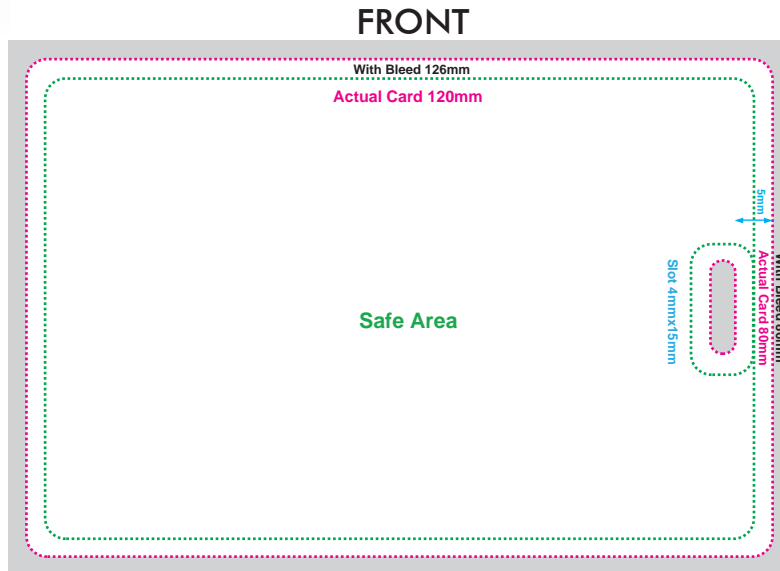


# Artwork Guide

## Large Event Passes



Use this guide to produce artwork for **Large Event Passes, 120x80mm.** For credit-card size event passes please refer to the Printed Plastic Cards Artwork Guide.



**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 sized to the full 126x86mm rectangle as shown. This includes 3mm of bleed around all edges, shown in grey. This will be removed during the production process to leave the 120x80mm card with rounded corners shown in white.

**Safe Area:** Due to print movement it is advised to keep any important elements of the design, such as text or logos, at least 3mm from the card edges and slot to avoid issues when cards are cut to size.

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

**Slot Placement:** The size and position of the slot is fixed as shown. There is no need to include the slot on your artwork but be sure to keep any important elements of your design at least 3mm away its position.

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

- Please send separate files for the front and back (if applicable).
- Incorporating print features like a barcode?  
These should be labelled separately. See overleaf for details.

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



### INCLUDING FEATURES

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

**Signature Panels:** If required please check with us regarding available sizes. Place the appropriate-sized shape into the artwork and label it as "Signature Panel". The shape should be kept at least 5mm from any card edges.

**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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