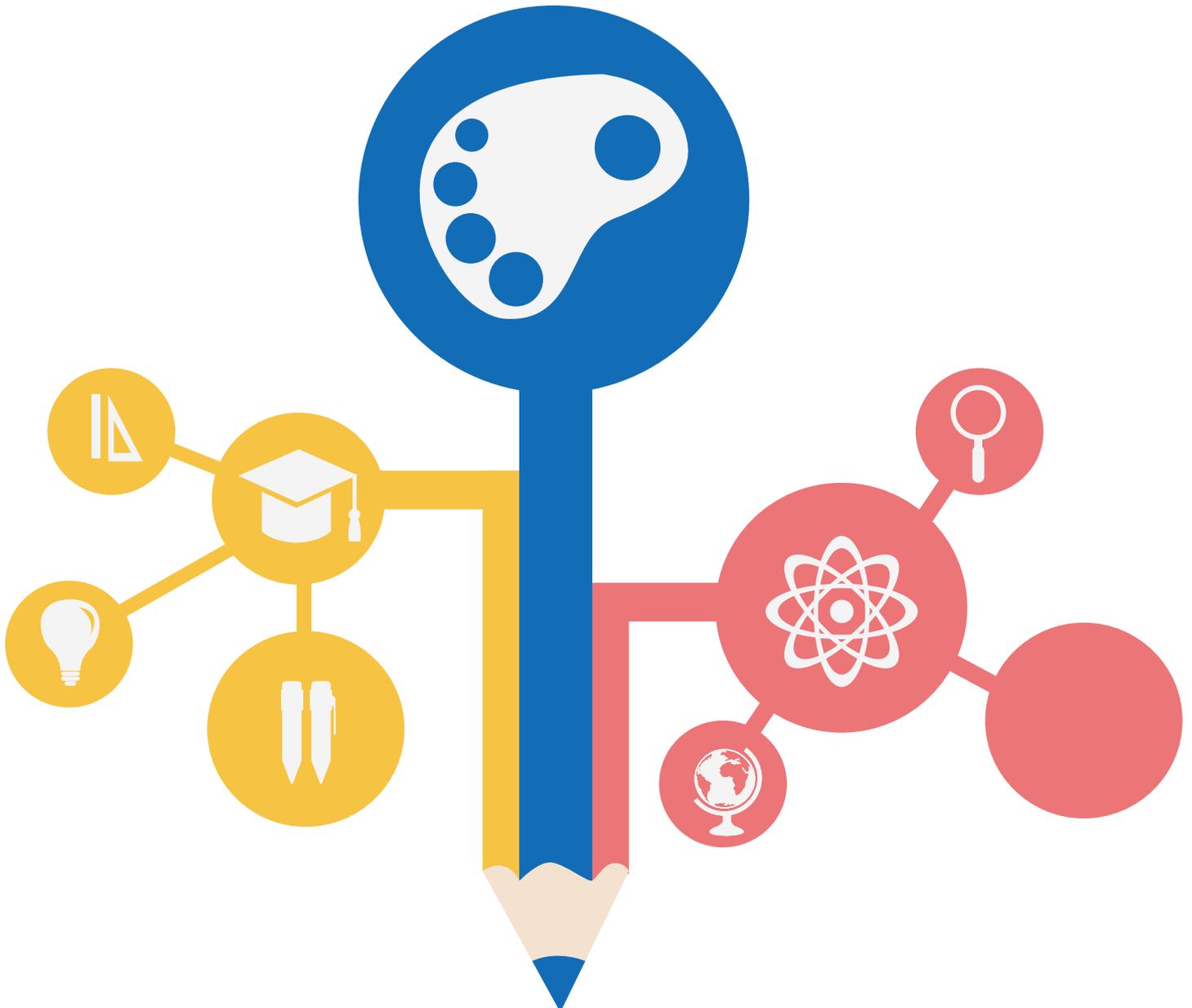
To ensure you get the very best results from your print, we ask all of our clients to review our helpful guide before sending your print ready artwork to us. This will ensure your artwork matches our requirements and you can enjoy hassle free production of your order.

Please take the time to read through our helpful guide on preparing print ready files to ensure there are no delays in processing your order.

Let's start with the perfect artwork...

- PDF or Adobe Illustrator file formats
- Correct card size: 85.6mm x 54mm excl bleed
- 1.5 mm bleed all around
- 3 mm safe zone (no text near the edges)
- Fonts embedded /outlined /converted to curves
- CMYK colours and not RGB (RGB will result in colour differences)
- Good quality images and graphics (anything above 300dpi is great, Vectors even better)

We can accept all major file formats for artwork with the exception of Corel Draw, Excel, Word and PowerPoint files.



# TIPS ON PROVIDING GREAT ARTWORK

## SAMPLE ARTWORK



Bleed



Safe Area



Trim



### **Bleed**

Bleed is an extra margin around the edge of your design where any background elements that touch the edge of the page are extended slightly. This allows for slight inaccuracies when the printed sheet is trimmed to size, so cutting through that buffer of colour will avoid leaving any thin white strips along the edge of your print.



### **Trim**

Printers generally can't actually print to the very edge of plastic, so instead they print on a larger sheet of plastic and then trim it down to the correct size. Crop marks are used to define where to trim.



### **Safe Area**

Any content that you want to appear completely within the final printed plastic card should be kept inside the safe zone. Placing content too close to the top, bottom or outside edge of the artwork could result in that content being cut off during trimming.



# TIP 1

## RGB vs CMYK

Please ensure all artwork is provided in CMYK format. Files provided in RGB format will be converted into CMYK before print and may result in significant colour differences from what you see on your monitor.

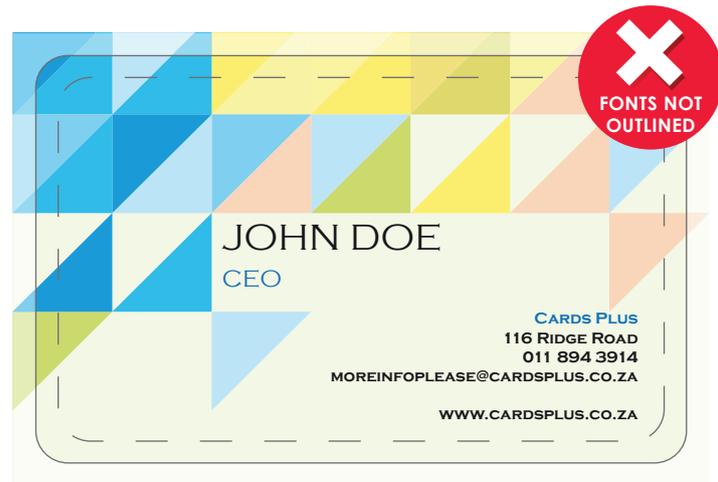
**Colour matching to a previously printed job MUST be brought to our attention at the ordering stage.** A hard copy sample will be required before printing can commence. We cannot be held responsible if your printed work does not match your requirements unless those requirements are brought to our attention prior to print.



# TIP 2

## SAFE ZONE

Ensure your artwork has a 'safe zone'. Keep text at least 3mm away from the edge of the document, any text outside the safe area may be cut off. Please keep in mind that the corners are round and need an extra 1mm safe zone.



# TIP 3

## FONTS

Ensure all fonts are 'embedded'. Whilst we have an extensive font collection, there is no guarantee that the version you have used matches ours. If your fonts aren't embedded our system may substitute the font for a different one.

**If you struggle to outline/ convert the fonts, you can always send the fonts with your artwork. We will load the fonts to our system and viola!**



# TIP 4

## High Resolution

Ensure all images and graphics are above '300dpi'. **If your images look 'pixelated' or fuzzy on screen then the chances are it's not quite good enough quality for professional printing.**

**For best results use vector based graphics.**



# TIP 5

## BORDERS

Sadly the use of borders near edges can result in lopsided cards, and we wouldn't want that, so avoid them where possible.

This includes photos for ID Cards as well. When you're designing a ID Card, please keep in mind that we cannot include a border around the photo unless the photos are all exactly the same size. If they are not all the same size, the photo might not fit perfectly in the border and the background artwork might show between the edge of the photo and the border line.



# TIP 6

## BLEED

Ensure graphics and images go right to the edge of the artwork – past the safe zone, trim line, right up to the bleed line. If your images/graphics don't, it may result in a strip of the background colour showing through on the edge.

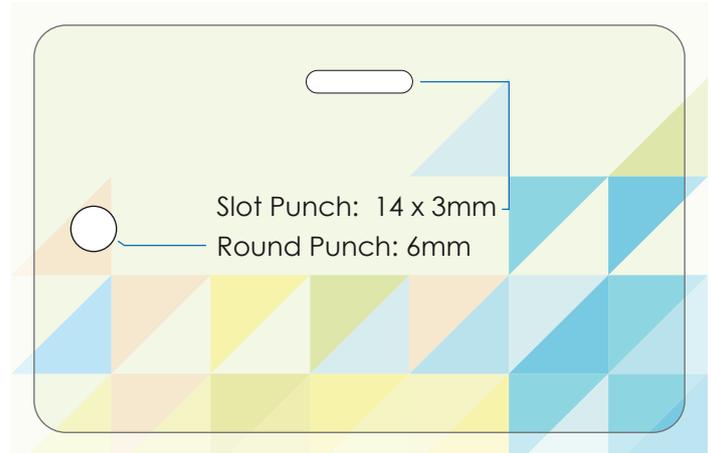
# FEATURES

## AND ADDONS

### Hole Punching:

There are two styles of punches available in three locations of the card. Please allow space in your layout for the punch or crucial information will be lost from your card.

The punches can be placed in the centre of the long or short side, placed 5mm from the edge of the card, or in the corner 5mm from the long edge and 7mm from the short edge of the card.

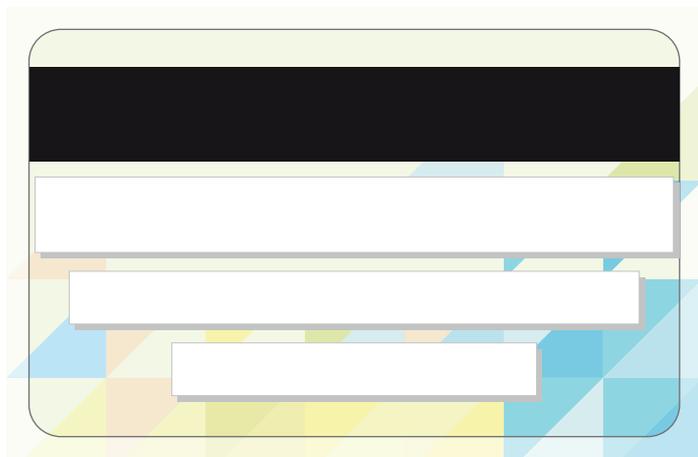


### Magnetic Stripe:

Please allow for placement of the magnetic stripe 5mm from the top of the card. The stripe is 12.5mm tall. You do not need to add a black box to your artwork, but should allow for its placement.

**Signature panels:** Standard panels can be placed 3mm or lower from the magnetic stripe. There are three sizes in our Standard Range, with custom panels also available.

- Large panel is 84 x 10mm,
- Full length panel is 75mm x 7mm,
- Short length is 48mm x 7mm.



### Embossing:

Embossed (or raised) letters are available in a size 12 or 16 point, with a maximum of 25 characters per line (including spaces). There are 3 different foil colours for embossing, Black, Silver and Gold.

We recommend no more than 3 lines of embossing to reduce warping. Alphanumeric characters are ideal. **A select number of characters are available including . (full stop) & (ampersands) , (comma) /(forward slash) '(apostrophe) - (hyphen)**

Please ask for our full embossing guide for more information

