

# DataCandy Gift & Loyalty Card Design Options

You can design your DataCandy gift or loyalty cards in two ways. Please note that only the front of your cards can be customized as the design on the back is standard.

## For optimal printing quality, follow these guidelines:

- Text should always be larger than 5pts, and at least 7 pts for white text.
- Avoid text or logos with fine lines.
- Avoid small white text on a dark background.

Please note exact colour matching is not guaranteed. If you require an exact colour match, send an email to [helpme@datacandy.com](mailto:helpme@datacandy.com).

## 1 Upload a Premade Card Design

You can upload your own card design to the DataCandy store (**see step 1**).

Pre-designed images should meet the following specifications:

- **File format:** JPG or PNG
- **File size:** Card art should measure 86.5 mm x 55.0 mm (including bleed) with a resolution of exactly 360 dpi.
- **Color:** CMYK
- **Orientation:** Image can be either horizontal or vertical.
- **Logos and text:** All supplied logos and text should be created in a vector-based software. If text is used in a logo, please supply the font or turn the text into outlines.
- **Fonts:** Make sure both printer fonts and screen fonts are included for each font used. Fonts should be converted to outlines.

## 2 Design a Card Online

You can design your own card directly in our online store or customize one of our templates.

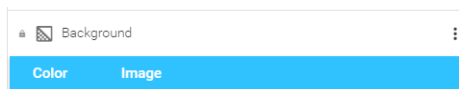
- **Background:** You can upload your own background image (**see step 1**), use an image from our gallery (**see step 2**) or choose a solid background color (**see step 3**).
- **Images:** You can upload a high-resolution (360 dpi) JPG or PNG image or logo to your card and place it anywhere on your design (**see step 4**).
- **Text:** You can add text anywhere on your design and set its font, color and size (**see step 5**).

Detailed instructions are outlined in the following page.

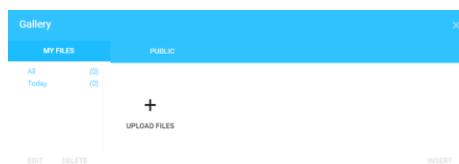


## 1. Upload Your Own Background Image or Premade Design

- A. Click on the three dots to the right of the **Background** tab. A drop-down menu will appear.



- B. Click on the **IMAGE** tab. A **Gallery** window will appear.

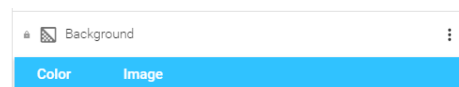


- C. In the **MY FILES** tab, click on **UPLOAD FILES** to upload a background image or premade design. A file upload window will appear.
- D. Select an image from your computer and click on **Open**. Your image will be added to the **Gallery**.
- E. Select an image and click on **INSERT** to use it as is or on **EDIT** to customize it first with the **Image Editor** tools.

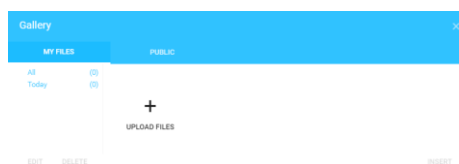


## 2. Select a Background Image from Our Gallery

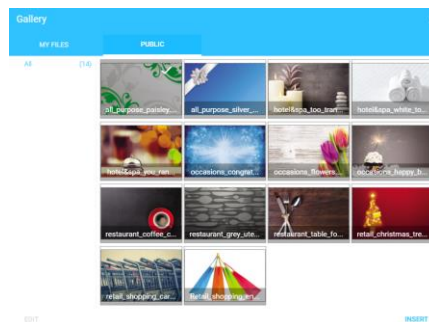
- A. Click on the three dots to the right of the **Background** tab. A drop-down menu will appear.



- B. Click on the **IMAGE** tab. A **Gallery** window will appear.



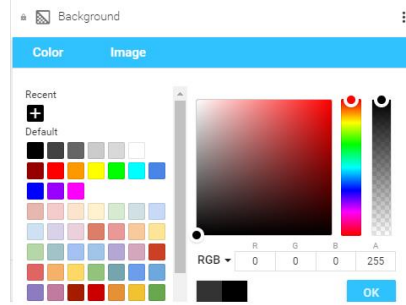
- C. Click on the **PUBLIC** tab to see available images.



- D. Select an image and click on **INSERT** to use it as is or on **EDIT** to customize it first with the **Image Editor** tools.

### 3. Select a Solid Background Color

- A. Click on the three dots to the right of the **Background** tab. A drop-down menu will appear.



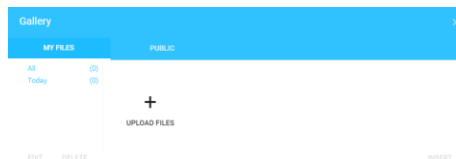
- B. In the **COLOR** tab, you can either choose a color from the palette, pick one from the color wheel or enter an RGBA color code in the space provided.
- C. Click on **OK** to confirm your choice. Your background color will be displayed in the card preview box.

### 4. Add a Floating Logo or Image to Your Design

- A. Click on the **IMAGE** icon from the top right corner tool bar. A **Gallery** window will appear.



- B. Click on the **MY FILES** tab to upload your own image or click on the **PUBLIC** tab to use an image from our gallery.

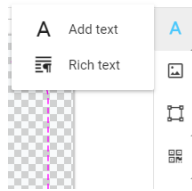


- C. If you're using your own image, a file upload window will appear. Select an image and click on **Open**. The image will be added to the **Gallery**.
- D. Select an uploaded image and click on **INSERT** to use it as is or **EDIT** to customize it first.
- E. The selected image will appear in the middle of the card preview. You can move, resize or rotate the image or edit it using the toolbar that appears above the card preview when you click on the image.



## 5. Add Text to Your Design

- A. Click on the **TEXT** icon in the top right corner of your screen. A drop-down menu will appear.

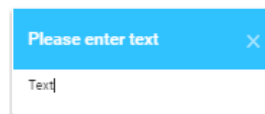


### Title or Subtitle

- B. To add a short title or subtitle to your card, select **Add text**. An editable text box will appear in the card preview.



- C. Double-click on the box and type your title into the new box that appears.

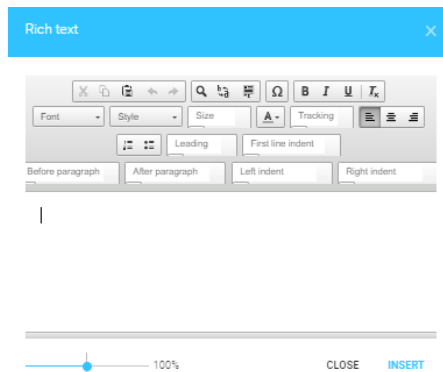


You can also format it using the toolbar that appears above the card preview or move, resize or rotate the text box itself.



### Paragraph (Rich Text)

- B. To add a block of text, select **Rich text**. A window will appear.

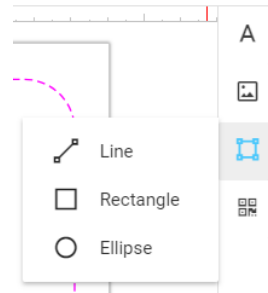


- C. Type in your text and format it using the toolbar within the window. Click on **INSERT** to add it to your card. A text box will appear in the card preview. You can move, resize or rotate it or double-click on it to edit the text again.

## 6. Save and Submit Your Design

- A. When your design is complete, click on the **FINISH DESIGN** button in the bottom right corner of your screen.
- B. A preview of your card will appear for your approval. Click on the **APPROVE** button to finalize it or on **I WANT TO MAKE SOME CHANGES** to return to your design and edit it.

### Optional Tools



- Click on the **SHAPE** tab from the top right corner tool bar to add a line, rectangle or ellipse to your design.

Bottom right corner tool bar:



- Click on the square **CORNERS** icons to view the card preview in full window or full screen mode.
- Click on the **MAGNIFYING GLASS** icon to zoom in or out.
- Click on the **EYE** icon to choose whether to show safety lines, grid lines or snap lines.

Top left corner tool bar:



- Click on the **STACK** icon to hide the list of layers.
- Click on the **LEFT** arrow to undo an action or the **RIGHT** arrow to redo an action.
- Click on the **CLOCKWISE** arrow to permanently erase your work and revert the card preview to a blank canvas.
- Click on the **"X"** in the top right corner of your screen to close the card design preview and save your changes for late.