

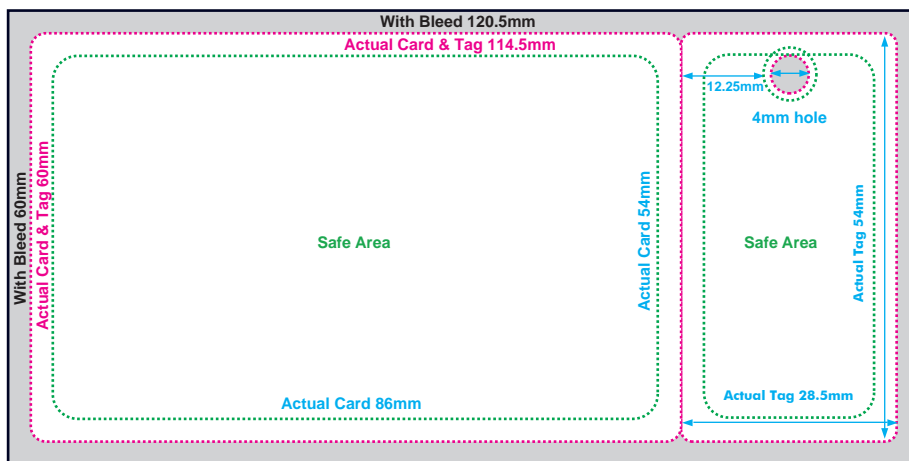
## Two Part Snap-off Cards



Use this guide to produce artwork for **Two part snap-off plastic cards**.

Two-part snap off cards are produced as a single 'card' (measuring 114.5x54mm) which snap apart to produce a regular sized plastic card (86x54mm) and a tag (54x29mm) with a hole.

### FRONT



**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 120.5x60mm 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 114.5x54mm '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.

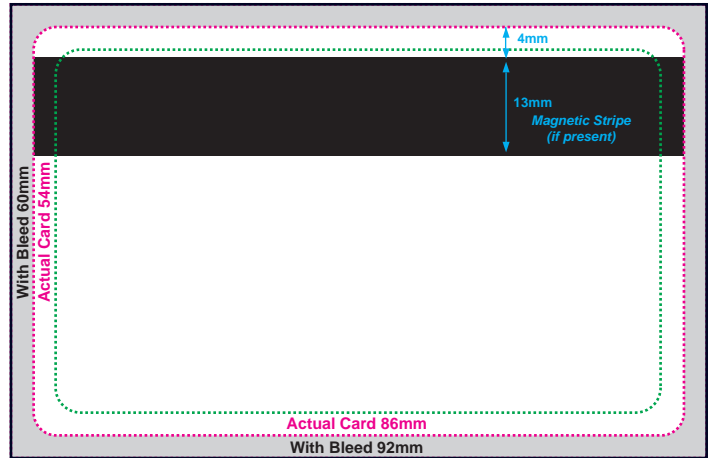
**Snap-apart lines:** We can't guarantee the exact position of the print on the 'card' when it is cut down due to print movement, so please design your card and tag carefully. Any design element that requires an exact print position should appear clearly away from the long edge where the card and tag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

**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**



### INCLUDING FEATURES

If you have selected features such as magnetic stripe, signature strip or barcodes on your cards, please send them as separate files. 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 only 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, 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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