

# Plastic Card Artwork Specifications



## How to send your artwork

PLEASE compress all emailed graphics files in a ZIP file.

EMAIL ADDRESS: **sales@cdnprintplastic.com**  
Use only for artwork submissions. All other correspondence should be directed to your Account Representative

LARGE FILE UPLOAD: For files larger than 10MB, please break into separate emails if possible, or you may request large file upload instructions by emailing sales@cdnprintplastic.com

## Accepted file formats for Art/Graphics

Electronic files created with any of the following programs (**Adobe Illustrator Preferred**)

High Resolution - print ready PDF, Indesign, Photoshop, or Illustrator



Printed Artwork such as an inkjet, laser print, brochure, or business card—is generally not usable for high quality card production. Additional production fees may be incurred for non-conforming submissions.

## Fonts

Please include all printer and screen fonts used in your document or art files. Convert all fonts to outlines in Illustrator files.

## Trapping

Trapping for heat-laminate card production may be set to the same tolerances used for offset printing. We use a .144 point spread or choke in Quark and .25 for vector artwork.

## Color

Standard custom card pricing is based on full-color (CMYK) card front and black on the card back. Pantone colors will be converted to CMYK unless specific arrangement is made for spot color printing.

The heat lamination process may cause colors to darken slightly when compared to a Matchprint proof.

## Placed Images

Please save all art and half-tone images as CMYK in the following formats:

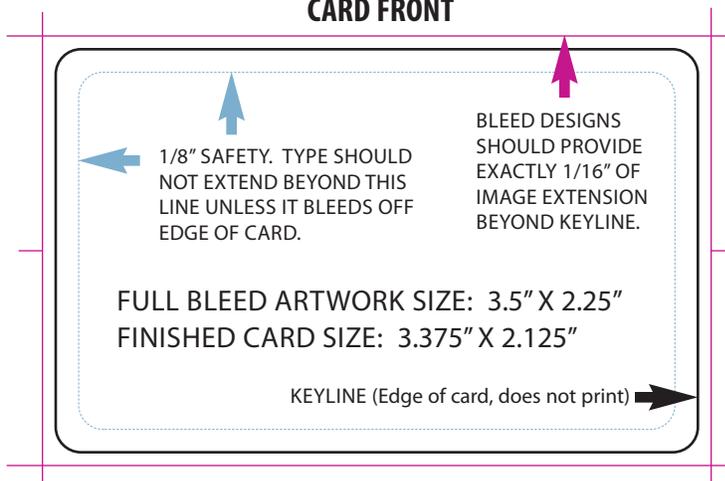
- EPS (Mac or PC)
- TIFF (Mac or PC)

Files supplied in RGB format will be converted to CMYK for production and can result in minor color shifts.

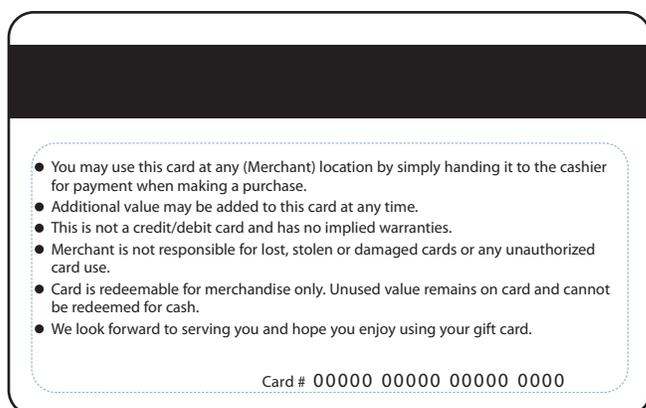
## Image Quality

Please do not send low-resolution RGB format JPEG or GIF images such as those used on a website. Image resolution should be 300 dpi minimum for quality print production.

## CARD FRONT



## CARD BACK (with sample text)



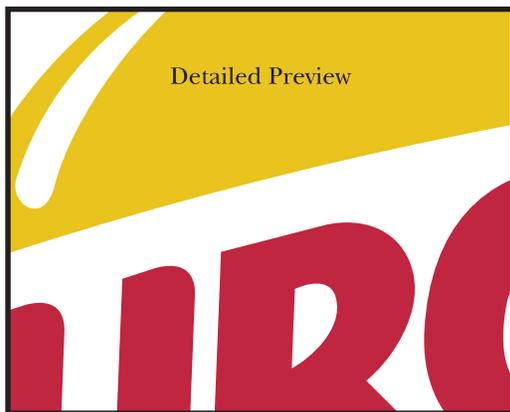
## Artwork Checklist

- Are all files, support files and embedded files to be output included?
- Are both Screen & Printer fonts provided?
- If you are submitting a finished design, please include a PDF or JPEG proof.
- Are all color elements consistent — CMYK and Pantone colors not mixed?
- Are all graphics files high-resolution (300 ppi minimum)?
- Did you back up all of your files?

# Vector Vs. Raster.

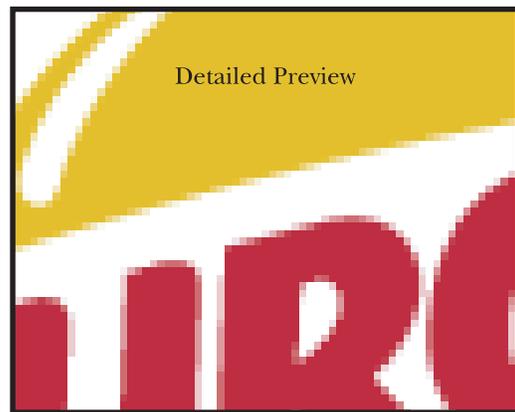
## Vector

A vector file is composed of points and lines. This type of rendering style produces a much cleaner image with a much smaller file size. This is a good file type for logos and trademarks. Some popular software programs that produce vector files are Corel Draw, Macromedia FreeHand, and Adobe Illustrator.



## Raster

Raster files are composed of pixels, or small colored squares. This is the file type most digital photography is composed of. Vector files are not capable of producing the generous number of colors that help to create depth and shading. A popular software program for producing raster files is Adobe Photoshop.



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## A little about type in Photoshop

Photoshop is a wonderful program that in the last few years has expanded the capabilities of the designer tremendously. But it is not the place to set type. When working with type the objective is to have clear crisp letters that the audience will be able to easily read. Unfortunately Photoshop is incapable of producing this kind of lettering. The only exception to this should be when you are applying effects to DISPLAY type in Photoshop, such as bevelling, embossing, inner glows etc. These effects should not be applied to regular body copy.

Hello

As we explained above Photoshop renders files as small squares of color. When type is set in Photoshop it too is rendered of those same small squares.

Hello

When that file is then sent to the printing press it is converted to small dots of black and white. These dots will cause the type to look fuzzy and gray.

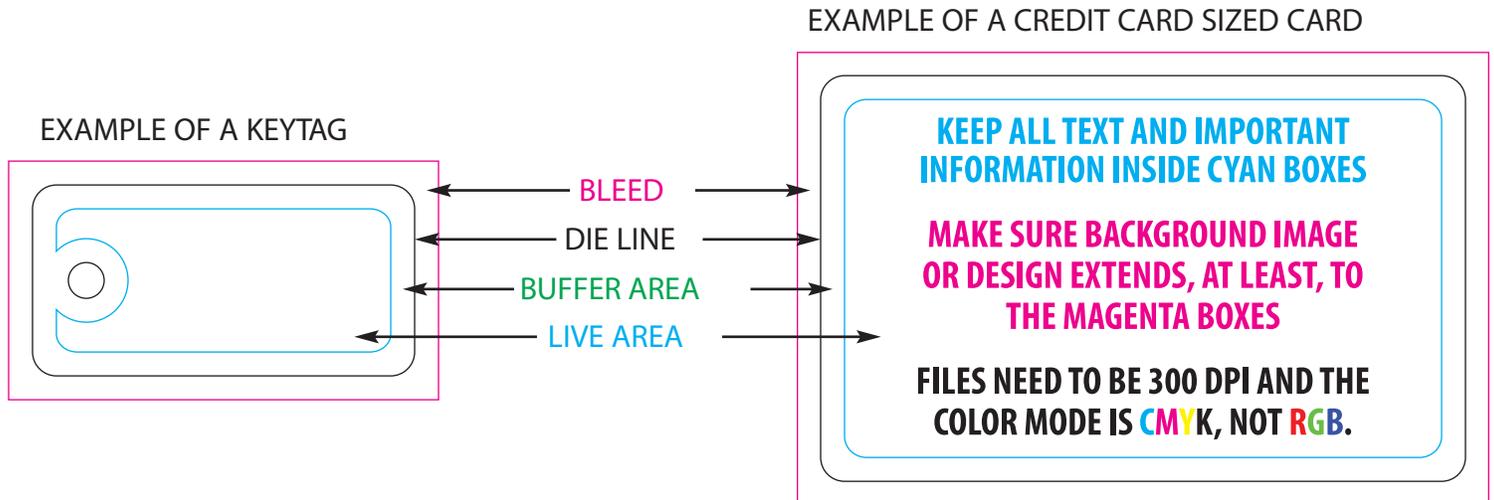
Hello

It is best to set type in a page layout program like Quark or InDesign where it will be sent to the press as vector information. Adobe Illustrator too is an acceptable program for setting type.

# Bleeds, Buffers and Die Lines

When laying out art work for plastic cards it is good to keep in mind how the cards are produced. First the files are sent to an offset printing press where it is printed onto a plastic substrate, such as Teslin. After lamination is applied to the printed sheets they are cut out to the finished size and shape. Unfortunately the die cutting process is not precise. So we ask that you include:

1. A .125" ( 1/8 inch) **BLEED**, or background art that extends beyond the intended die line.
2. A .125" ( 1/8 inch) **BUFFER**. The **BUFFER** is the space between the die line and the **LIVE** area. It is critical that important information like type or logos not encroach on this **BUFFER** area, Or they run the risk of being cut into when the printed sheet are die cut.



## EXAMPLES

Correct



Incorrect



Also please note that we do not print the die lines at press. So please make sure that we will be able to remove them!