

**PREMIER PLASTIC CARDS
FULL COLOUR ARTWORK
SPECIFICATION SHEET**

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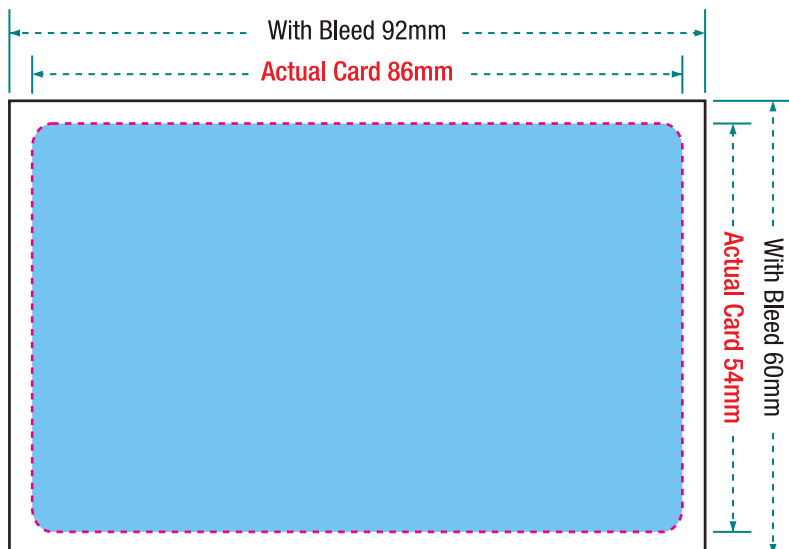
Dimensions

Actual Card Dimensions = **86mm x 54mm**. For better finishing results it is recommended that any text is kept at least 2mm from the edge of the card to ensure any unwanted cropping does not occur during the finishing stages when the card is punched out.

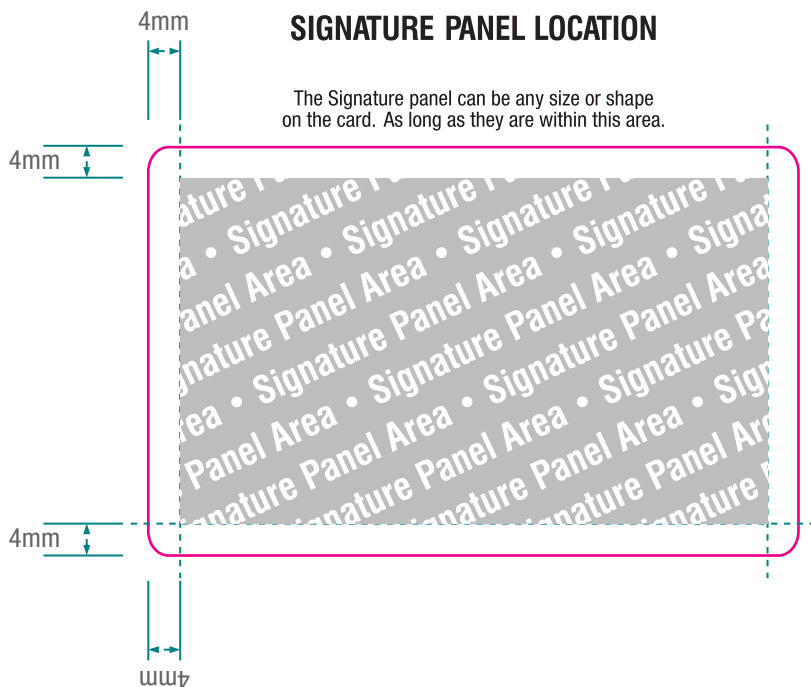
Please do not supply artwork with radius corners or more than 1 up per document.

Colour

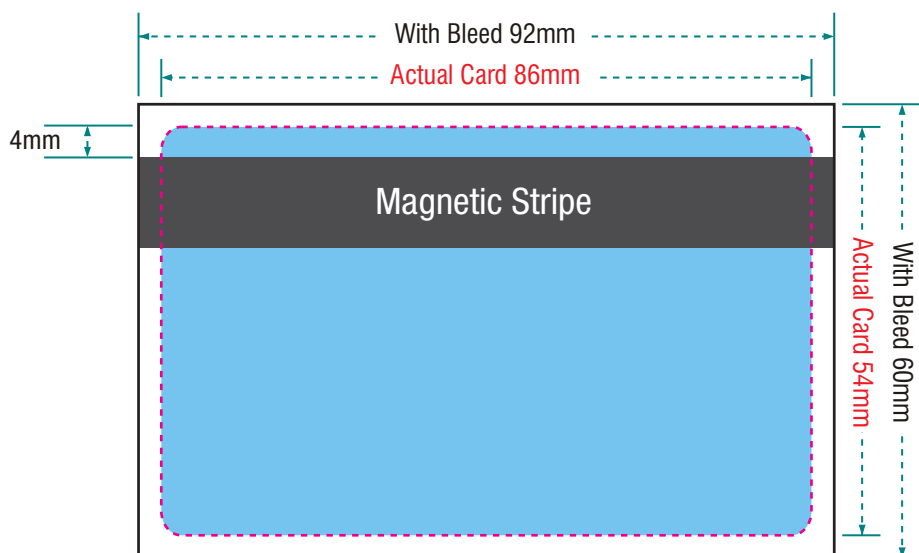
A minimum of a further 6mm needs to be added to all artwork to allow for movement when the card is cut. This will make your artwork dimensions for the card at least **92mm x 60mm** which will then finally be cut down to the standard size of **86mm x 54mm**. Keep all graphics, text, etc. that you want to appear on the card within the boundaries of the actual card size.



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MAGNETIC STRIP LOCATION



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Colour

We digitally print all artwork using a 4 colour CMYK process. All Pantones, spot colours, etc. will be converted to CMYK. This may lead to a small colour change.

Fonts

It is preferred that, wherever possible, all fonts should be converted to outlines / curves. If this is not possible fonts must be sent with the artwork. Do not omit any fonts that are used in the artwork. 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 converted to CMYK and at a minimum resolution of **300dpi**. Anything below this can result in a lower quality reproduction of your card. Images downloaded from the internet are normally unsuitable to print as they are often very low resolution (72dpi). 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, text, etc. on card reverse).

OCR.....Numeric only.....4mm height
Simplex.....Alpha Numeric.....2.5mm height

Embossing must be situated in the bottom half of the card and can be tipped in Silver, Gold, Black or White.

OCR.....Max number of digits incl. spaces = 20
Simplex.....Max number of digits incl. spaces = 28

Amendments we are required to make or are requested may incur a further charge. Please call for further details.

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Quark Express 6.5 or Lower

Include all fonts and linked images. Cards are produced at 86mm x 54mm - include 3mm bleed making the overall document size 92mm x 60mm.

Adobe Illustrator CS3 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.

Corel Draw 12 or Lower

We accept all Corel Draw formats. Please convert all fonts to curves and make artwork no lower than 300 dpi, convert all 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 the design has a print area, signature strip, personalisation locations, etc. please show this information on a PDF and remove from artwork.

WE USE A CMYK PROCESS NOT PANTONE.