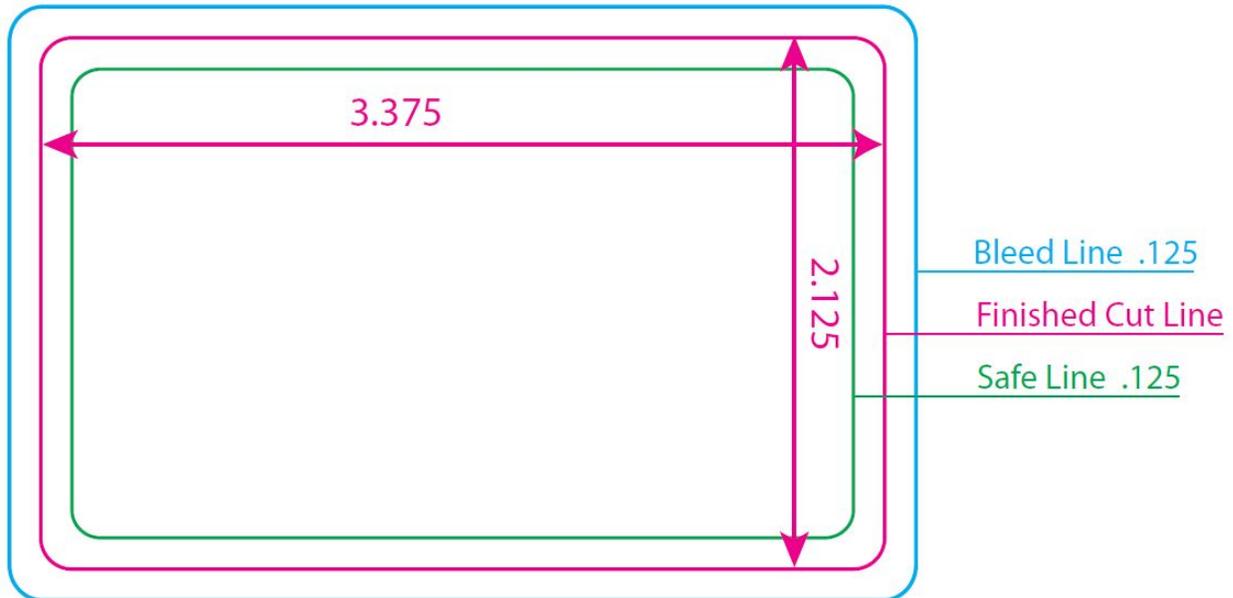


# Artwork Requirements



## Artwork Requirements Break-down

### Common Problems with Artwork Supplied:

- Fonts are missing.
- Type modified using the style palette (i.e. bold or italic) rather than using the appropriate typeface from font list.
- Graphics are missing or low resolution.
- Artwork color is supplied in RGB and not CMYK.
- Line art (logos) saved in 300 dpi
- grayscale format, rather than 1200 dpi
- bitmap format.
- Graphic does not meet the 1/8" bleed requirements.
- Embedded graphics from vector files not supplied.
- Supplying only the final Photoshop EPS file instead of also including the original layered Photoshop file.

### Accepted Software:

We accept artwork from the following programs:

- Adobe Illustrator CS
- Adobe Photoshop CS
- Adobe InDesign CS
- Adobe PDF - High Resolution

We cannot accept other software files, including Microsoft Word, Microsoft Publisher, and Microsoft Powerpoint.

### Production Specifications and Proofs:

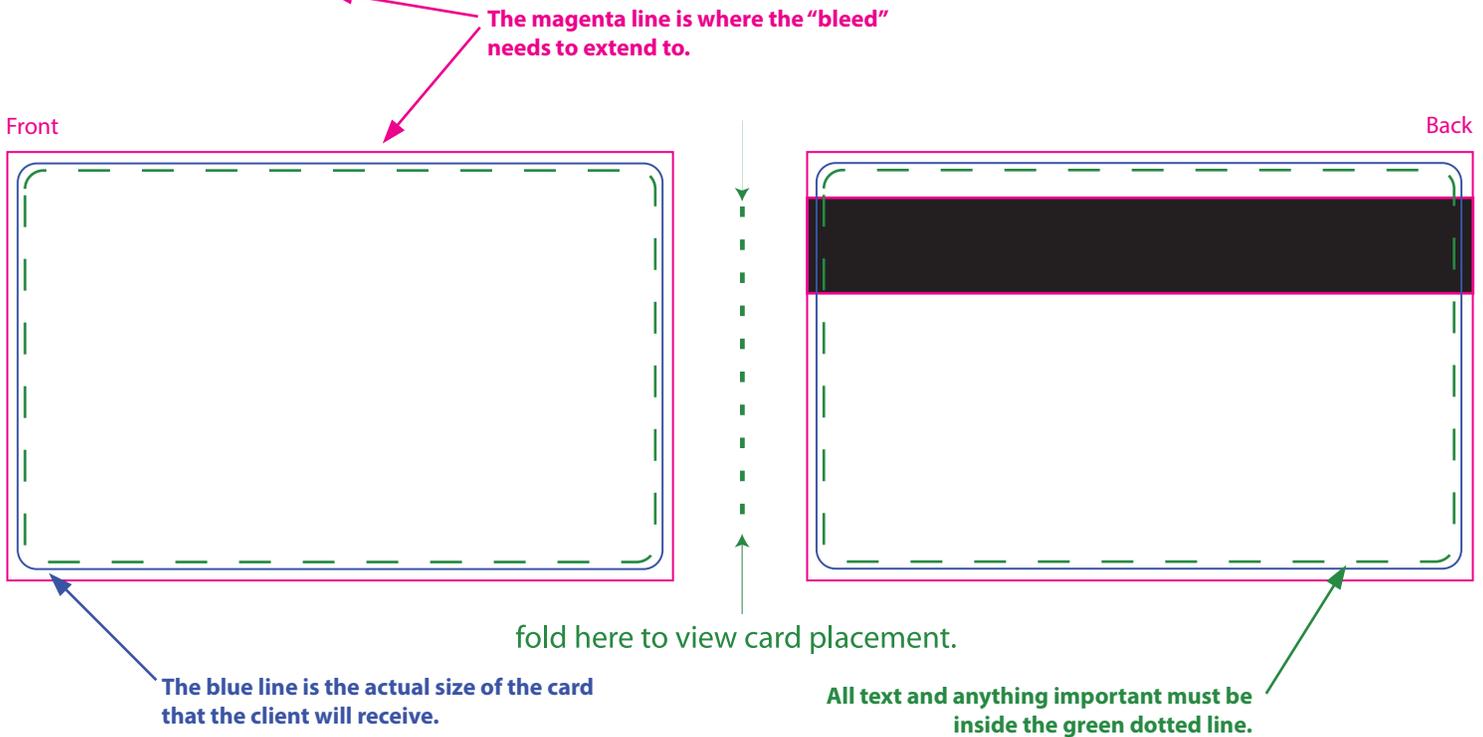
- Carefully check spelling, layout, and specifications. The proof indicates the exact spelling and location of copy, magnetic stripes, hole punching, sequential numbering, signature panels, and or other options to your card.
- Exact PMS matches cannot be guaranteed. Every effort will be made to match a PMS color; certain ink colors, or overprinting of inks may cause variance.
- Any changes or alterations in your design or copy will require a new proof and will also affect your ship date. Your ship date is estimated after you approve of your final artwork.
- Let your Representative know specifically what you want to see printed - front, back, or both.

# Artwork Requirements

## COLOR KEY:

- Safe Zone - If your art or text passes the green line, it may get clipped off.
- Trim Line - If your art passes the blue line, it should also extend to the magenta line.
- For Placement Only (FPO)

## Color Key Break-down.



## Artwork Requirements Break-down

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- Graphics are missing or low resolution.
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- Let your Representative know specifically what you want to see printed - front, back, or both.

# File Type Break-down

## PRINT ONLY

(THESE FILE TYPES CANNOT BE EDITED BY THE DESIGNERS. THESE ARE THE LEAST RECOMMENDED FILE TYPES.)

**YOU CANNOT DO THE FOLLOWING WITH THEM:**  
FOIL, RAISED INK, SPOT UV, COLOR CHANGE,  
PLACEMENT CHANGE, TEXT EDIT,  
ADDITION/SUBTRACTION OF ART ELEMENTS.

## PRINT ONLY

(THESE FILE TYPES CANNOT BE EDITED BY THE DESIGNERS BUT USUALLY DO NOT HAVE A BACKGROUND FLATTENED ON IT.)

**YOU CANNOT DO THE FOLLOWING WITH THEM:**  
COLOR CHANGE, PLACEMENT CHANGE, TEXT EDIT,  
ADDITION/SUBTRACTION OF ART ELEMENTS.

## RECOMMENDED

IN ALMOST ALL CIRCUMSTANCES, ALL ACTIONS/FINISHES CAN BE DONE WITH THESE FILE TYPES IF SUBMITTED CORRECTLY. PLEASE SEE "COMMON PROBLEMS WITH ARTWORK SUPPLIED" ON THE FIRST PAGE TO ADVISE CLIENTS ON HOW TO PROPERLY SEND THESE FILE TYPES.

### .jpg

This is a flat file and needs to be high resolution to be printed clearly. It is not editable. Example below.

PLASTIC  
Card ID

### .png

This file has no background and can be placed on different types of backgrounds.

PLASTIC  
Card ID

### illustrator.pdf

This type of file is viewable by all and can still be edited in illustrator. Vector files live in this realm.

PLASTIC  
Card ID

### flattened .eps

Just bc it is saved as an .eps does not mean that it is a vector graphic.

PLASTIC  
Card ID

### merged .psd

This file type is created in photoshop and has no background but still cannot be edited, all text is flat on the artwork.

PLASTIC  
Card ID

### .psd

A Photoshop file that isn't flattened and has all of the layers is acceptable and can be edited in Photoshop.

PLASTIC  
Card ID

### .pub

The designers do not have any applications to open these files. If you get a .pub file, please open and resave for us as a .pdf. There is still a large chance that we cannot use the artwork in this file.

PLASTIC  
Card ID

### .ai

This is an illustrator file and is editable just like an illustrator.pdf

PLASTIC  
Card ID

### .doc

There is very little we can do with a word doc as artwork. It will almost be low quality and will always be flat and uneditable.

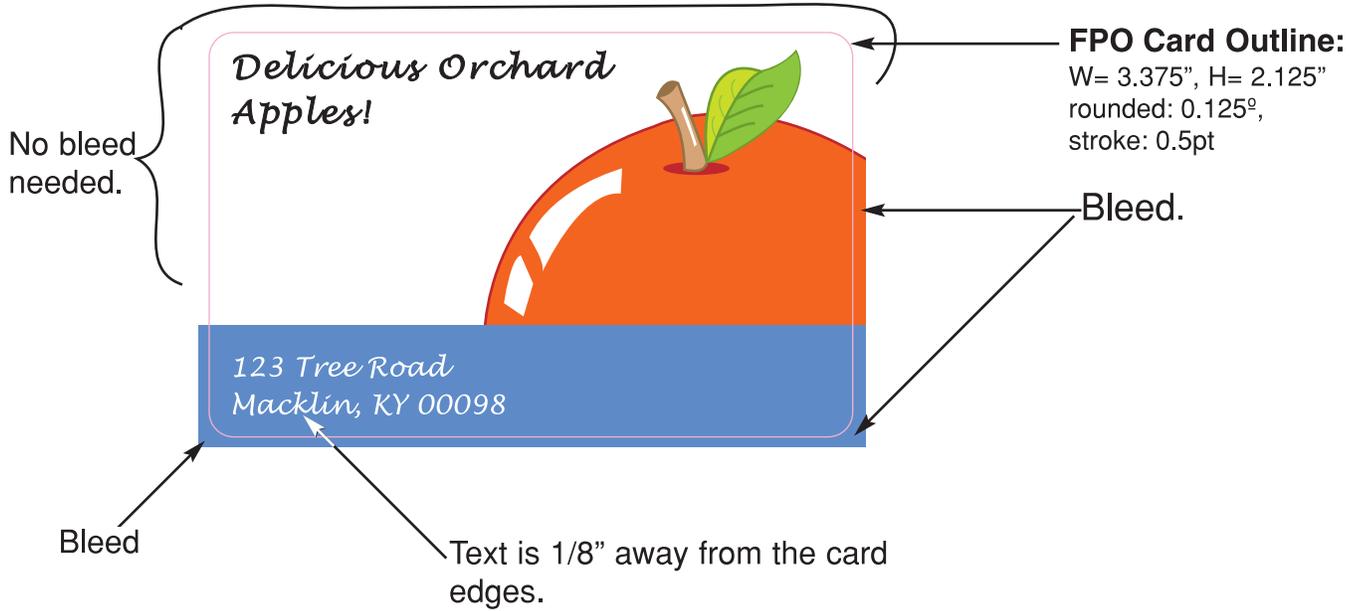
PLASTIC  
Card ID

### .eps

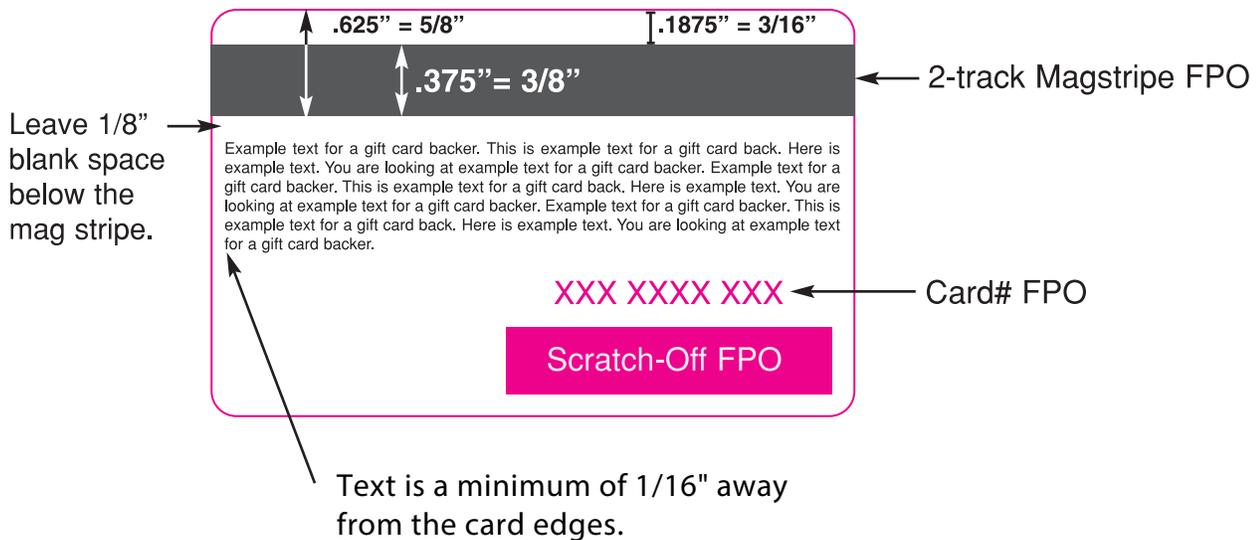
This file type has the same properties as an .ai file. Most logos are created in illustrator as vector graphics and saved as an .eps.

PLASTIC  
Card ID

## Example Front:



## Example Back:



# Art Specs

## Requirements:

Before submitting your artwork for printing we advise that you check the spelling of any text and design of any graphic work. We highly encourage that you spend time looking for any spelling or numbering errors. For any corrections or modifications made after the proofing process, there will be a fee, as the pre-press process will have to be repeated in order to incorporate the new changes. Providing artwork in a correct format from the start will help us to quickly get your project ready to print and delivered.

Our digital pre-press department accepts the following formats of these applications:

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Quark Express  
Corel Draw

**Acceptable Formats:** .pdf, .eps, .ps, .ai, .indd, .psd, .jpg, .tiff, and .bmp.

**Unacceptable Formats:** Word .doc files, PowerPoint .ppt files, or Publisher .pub files

Please do not submit artwork taken from the web. It is generally very low resolution 72 dpi and will not print well.

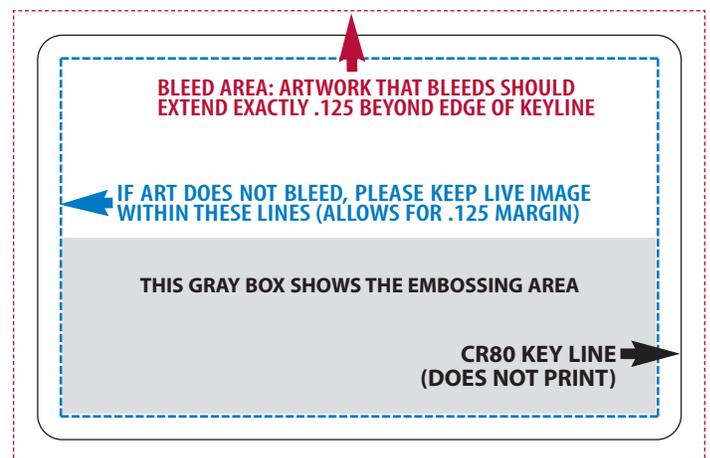
## Font Considerations:

We request that all text be changed to outlines or that the fonts be supplied for the file. To ensure your work is printed on time and to avoid any delays, the better option is to convert to outlines.

## We're Here to Help

For any other concerns or questions, please feel free to contact us. Should you have any questions about any of the file formats, proofing process, and print process we will address them until you are satisfied. Your specialist will provide you with tips to ensure your print project is successful.

## CR80 Specifications



CR-80 CARD MEASURES 2.125 X 3.375