

When providing electronic art files, please consider the following:

Software

- Our preferred vector art application is CorelDraw (save to Version 11).
- Both PC and MAC files are accepted.
- Artwork done with drawing programs like CorelDraw and Adobe Illustrator (using vector outlines), are preferred and maintain the best resolution for output.
- Quark Xpress — Save to version 5. Include font files and linked images.
- Freehand files — save as EPS with text converted to paths.
- Microsoft Word, Publisher and Powerpoint are not generally acceptable and may require additional charges if no other formats are usable.

File Formats

- We prefer all fonts be converted to curves or outlines.
- Send files saved in original file format along with and EPS file with fonts changed to curves & a PDF file with correct resolution settings.
- JPEG, TIFF, PSD (Photoshop) files are also accepted — *see resolution requirements below*:
 - **Photoshop files:** If it has a black background, fill it with C30/M30/Y30/K100 — this will produce a richer-looking black.
 - Create black text files in 600 dpi grayscale format.
 - Send original Photoshop files with layers and into a flattened file.
- Please indicate or name colors in the Pantone Matching System (PMS) number whenever applicable and possible.
- We accept ZIP/RAR and Stuff-It compression files.
- Files can be sent via email, FTP or disk.
- Files created using RGB values will be converted to CMYK printing.

Resolution

- If the files are bitmaps, layout the images to actual size and save CMYK color files at least 300 DPI, grayscale 600 DPI, and line art at 1200 DPI for good quality. (TIFF, PSD, or PCX images preferred).

Bleed

- When providing art with colors that bleed, we need 1/8" extra image for bleed/trim
- When providing art with full coverage color, we need 1/16" extra image around each side of the card.
 Example: Actual credit card size = 3.375" x 2.125", but with a bleed we need image size = 3.5" x 2.25".

Camera Ready Art

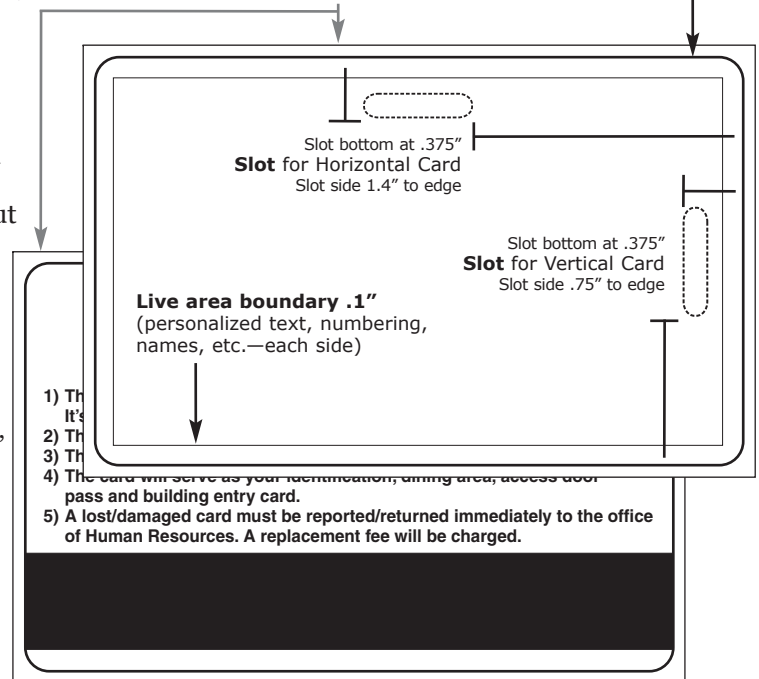
- Include composite and color separation print-outs if sending camera ready production art.
- If submitting printed art, please print the images as large as possible in black and white. Use an 8.5" x 11" sheet at as high a resolution as possible. Print color separations in black (each color 100% black) and white and enlarged. Also print composites in black and white to scale.

Embedded Hologram

- 100% black and white art is required for embedded holograms.



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