

ARTWORK GUIDELINES



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ARTWORK FORMATS

We've put together an outline of what formats we accept when it comes to artwork to help ensure it's a seamless customer experience for you.

Below you can find the accepted formats along with some details specific to each. We also accept PDF formats at print quality. Please make sure any fonts are outlines.

Adobe Creative Cloud programs including;

Adobe Photoshop 2020

We accept all Photoshop formats.

Please make artwork no lower than 300dpi, convert file and all colours to CMYK.

Adobe Illustrator 2020

We accept EPS and AI files.

Please outline all fonts and convert all colours to CMYK.

Adobe InDesign 2019

We accept all InDesign formats.

Please make artwork no lower than 300dpi, convert file and all colours to CMYK.

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

Cards are produced 86mm x 54mm, include 3mm bleed making overall document size 92mm x 60mm.

ARTWORK SPEC

Dimensions

Actual Card Dimensions = 86mm x 54mm

For better finishing results, we recommend that any text is kept 3mm from the edge of the card to ensure unwanted cropping does not occur during the finishing stages when the card is punched out.

Please do not supply artwork with radius corners.

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 be cut down to the standard size of 86mm x 54mm.

Please keep all graphics, text etc that you want to appear on the card are well within the boundaries of the actual card size.



Colour

All files are required in CMYK (Cyan, Magenta, Yellow, Black) format as we digitally print all artwork using this 4 colour process.

All pantone, spot colours etc will be converted to CMYK although please be aware that there may be colour variation.

Fonts

Please forward all the fonts that you have used in your artwork. It is preferred where possible to help the process that all fonts are converted to outlines/curves. Please do not omit any fonts that are used in EPS files and all font types must be sent with your artwork.

Images

The preferred format for any raster graphics is TIF although we can accept most standard formats such as JPG, GIF etc which should be supplied at a minimum of 300 dpi to ensure maximum quality when it comes to printing the card.

Images downloaded from the internet tend to be very low resolution and will therefore result in a low quality print. As previously mentioned, images should be in a CMYK format and any vector images can be sent in their original format or as an EPS.

Embossing

There are two standard embossing character types and please note that embossing affects graphics on the card reverse*.

OCR - Numeric only 4mm height

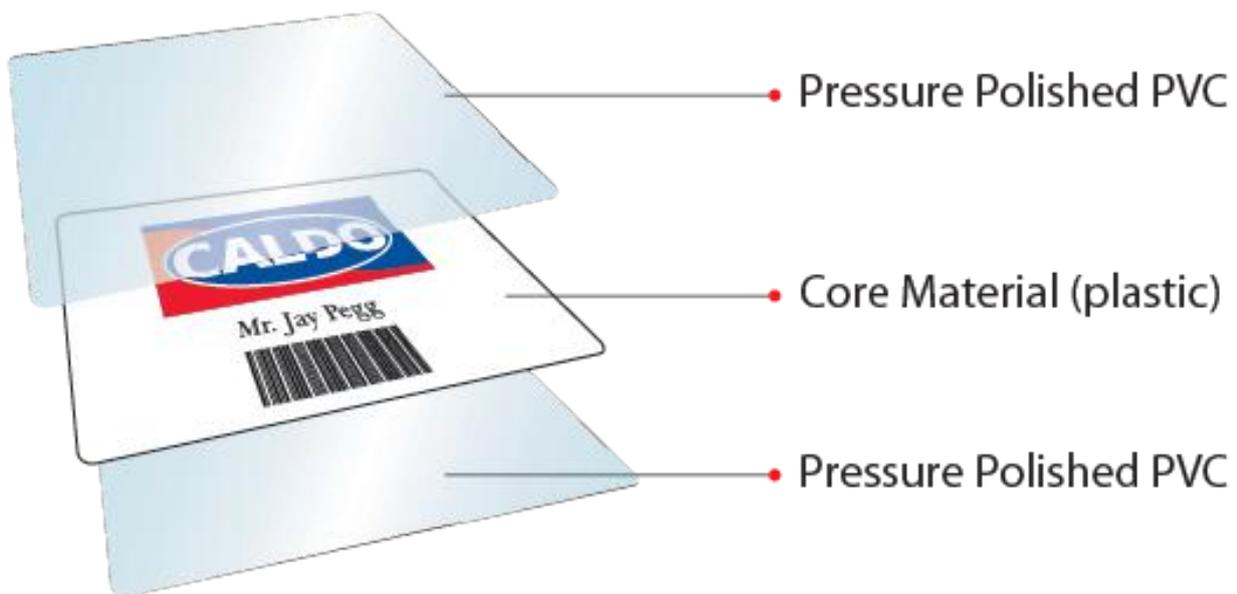
Simplex - Alpha Numeric 2.5mm height

*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.

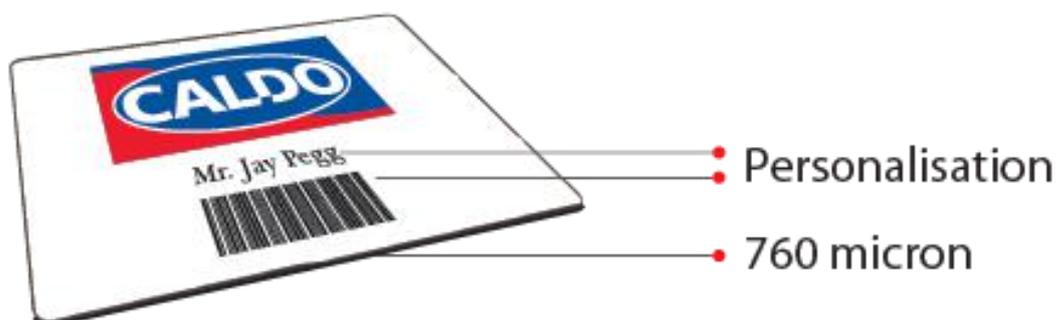


PLASTIC CARDS MAKE UP

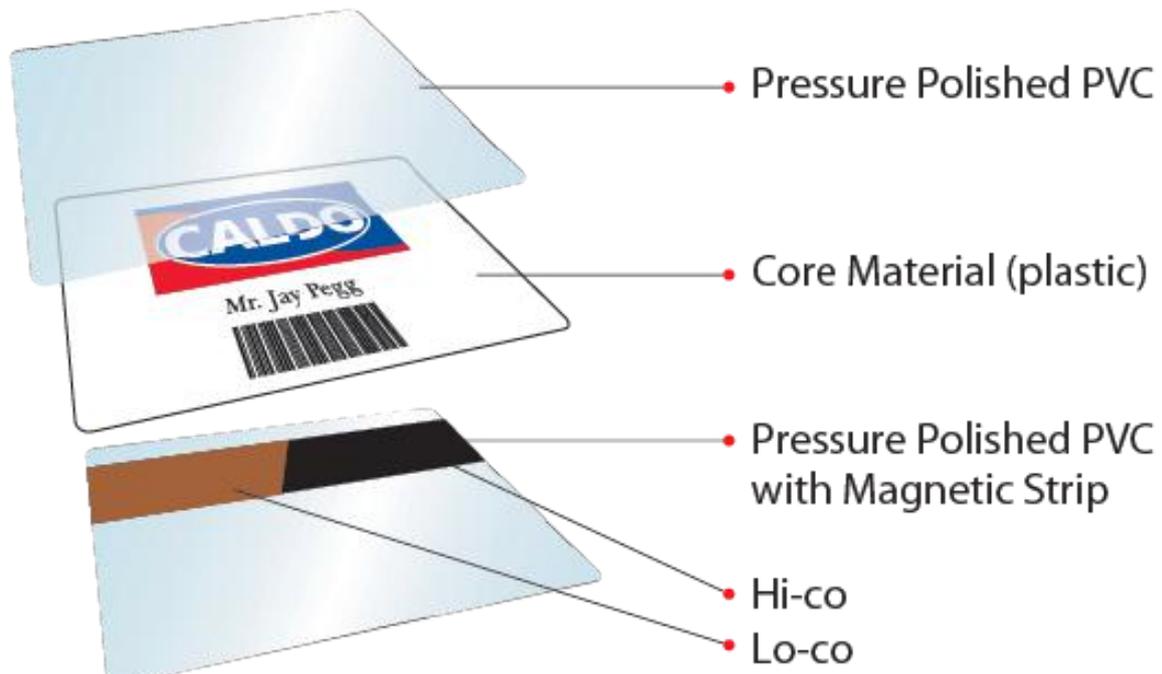
Plastic Card Personalisation



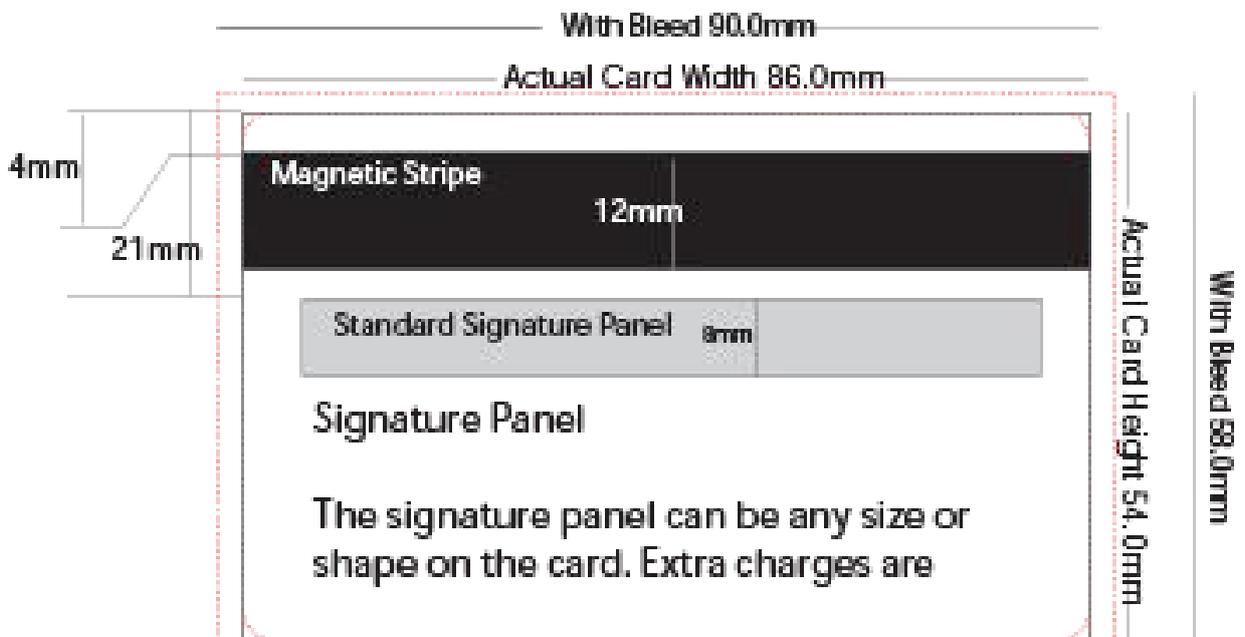
Plastic Card Make Up



Plastic Card Make Up



Signature Panel Make Up

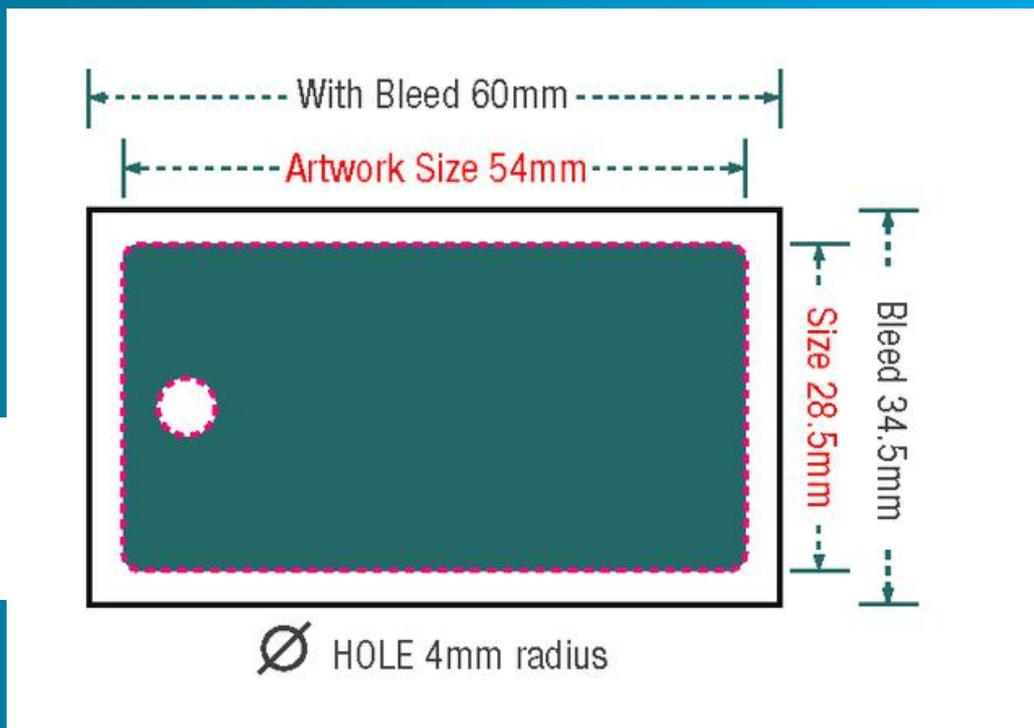


KEY FOBS DIMENSIONS

Actual Card Dimensions = 54mm x 28.5mm

For better finishing results, we recommend that any text is kept 3mm from the edge of the card to ensure unwanted cropping does not occur during the finishing stages when the card is punched out.

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





PERSONALISATION



Personalisation can be performed in several ways to give the products a more bespoke and unique feel. This includes on print, overprint thermal, embossed, encoded etc.

The set up of data is generally the same for each process.

Photo ID images must be separate and accurately referenced in the datafile with the exact name matching as demonstrated below. We would recommend using numbers rather than words for the image file name to avoid personal interpretation that may occur to include nicknames or shortening of the name.

Datafile

	A	B	C	D	E	F	G	H
1	Reference	Name	Member No	Address 1	Address 2	Address 3	Postcode	Image File
2	1	A. Armstrong	10001	22 Random Road	Sample City	UK	A12 3AA	A.Armstrong.tif
3	2	B. Armstrong	10002	23 Random Road	Sample City	UK	A22 4BB	B.Armstrong.tif
4	3	C. Armstrong	10003	24 Random Road	Sample City	UK	A32 5CC	C.Armstrong.tif
5	4	D. Armstrong	10004	25 Random Road	Sample City	UK	A42 6DD	D.Armstrong.tif
6								

Linked Images



A. Armstrong



B. Armstrong



C. Armstrong



Final Card





WANT TO PLACE AN ORDER?

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