Plastic Card Graphics Specifications

eCard Systems™

How to send your artwork

PLEASE compress all emailed graphics files in a ZIP or Stuffit archive.
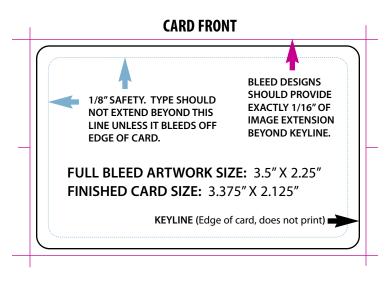
EMAIL ADDRESS: **artwork@ecardsystems.com**
Use only for artwork submissions. All other correspondence should be directed to your Account Representative

LARGE FILE UPLOAD: For files larger than 6MB, please break into separate emails if possible, or you may request large file upload instructions by emailing artwork@ecardsystems.com
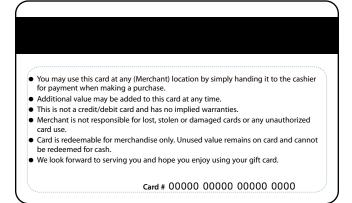
Accepted file formats for Art/Graphics

Electronic files created with any of the following programs (in order of preference):

Macintosh Platform	PC Platform
Quark Xpress 7.0 or lower	Quark Xpress
Adobe PhotoShop CS3 or lower	Adobe Photoshop
Adobe Illustrator CS3 or lower	Adobe Illustrator
Adobe InDesign CS3 or lower	Adobe InDesign
Adobe Pagemaker	
Macromedia Freehand 8.0	

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.

CARD FRONT

1/8" SAFETY. TYPE SHOULD NOT EXTEND BEYOND THIS LINE UNLESS IT BLEEDS OFF EDGE OF CARD.

BLEED DESIGNS SHOULD PROVIDE EXACTLY 1/16" OF IMAGE EXTENSION BEYOND KEYLINE.

FULL BLEED ARTWORK SIZE: 3.5" X 2.25"
FINISHED CARD SIZE: 3.375" X 2.125"

KEYLINE (Edge of card, does not print)

CARD BACK (with sample text)

- You may use this card at any (Merchant) location by simply handing it to the cashier for payment when making a purchase.
- Additional value may be added to this card at any time.
- This is not a credit/debit card and has no implied warranties.
- Merchant is not responsible for lost, stolen or damaged cards or any unauthorized card use.
- Card is redeemable for merchandise only. Unused value remains on card and cannot be redeemed for cash.
- We look forward to serving you and hope you enjoy using your gift card.

Card # 00000 00000 00000 0000

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.

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?