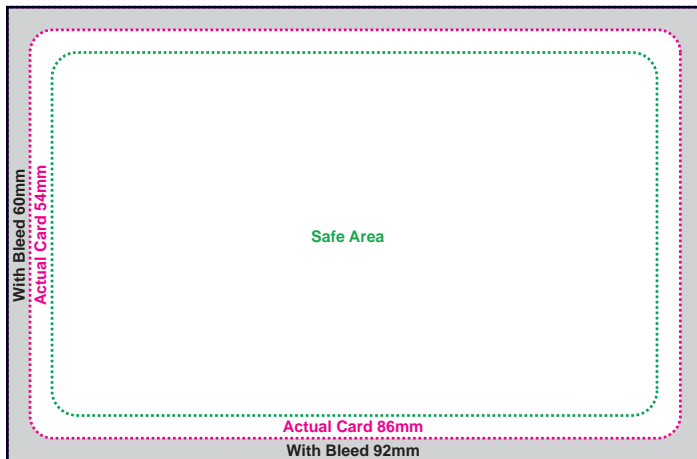# Artwork Guide
Printed Plastic Cards

Use this guide to produce artwork for **Membership Cards, Loyalty Cards, Promotional Cards, Key Cards, Business Cards, Printed Smart Cards, Credit Size Event Passes** and **Create Your Own Cards**.

FRONT

Cards use **ISO standard size of 85.60x53.98mm** which are rounded to 86x54mm for artwork purposes.

This is the size of a standard bank card.

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 92x60mm 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 86x54mm card shown in white.

Safe Area: Keep any important elements of the design, such as text or logos, **at least 3mm** from the card edge to avoid issues when cards are cut to size.
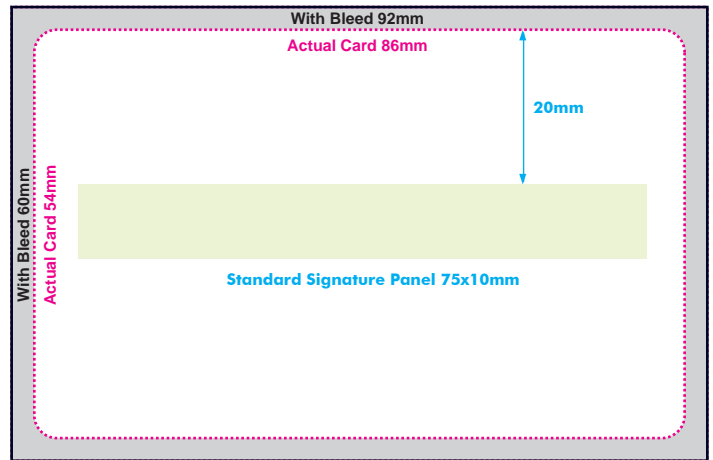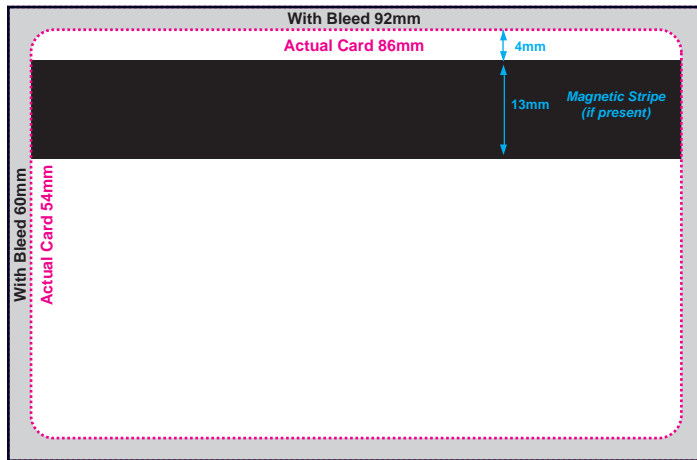
Images: Vector-based artwork gets the best results. If using images, these should be embedded and be at least 300 dpi. The same goes for logos too.

Text: All text should be saved as outlines. The exception to this is where text will be change from card to card, such as a card number or person's name.

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

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

Artwork Guide
Printed Plastic Cards

THE CARD NETWORK

BACK

With Bleed 92mm
Actual Card 86mm
4mm
13mm
Magnetic Stripe (if present)
With Bleed 60mm
Actual Card 54mm

With Bleed 92mm
Actual Card 86mm
20mm
With Bleed 60mm
Actual Card 54mm
Standard Signature Panel 75x10mm

INCLUDING FEATURES

If you have selected features such as magnetic stripe, signature strip or barcodes on your cards, here's how to include them. These don't come as standard on your cards (unless stipulated), but are optional extras. Confused? See our Card Terminology section on our website.

Magnetic Stripe: This will appear on the reverse of the card in the position shown. The stripe is placed on top of the print during production, so your design should still fill the entire 92x60 area.

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 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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