

- We work on Mac and PC and we can receive artwork via Email or on disk. Large files can be sent via www.yousendit.com
- When you are supplying your own artwork, please make sure you follow the guidelines we provide, it will ensure that when we receive your artwork there will be no delays in proofing and production.
- We can take artwork created using the following software:

Illustrator	up to CS4
Photoshop	up to CS4
Indesign	up to CS4
Quark	6.5

- We will not accept artwork done in Publisher or word processor packages (ie Word, Word Perfect), Corel Draw, spreadsheet packages (ie Excel) or presentation packages (ie PowerPoint). If these are all that are available, we will need to re-create your artwork.



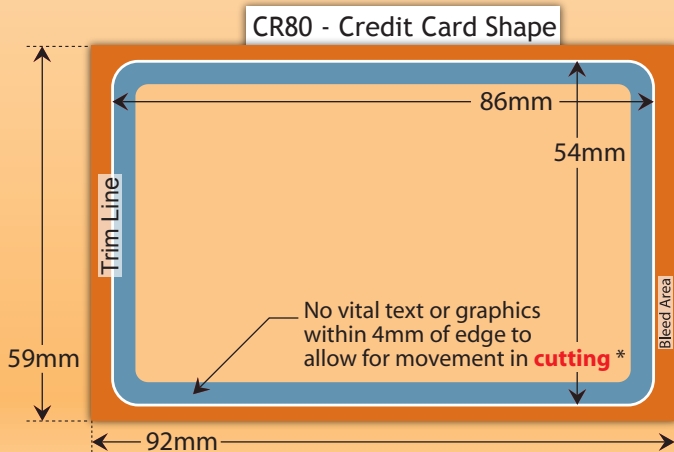
Before sending artwork, please check this list:

- Is there a colour hard copy and/or a pdf proof?
- Have all fonts been supplied or is all text as outlines/paths?
- Have all the linked files been supplied or embedded?
- Are all the pictures in CMYK? **PLEASE NOTE, RGB FILES MAY NOT OUTPUT CORRECTLY.**
- Are the images all Hi-Res (Min 300dpi)?
- Is there sufficient bleed around all edges (Min 3mm)?

Technical Information and Design Tips:

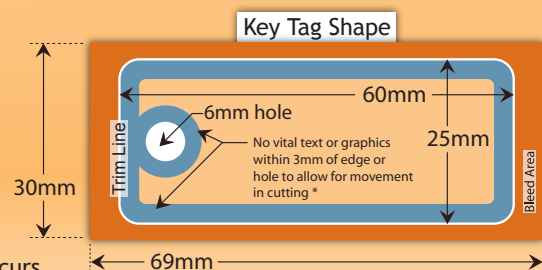
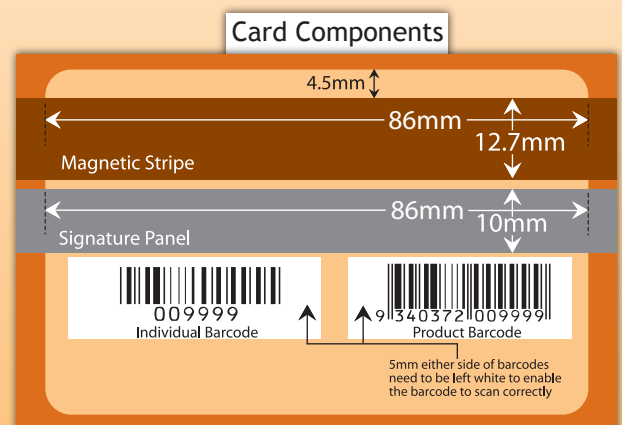
- Magnetic Stripes, Signature Panels, Scratch Panels, Personalisation, Vital Text and Graphics all need special attention when you are creating artwork, especially Barcode positioning and its requirements. If you are unsure, we are happy to guide you through the process or answer any questions.
- Straight copy text should be a light to medium weight. Reverse copy should be a medium to heavy weight and a minimum of 8 point. Fine and serif typefaces do not reverse well.
- Provide the name and telephone number of the artist in case we have any problems or need extra items supplied.
- Include a colour print or PDF of the file with the artwork.
- Include graphics (EPS, TIFF, etc) as separate files, even if embedded within other files.
- Include all fonts. We do not keep any fonts and will not substitute for missing fonts.
- Gradients in illustrator should be set to 2400DPI to avoid banding. Ideally, gradients should be created in photoshop. Gradations should also be restricted to 5% to 100% instead of 0% to 100%.
- Avoid large areas of solid colour especially Grey and Black. Busy designs produce the best.
- Vital text and non-bleed graphics must not be any closer than 4mm from the edges of cards and key tags.

CR80 Card & Standard Key Tag shapes



Cards:
 Finished Size: 86mm x 54mm
 Corner Radius: 3.18mm
 Bleed Area: 92mm x 59mm

* Movement in **cutting** of 1 to 2mm occurs during production, this is an ISO standard. We advise no vital non-bleed artwork be any closer than 4mm from any edge of the card.



Key Tags
 Finished Size: 60mm x 25mm
 Corner Radius: 3.18mm
 Bleed Area: 69mm x 30mm