

Plastic Card
Design Specification

**Company
Cards**

Plastic Card Solutions

And Artwork Formats

Simply Put

Artwork Provided For Cards

92 x 60mm from which we cut a card 86 x 54mm from center.

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Preferred eps with outline fonts and preview.
no crop marks or cut lines on final artwork.

ARTWORK FORMATS

Adobe Illustrator vCS5 or Lower

We accept EPS and Ai Files, please outline all fonts, and convert all colours to CMYK. Cards are produced at 86mm x 54mm, include 3mm bleed making overall document size 92mm x 60mm.

Adobe Photoshop vCS5 or Lower

We accept All Photoshop formats. Please make artwork is no lower than 300dpi, convert file and colours to CMYK. Cards are produced at 86mm x 54mm include 3mm bleed making overall document size 92mm x 60mm.

1. We also accept PDF formats at print quality. Please make sure any fonts are outlined.

2. If design has a print area, signature strip, personalisation locations etc. Please show this information on a PDF and remove from artwork.

.eps .ai .pdf .tiff .psd .jpeg

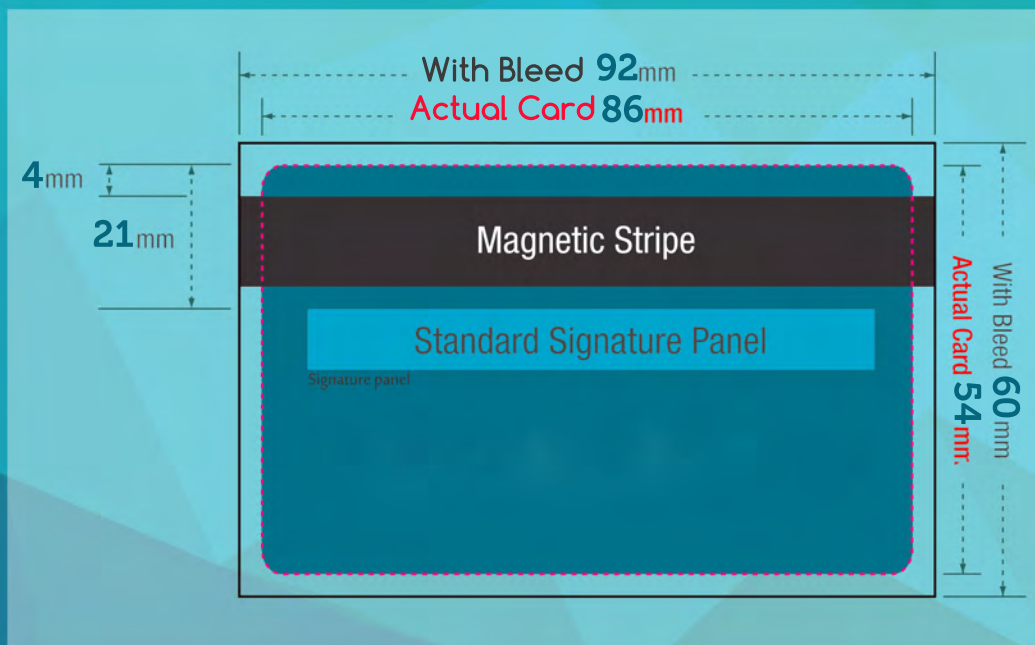
Cards Artwork Specs v1

Dimensions

Actual Card Dimensions = 86mm x 54mm. for better finishing results, it is recommended that any text is kept a further 3mm from the edge of the card to ensure any unwanted cropping does not occur during the finishing stages when the card is punched out. Please do not supply artwork with radius corner or more than 1 up per document.

Bleed

A minimum of a further 3mm needs to be added to all artwork to allow for movement when the card is cut. This will make your artwork dimensions for the card at least 92mm x 60mm which will then finally be cut down to the standard size of 86mm x 54mm. Keep all graphics, text etc. that you want to appear on the card within the boundaries of the actual card size.



Plastic Cards

Artwork Specification V2

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Colour

All files are required in CMYK (Cyan, Magenta, Yellow and Black) format as we digitally print all artwork using this 4 colour process. All pantone, spot colours etc. will be converted to CMYK. Black is a single colour, please set at the maximum percent of the total colour (e.g. C-0% M-0% Y-0% K-100%). The maximum amount of colour should be 255.

*There may be colour variation.

Fonts

Please forward all the fonts that you have used in your artwork. It is preferred that wherever possible, all fonts can be converted to outlines/curves. Please do not omit any fonts that are used in EPS files again, these should be converted to outlines/curves in most circumstances. Do not presume that we will have what are considered standard fonts - these must also be sent with your artwork.

Images

The preferred format for any raster graphics is TIF although we can accept most standard formats JPG, GIF etc. These should be supplied at a minimum of 300 d.p.i anything below this can result in lower quality reproduction of your card when it comes to printing. Images downloaded from the internet are unsuitable for print as these are very low resolution (72 d.p.i.) and will result in a very low quality print. Again all these images should be in CMYK format. Vector images can be sent in their original format or as an EPS with any fonts converted to outlines/curves.

Embossing

There are two standard embossing character types (note embossing affects graphics etc. on card reverse).

OCR	-	Alpha Numeric	4mm height
Simplex	-	Alpha Numeric	2.5mm height

*Amendments we may need to make or be requested to make may incur a further charge based on our current hourly rate. Please Call for further details.

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Personalisation Plastic Card Personalisation

Personalisation can be performed in several ways i.e. on print, overprint thermal, embossed, encoded etc. The setup of data is usually the same for each process.

Preferentially provided is a excel spreadsheet (other formats please enquire). Individual records are in each row (left to right) and each field of data e.g. name, numbers etc. run in columns (top to bottom). The first row of data contains the field headers. As the example below.

Photo ID images must be separated and accurately referenced in the data file (exact name matching).

Data File

Header Row

Reference	Name	Member No	Address1	Address2	Address3	Address4	Address5	Postcode	Image file
001	A. Armstrong	010001	edafsf	fhghgh	dfghgh	ghghgh	ghghgh	A01.XXX	A. Armstrong.tif
002	B. Armstrong	010002	ghghgh	fhgh	fhgh	fhgh	fhghghgh	B01.XXX	B. Armstrong.tif
003	C. Armstrong	010003	bnbnvcn	fhghgh	vctn	vbnfg	nhghf	C01.XXX	C. Armstrong.tif
004	D. Armstrong	010004	edafsf	cvnrb	dghgh	ghgh	agghgh	D01.XXX	D. Armstrong.tif
005	E. Armstrong	010005	hgh	yul	uyul	yul	yul	E01.XXX	E. Armstrong.tif
006	F. Armstrong	010006	edafsf	fhghgh	dghgh	ghgh	agghgh	F01.XXX	F. Armstrong.tif
007	G. Armstrong	010007	edafsf	fhghgh	dghgh	ghgh	agghgh	G01.XXX	G. Armstrong.tif
008	H. Armstrong	010008	edafsf	fhghgh	dghgh	ghgh	agghgh	H01.XXX	H. Armstrong.tif
009	F. Armstrong	010009	edafsf	fhghgh	dghgh	ghgh	agghgh	I01.XXX	F. Armstrong.tif

Linked
Images



B.Armstrong.tif



C.Armstrong.tif



D.Armstrong.tif

Linked image
file names must
correspond exactly

010003

C.Armstrong

Address1
Address2
Address3
Address4
Address5
Postcode



Plastic Cards Card Structure

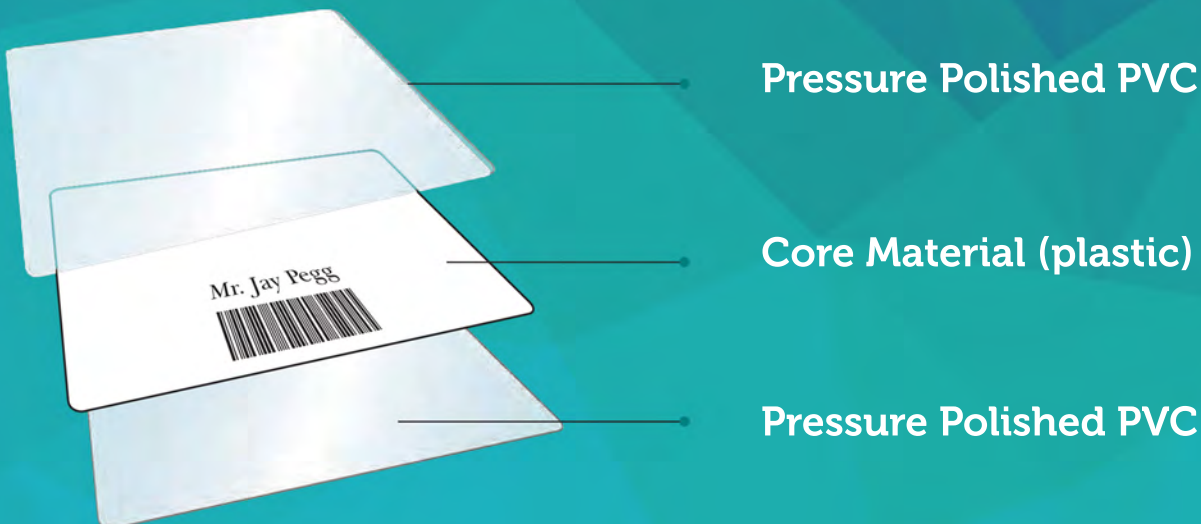
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Plastic Card Personalisation



Plastic Card Core Personalisation



Plastic Card Magnetic Strip Process



Plastic Cards Artwork Specification V2

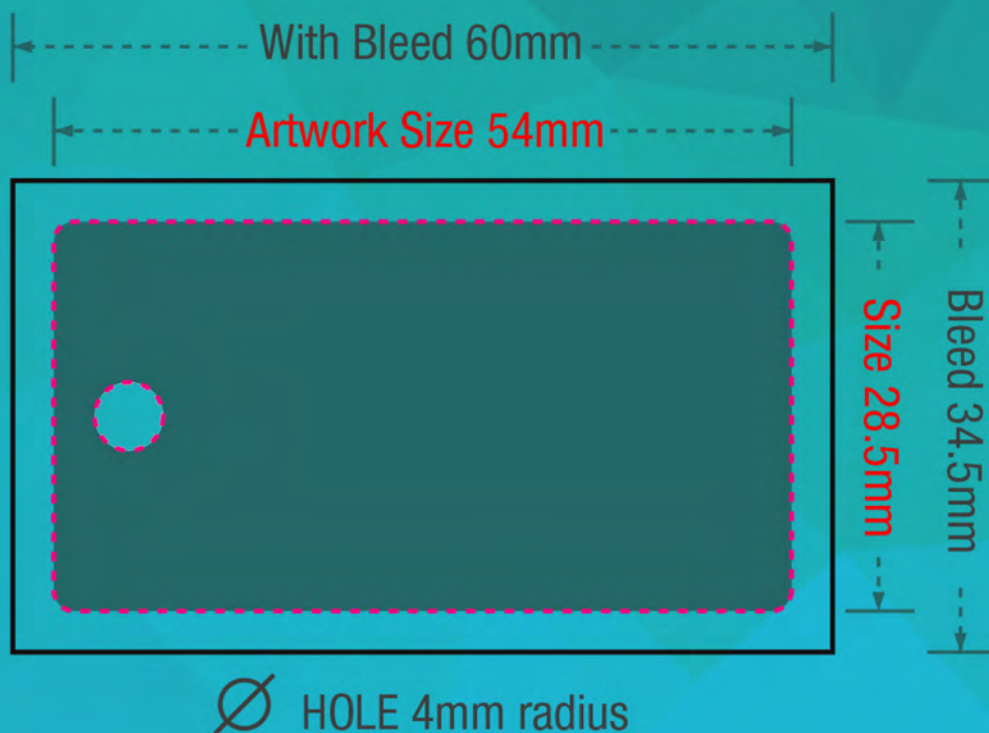
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Dimensions

Actual Card Dimensions = 54mm & 28.5mm, for better finishing results it is recommended that any artwork is kept a further 3mm from the edge of the card to ensure any unwanted cropping does not occur during the finishing stages when the key fob is punched to size.

Please do not supply artwork with radius corners or more than 1 up per document.



If you need any further assistance don't hesitate to contact a member of our friendly sales team today.

Email: sales@companycards.co.uk

Phone: 01744 815475