

ACCEPTED FORMATS:

Final files must be in a PDF format with embedded source files, if possible.

- **PDF:** Save as a PDFX/4 with the following settings:
Editing capabilities disabled, compression set at 360dpi for all items above 360dpi, convert all fonts to outlines, embed all images, no colour conversion, no security, no marks or bleed and preserve transparency.
- **Adobe Photoshop:** All files must be submitted at 360 dpi resolution.
- **Adobe Illustrator:** AI or EPS. Convert fonts to outlines. Ensure that “Document Raster Effects Settings...” has the colour mode set to CMYK and resolution of raster objects set to 360dpi.



COLOUR:

- Ensure you are working in an 8-bit CMYK: U.S. Web Coated (SWOP) v2 colour space
- Use CMYK values of C=50, M=50, Y=50, K=100 for all BLACK colours
- Custom colour matching is available
- BACK artwork can only be 100% black & white (no greyscale), unless quoted as CMYK

SPECS AND MEASUREMENTS:

- **File Size:** File must be designed 86.5mm x 55mm with a resolution of exactly 360dpi.
- **PDF:** There is a tiny bleed included in the file size specified above. Please ensure items that are to bleed reach right to the edge of the document. Note that cards have 1/8” radius corners.
- **Font Size:** Recommended minimum font size is 5 pt or, for reversed-out type, 7 pt. Absolutely no fonts smaller than 3pt.
- All important type and images (i.e. logos) must be a minimum of 1/16” inside dieline (edges) of card and 1/16” from the magnetic stripe.