

Please follow the these guidelines when preparing artwork for card manufacturing

### Accepted formats:

1. Adobe Illustrator EPS (any version of Illustrator)
2. PDF

### Before submitting artwork:

- **Convert all fonts to outlines - regardless of the chosen format**
- Ensure final artwork dimensions are 90 x 58 mm - see diagram below
- All images are embedded and not linked

### Card personalisation:

Card personalisation is usually left at PlastiCard's discretion. If there is a preference for a specific style or position of the personalisation, please include this in the final artwork as a separate layer, and mark it as "Personalisation". As a general guideline - the card number is positioned at the bottom left OR right of the FRONT of the card.

### Special colours and colour matching:

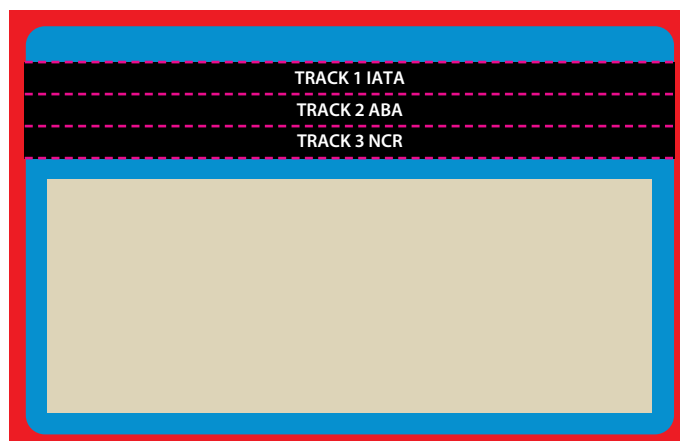
Our printers are calibrated to industry standards and are capable of reproducing a wide colour gamut. By default, all spot colours present are automatically converted to the closest process equivalent. If spot colour printing (eg. Pantone) is required, please notify PlastiCard. If colour matching is essential, please provide a suitable swatch and PlastiCard will attempt to colour match as accurately as possible.


## CR80 Card Layout Guidelines


Card Front




Card Back



 Artwork size incl. 2 mm bleed: 90 x 58 mm (Set artboard size at 86 x 54 mm, with 2 mm bleed). Images and other graphics may extend into the bleed to eliminate any white from showing on the card edges when die-cut.

 Finished (die-cut) card size: 86 x 54 mm (CR80).

 Text design area: 80 x 48 mm (front), 80 x 30 mm (back). Keep text within this area to avoid being cut off during die-cutting. The use of borders around the card edges is not recommended as they may look uneven when the cards are die-cut.

 Magnetic Stripe area. 12.7 x 86 mm. If a magnetic stripe is required, please keep text clear of this area.