

Customer-Supplied Artwork Guidelines

To begin creation of your badge design, we request existing artwork for your logo, service marks, photo images, trademarks, company colors, etc. This allows for the best quality reproduction of your finished badge because we are working with the source artwork you already have in your archives. Let us help you understand what is needed below.

Graphics/File Formats

- **Locate the source art** for your company's graphics. This is usually provided by your ad agency, graphic designer, marketing department, production department, etc. These will often be saved to a CD/DVD-ROM for use in production purposes. Your company may also have a "Press Room" area on your Intranet/website where you can download any required graphics files as needed.
- Ask for, or locate the proper **format** for badging production — best results are from scalable **vector art** formats. This is usually (Encapsulated Postscript) **EPS**. Other files we accept are **JPEG, PSD, TIFF, and BMP**. The ideal *resolution* for graphics at actual size is *300 dots-per-inch (DPI)* — keeping in mind the standard badge size is 3.375" x 2.125" (3-3/8" x 2-1/8").
- Regarding your company's **colors** — we will try to get as close as technically possible but we cannot match to exact Pantone Matching System (PMS) numbers.

Send us your files!

- Files can be sent via email to idme@expressbadging.com or by mail on CD/DVD-ROM disk — Windows format.
- We can also accept files saved with ZIP/RAR compression.
- **Proofs will be created for review and approval** before processing.



Pre-Paid Badging

Apex communications

Employee

Finance #876451

Smith

Razi

Associates, Inc.

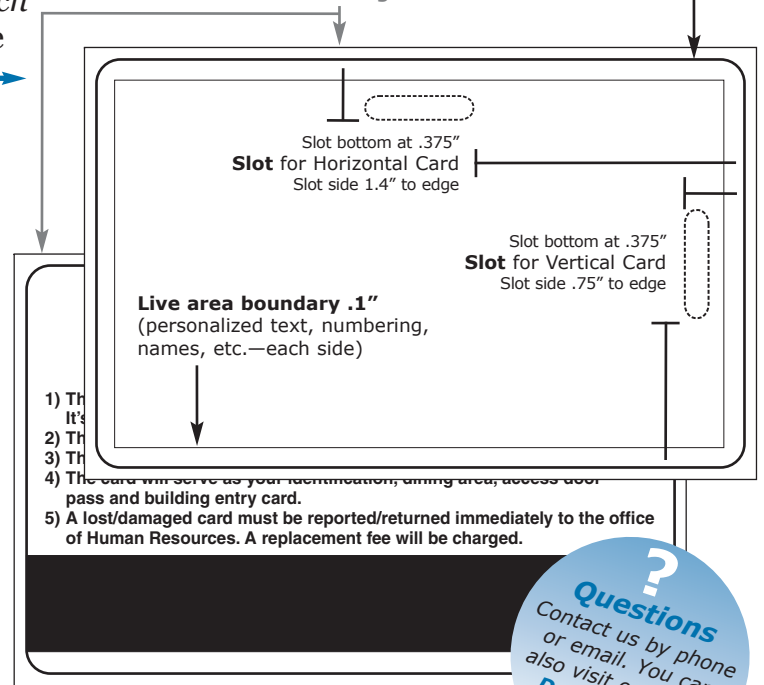
REAL ESTATE

Christine Davis

No Software
No Printers
No Supplies
Minimal Training

1 take photo
2 send e-mail
3 receive badges

CR-80 Card Design Template
Card Size: 2.125" x 3.375"
Image Full Bleed: 2.25" x 3.5"



Example of horizontal card back text and Magnetic Stripe

Questions
 Contact us by phone or email. You can also visit our online **Design Center**