IDWholesaler®

We know ID. It's what we do.

Pre-Printed Card Art Guidelines

▶ Accepted file types:

- .ai*
- .eps*
- .jpg
- .bmp
- .pdf

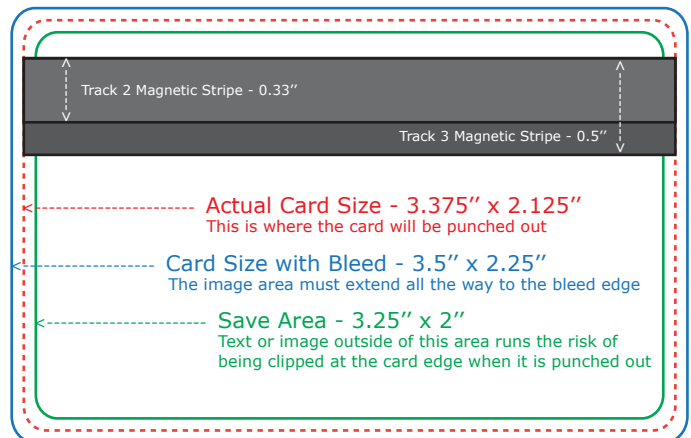*preferred file types

▶ Accepted Color Mode:

- CMYK

- Grayscale

- Spot colors are best used in vector-based software such as Illustrator or Freehand. Spot colors that are used in Photoshop are best used as monotone, duotone, or tritone.

- **RBG is not accepted and should be converted to CMYK before submitting.**

▶ Layout:

- A PDF or an accurate printout of the design should be supplied.

- All Photoshop documents must be in layers and not flattened.

- Placed images in Illustrator must be linked. Be sure to include all linked images in the artwork you provide to us.

- Include all the elements used to create your design (i.e., fonts, images, and logos) as your support files. Failure to included needed fonts or images will delay production of your job.

- All support files should be high quality, with 300 dpi or higher

▶ Card Dimensions:

Card art should be 3.5 inches by 2.25 inches at 300 dpi (includes bleed, see diagram below).

Track 2 Magnetic Stripe - 0.33"
Track 3 Magnetic Stripe - 0.5"

Actual Card Size - 3.375" x 2.125"
This is where the card will be punched out

Card Size with Bleed - 3.5" x 2.25"
The image area must extend all the way to the bleed edge

Save Area - 3.25" x 2"
Text or image outside of this area runs the risk of being clipped at the card edge when it is punched out

▶ Fonts:

Please include all fonts used in your design. Make sure both printer fonts and screen fonts are included for each font used. PC fonts should be converted to outline.

▶ Logos / Text:

- All logos and text supplied should be created in a vector-based software such as Illustrator, Quark, In Design, or Freehand.

- If type is used in a logo, please supply the font that was utilized or turn the type into outlines.

▶ Accepted Transport Media:

- Email
- FTP site
- Web-based file sharing service (YouSendIt, DropBox, Box, etc.)
- CD, DVD, or thumb driver (files should be ZIPped)