Artwork Guide

Keytags

THE CARD NETWORK

Use this guide to produce artwork for **double sided, full colour Key Tags.**

FRONT

With Bleed 92mm
Actual 'Card' 86mm
12.25mm
4mm Hole
Safe Area
With Bleed 60mm
Actual 'Card' 54mm
Actual Tag 54mm
Actual Tag 28.5mm
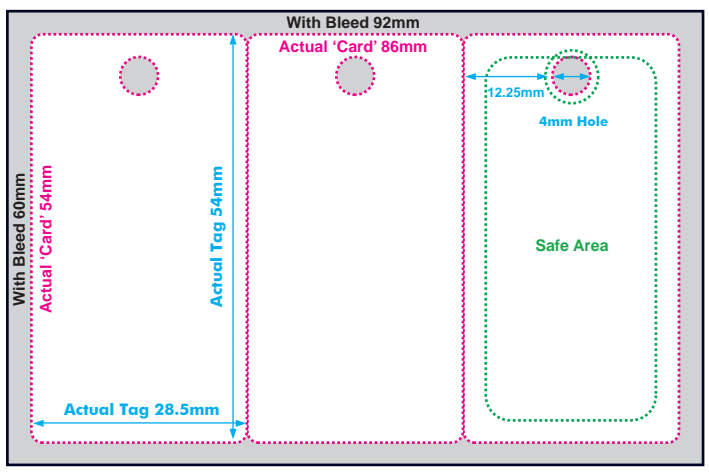
Key tags are produced as a single 'card' that then snaps apart to produce three tags with a hole, measuring 54x29 mm each.

File formats: Our preferred format is **Adobe Illustrator, Adobe Photoshop or vector-based EPS**. It may be possible to use a different file, please contact us for more information.

Colours: Save all files as **CMYK** colour. If Pantone colour matching is required please check your branding guidelines or contact us.

Size: Artwork should be designed to the full **92x60mm rectangle** as shown. This includes 3mm of bleed around the external edges, shown in grey. This will be removed during the production process to leave the triple tag 86x54mm 'card' with rounded corners shown in white.

Safe Area: Keep any important elements of the design, such as text or logos, **at least 3mm** from the 'card' edges and holes to avoid issues when 'cards' are cut to size.

Images: Vector-based artwork gets the best results. If using images, these should be embedded and be at least 300 dpi. The same goes for logos too.

Snap-apart lines: We can't guarantee the exact position of the print on the 'card' when it is cut down due to print movement, so please design your tag carefully. Any design element that requires an exact print position should appear clearly away from the long edge of the tag.

Images: Vector-based artwork gets the best results. If using images, these should be embedded and be at least 300 dpi. The same goes for logos too.

Text: All text should be saved as outlines except for the card number.

Hole Placement: The size and position of the holes are fixed as shown. There is no need to include the holes on your artwork but be sure to keep any important elements of your design at least 3mm away their positions.

Remember we can set your artwork for you for just £25

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Please send separate files for the front and back (if applicable).

INCLUDING FEATURES

Selected features such as QR codes or barcodes on your cards, on your keytags? These don't come as standard on your cards (unless stipulated), but are optional extras. Confused? See our Card Terminology section on our website.

Barcodes or QR codes: We can print most barcode and QR code types wherever you wish on the card. Please contact us if you are unsure as to your requirement.

All features should be placed in a separate layer or sent as a separate file and be clearly labelled. Please save as **Adobe Illustrator, Adobe Photoshop or vector-based EPS**.

Checklist

- Illustrator, Photoshop or EPS file?
- Separate files attached for front, reverse and features?
- Artwork supplied with square corners?
- File(s) saved as CMYK?
- Fonts converted to outlines?
- All important text & images at least 3mm from the card edge?
- Images at a minimum of 300 dpi?
- Logos saved to 300 dpi?
- 3mm bleed provided?

Rest assured if we don't think your file will print well, we'll tell you!

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