



## Graphics Specifications

### HOW TO SEND YOUR ARTWORK

Please compress your graphics files in a ZIP or Stuffit archive when possible, and email (up to 6mb) to: [artwork@ecardsystems.com](mailto:artwork@ecardsystems.com). For files larger than 6MB, email [artwork@ecardsystems.com](mailto:artwork@ecardsystems.com) for upload instructions. Please direct all other correspondence to your Account Representative.

### CARD SIZE AND LAYOUT

Our standard cards are printed at 3.5 inches wide by 2.25 inches tall, then trimmed to a final size of 3.375 inches by 2.125 inches. Art that is intended to fill the card edge-to-edge with no white border (full bleed) should be provided at the larger 3.5" x 2.25" size. Please keep text or other important elements inside the safe area; at least .125 inches from the card edge.

### PREFERRED FILE FORMATS

We accept Adobe PhotoShop / Adobe Illustrator / Adobe InDesign or, eps, jpeg, tiff, and print-quality pdf file formats produced by other design programs. We cannot work with Microsoft Word or Microsoft Publisher files. Where applicable, please outline, embed or include the fonts - and embed or include any linked files - used in your artwork.

### ART QUALITY

We accept vector art, and raster art of 300 dpi and above. It's best if your art is already set up for four-color (CMYK) printing. RGB and spot-color files will be converted to CMYK, and some color shift may occur. If you're not sure about what you have - or what you need - just ask us.

### FONTS

Please include all fonts used in your files, or convert text to outlines where possible. Please note that when fonts are converted to outlines, they are no longer editable as text. Also, text that is part of an image is not editable.

### COLOR

Our card pricing is based on full-color (CMYK) card front, and a one-color (black) card back. RGB and Pantone spot colors will be converted to CMYK, which can cause color shift. Arrangements can be made for Pantone color matching. Our heat lamination process may cause colors to darken slightly when compared to a Matchprint proof.

### CHECKLIST

- Have you double checked the information in your artwork to ensure that it is accurate and current; spelling, phone numbers, addresses, logo version, etc.?
- Are all files, support files, linked files, reference files and fonts included?
- If you are submitting a finished design, have you included a PDF or JPEG proof for us to reference?
- Are all your graphic files vector art or high-resolution images (300 ppi and above)?

## Plastic Card Graphics Specifications

How to send your artwork

PLEASE compress all emailed graphics files in a ZIP or Stuffit archive.

EMAIL ADDRESS for artwork submission only:

artwork@ecardsystems.com

LARGE FILE UPLOAD: For files larger than **6MB**, please request large file upload instructions by emailing artwork@ecardsystems.com

Please direct all other correspondence to your Account Representative

Accepted file formats for Art/Graphics

Electronic files in native or exported formats from the following programs:

Macintosh Platform PC Platform

Quark Xpress 8.0 or lower Quark Xpress

Adobe PhotoShop CS Adobe Photoshop

Adobe Illustrator CS Adobe Illustrator

Adobe InDesign CS Adobe InDesign

OR, eps, tiff, and print-quality pdf file formats produced by other design programs.

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.

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?