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**id cards & accessories**

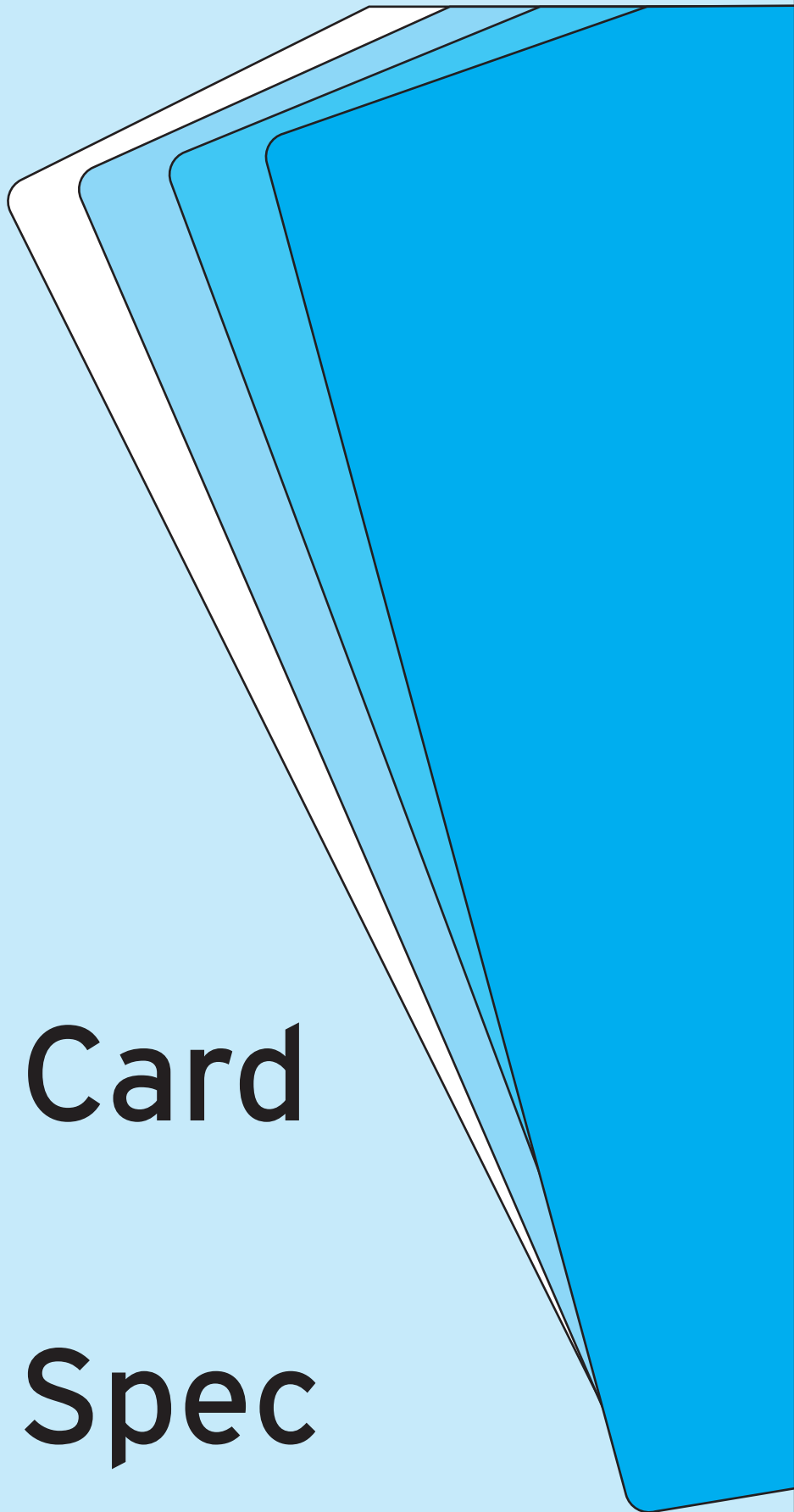
bringing you the best quality

security products, at prices to make you smile



THE  
EDGE

# Plastic Card Keyfob Design Spec



## SIMPLY PUT

ARTWORK PROVIDED FOR CARDS  
92 x 60mm FROM WHICH WE CUT A  
CARD 86 x 54mm FROM CENTER

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

## IF UNSURE PLEASE RING

### ARTWORK FORMATS

#### Quark Express v6.5

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 vCS2 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 vCS2 or Lower

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

#### Coral Draw v11 or Lower

We accept **All Coral 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 outlines.
2. If the design has a print area, signature strip, personalisation locations etc. Please show this information on a PDF and remove from artwork.

**.qxd .eps .ai .pdf .tiff .psd .jpeg**

**Plastic Cards are 4 Colour Digitally Printed**  
**WE USE A CMYK PROCESS NOT PANTONE.**

# CARDS ARTWORK SPECS v1

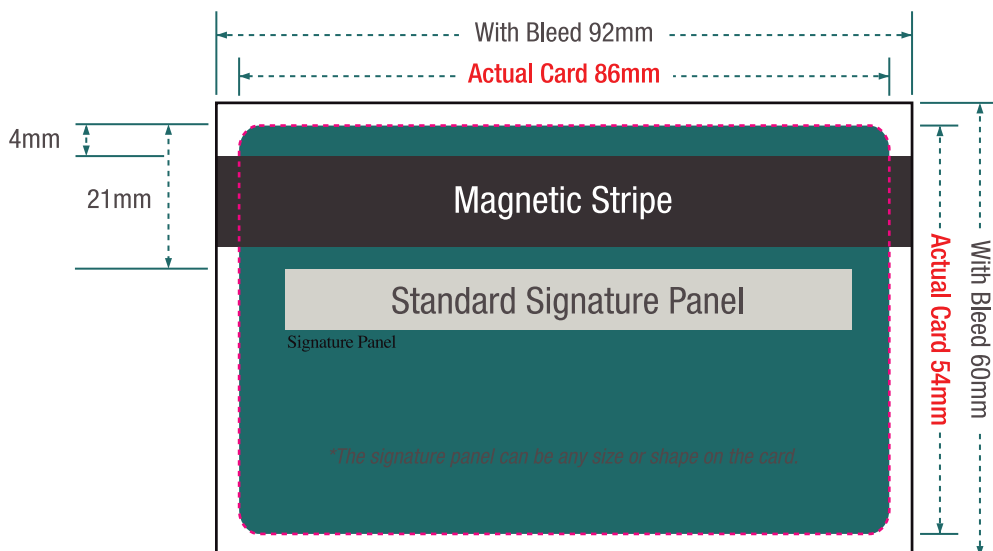
## Dimensions

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 corners or more than 1 up per document.

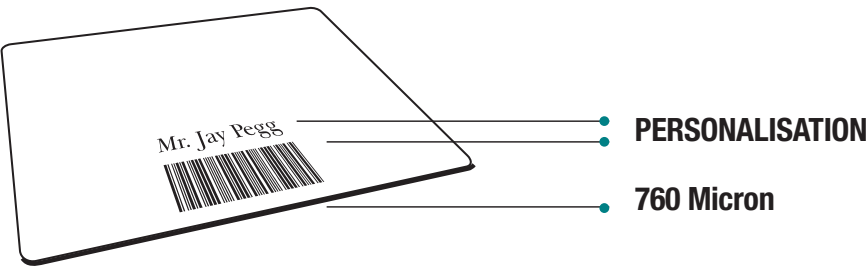
## Colour

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. Please ensure that all blacks are supplied as single colour black, rather than 4 colour black.

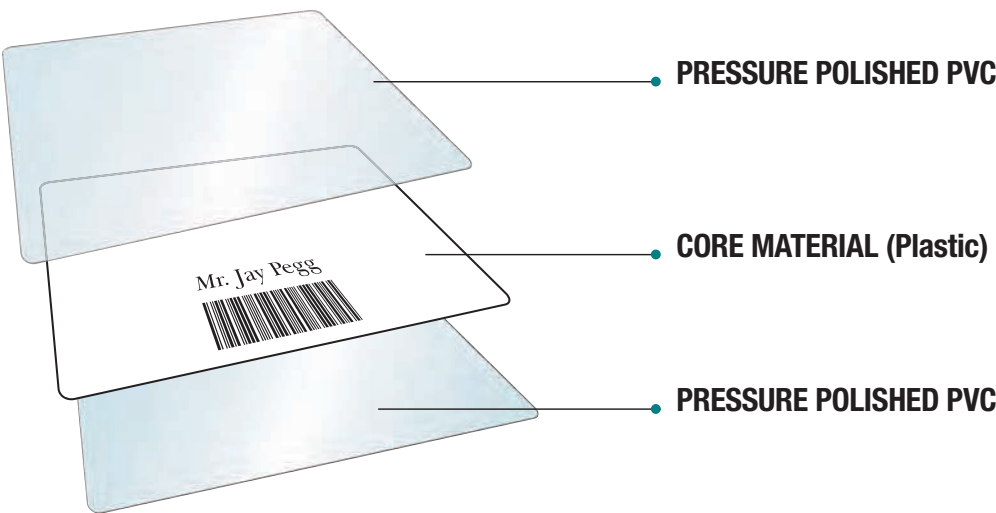


# Plastic CARDS CARD MAKE UP

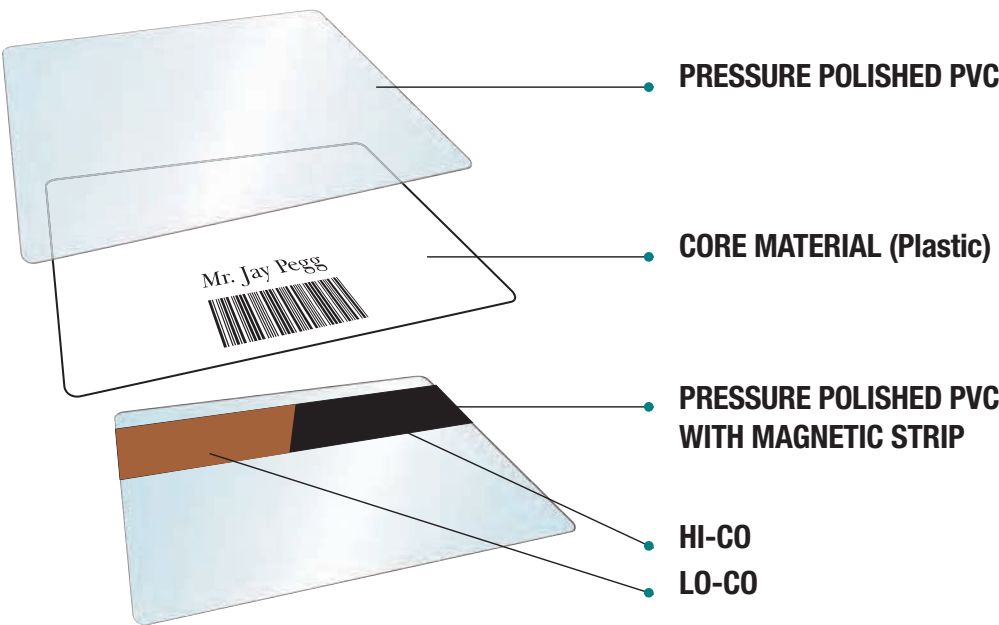
## PLASTIC CARD PERSONALISATION



## PLASTIC CARD MAKE UP



## PLASTIC CARD MAGNETIC STRIP MAKE UP



# Plastic CARDS ARTWORK SPECS v2

## 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. Please ensure that all blacks are supplied as single colour black, rather than 4 colour black.  
*\*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)

<b>OCR</b>	-	<b>Numeric only</b>	<b>4mm height</b>
<b>Simplex</b>	-	<b>Alpha Numeric</b>	<b>2.5mm height</b>

*\*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.*

# PERSONALISATION

## PLASTIC CARD PERSONALISATION

Personalisation can be performed in several ways ie. 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 eg 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 seperate and accurately referenced in the datafile (exact name matching)

## Datafile

Header Row

Reference	Name	Member No.	Address1	Address2	Address3	Address4	Address5	Postcode	Image file
001	A. Armstrong	010001	sdhsdf	ghhhdghf	ghhhdghf	ghhhdghf	ghhhdghf	B01.XXX	A. Armstrong.tif
002	B. Armstrong	010002	ghghf	ghghf	ghghf	ghghf	ghghf	C01.XXX	B. Armstrong.tif
003	C. Armstrong	010003	bnbnbn	ghhhdghf	vbn	vbn	ghghf	D01.XXX	C. Armstrong.tif
004	D. Armstrong	010004	sdhsdf	cvbn	ghhhdghf	ghhhdghf	ghhhdghf	E01.XXX	D. Armstrong.tif
005	E. Armstrong	010005	ghghf	ghghf	ghghf	ghghf	ghghf	F01.XXX	E. Armstrong.tif
006	F. Armstrong	010006	sdhsdf	ghhhdghf	ghhhdghf	ghhhdghf	ghhhdghf	G01.XXX	F. Armstrong.tif
007	G. Armstrong	010007	sdhsdf	ghhhdghf	ghhhdghf	ghhhdghf	ghhhdghf	H01.XXX	G. Armstrong.tif
008	H. Armstrong	010008	sdhsdf	ghhhdghf	ghhhdghf	ghhhdghf	ghhhdghf	I01.XXX	H. Armstrong.tif
009	F. Armstrong	010009	sdhsdf	ghhhdghf	ghhhdghf	ghhhdghf	ghhhdghf		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

# CARDS ARTWORK SPECS v3

## Key Fobs

### 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 card is punched out.

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

