



# ARTWORK REQUIREMENTS

## accepted formats

We accept digital art files prepared for use with the following software. **Please include a reference PDF with every order, along with source files, if possible.**

- :: **Adobe Illustrator:** AI or EPS. Convert fonts to outlines. Ensure that "Document Raster Effects Settings..." has the colour mode set to CMYK and resolution of raster objects set to 360dpi.
- :: **Adobe Photoshop:** submit all files at an exact size-as resolution of 360 dpi.
- :: **PDF:** Save as a PDFX/4 with the following settings: editing capabilities disabled, Compression set at 360dpi for all items above 360dpi, convert all fonts to outlines, embed all images, no colour conversion, no security, NO marks or bleed and preserve transparency.

## colour

- :: Ensure you are working in an 8-bit CMYK: U.S. Web Coated (SWOP) v2 colour space
- :: Variable Images (i.e. ID Card Portrait) should be saved as a .TIFF or .PNG, using the RGB: sRGB IEC61966-2.1 colour space using the exact same dimensions for each image. 360dpi is the preferred resolution for these images. Ensure that transparency is preserved.
- :: Use CMYK values of C=50, M=50, Y=50, K=100 for all BLACK colours
- :: Custom colour matching is available. Please speak with your ALLCARD representative for more information.
- :: Hard-copy proofs are available upon request. Please speak with your ALLCARD representative for more information.
- :: BACK artwork can only be 100% black & white (NO greyscale), unless quoted as CMYK.

## important specs and measurements

- file size:** File must be designed 86.5mm x 55mm with a resolution of exactly 360dpi.
- bleed:** There is a tiny bleed included in the file size specified above. Please ensure items that are to bleed reach right to the edge of the document. Note that cards have 1/8" radius corners.
- font size:** Recommended minimum font size is 5 pt. or for reversed-out type, 7 pt. Absolutely no fonts smaller than 3pt
- tolerances:** During the printing process, a small **positional shift** to graphics can occur. For this reason, all important type and images (i.e. logos) must be a **minimum** of:
  - :: 1/16" inside dieline (edges) of card
  - :: 1/16" from the magnetic stripe

## need help?

*If you need assistance designing your card, we can help!*

- :: We recommend utilizing our templates (available in .PSD and .AI formats) to design your card. We have all the file requirements pre-built into these files so you just need to make sure any images you are adding are the proper resolution of 360dpi! Speak to your ALLCARD representative to get these templates!
- :: No idea where to start? Not to worry, ALLCARDs graphics department is ready to help you out. Offering a wide range of services from consultation to full program designing, we have you covered. Speak to your ALLCARD representative today to get started!

## contact us

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