

## Printed cards specification CR80, 3-UP fobs & CR100

### CR80

- Card size 86mm x 54mm (1016 x 638 pixels)**
- If design has edge to edge printing then we will require 3mm bleed**
- Type or graphics should not extend beyond this border (3mm from card edge)
  - Card Edge 86mm x 54mm
  - Bleed Area 92mm x 60mm. Graphics / Backgrounds that bleed should extend to this border. This is equivalent to 3mm bleed

### 3-UP

- Card size 86mm x 54mm Split in to three 28.66mm x 54mm**
- Type or graphics should not extend beyond this border
  - Card Edge 86mm x 54mm Split in to three 28.66mm x 54mm cards
  - Bleed Area 92mm x 60mm. Graphics that bleed should extend to this border
  - If cards are to be used as keyfobs and are to be holepunched please allow for this in your design and keep the space and immediate area around it free of graphics. 4mm holes 5mm from edge of card

### CR100

- Card size 100mm x 70mm (1181 x 827 pixels)**
- Type or graphics should not extend beyond this border
  - Card Edge 100mm x 70mm
  - Bleed Area 106mm x 76mm. Graphics that bleed should extend to this border
  - If cards need hole or slot punching please allow for this in your design and keep the space and immediate area around it free of important graphics / text. Holes - 4mm in diameter and are 5mm in from edge of card

Failure to follow the below guidelines and specifications from the first request to the customer may result in delays as artwork is rejected and sent back and forth.

## Artwork Guidelines

- All text must be converted to outlines or curves. This way we don't need to have the fonts used to view/edit or print the artwork.
- Recommended minimum font size is 5pt
- If a card design has elements such as small text or a detailed logo then we recommend vector based graphics. Anything bitmap based will only blur sharp edges and make small text unreadable.
- Any file sent must be saved in CMYK mode as printing using RGB mode files can cause undesired colour shifts.
- Please do not crop artwork with radial corners

## File Formats

We accept the following vector based file formats - .EPS .AI .PDF

Illustrator version CS4 and Photoshop version CS4

Any linked images must be provided

If you need further guidance on matters of artwork please contact our design department on 0800 110 5783