

## SPECIFICATIONS FOR CUSTOMER-SUPPLIED ARTWORK

The following specifications and guidelines are intended to simplify art preparation and improve the quality of your finished product. From time to time, a unique application or non-standard material may prompt us to offer special guidance beyond these specifications.

## SOFTWARE APPLICATIONS & FILE FORMATS

Our pre-press departments work exclusively on Mac equipment. We accept artwork created in the current (and recent) versions of **Adobe InDesign, Illustrator, and Photoshop**. We also accept high resolution PDF files, provided that all images and fonts are included. We do not accept artwork created in Microsoft applications.

Please submit vector artwork whenever possible. When creating artwork in Photoshop, please provide layered CMYK files. Include all fonts & linked images with your artwork.

Please include a low-resolution visual image of your card front & back along with your artwork. This preview image will be our reference during preflight to quickly identify missing elements and avoid delays that can result from questions.

PHOTOSHOP	INDESIGN	ILLUSTRATOR
<ul style="list-style-type: none"> <li>• Minimum 300 dpi resolution in actual size</li> <li>• Create in CMYK color mode</li> <li>• Include bleed and add guides to show trim area or crop marks</li> <li>• Name layers clearly if using spot colors and UV varnish/coating, foils, or other treatments</li> <li>• Save file as .tiff or .psd with layers</li> <li>• We also accept .eps and .pdf files created in Photoshop</li> <li>• We may accept alternate file formats such as .png or .jpg for some of our small business clients who require additional assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Any images and colors should be in CMYK color mode</li> <li>• Remove unused colors</li> <li>• Include bleed</li> <li>• Name layers clearly if using spot colors and UV varnish/coating, foils, or other treatments</li> <li>• Check colors, images, and image sizes</li> <li>• Include all fonts and images</li> <li>• Package your documents to make sure everything is included</li> <li>• Compress artwork before sending</li> <li>• Save file as .indd</li> <li>• We also accept .pdf files created in InDesign</li> </ul>	<ul style="list-style-type: none"> <li>• Create in CMYK color mode</li> <li>• Include bleed and add guides to show trim area or crop marks</li> <li>• Name layers clearly if using spot colors and UV varnish/coating, foils, or other treatments</li> <li>• Include all fonts</li> <li>• Link files and provide a folder with linked files</li> <li>• We accept .eps, .ai, and high resolution .pdf files from Illustrator</li> </ul>

## DESIGN & ART PREPARATION REQUIREMENTS & GUIDELINES

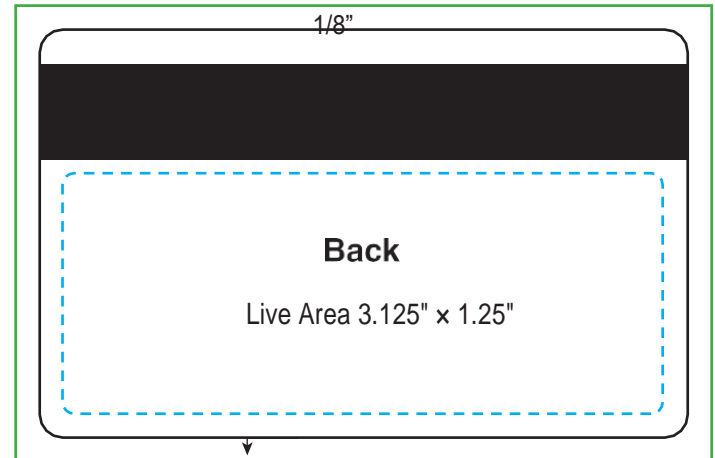
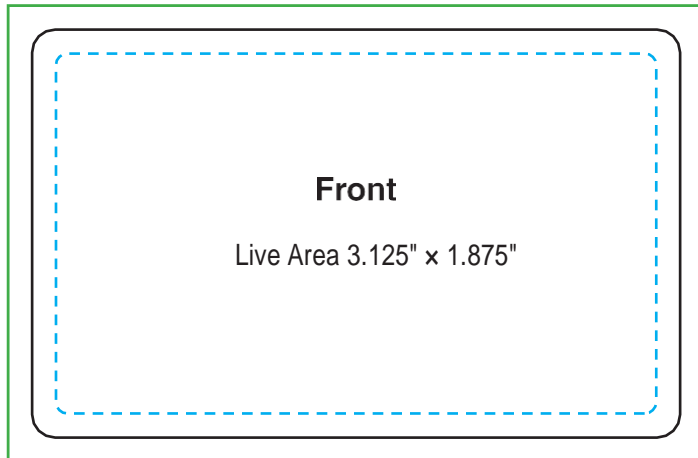
- **Color target:** If you have a custom color or physical color goal, such as a swatch or sample, please provide that information up-front, along with your artwork. This will enable us to make any necessary adjustments to the art file or print strategy. Please note that jobs quoted to be produced on “gang” runs for cost savings will have less precise color match.
- **Bleed:** Please extend any bleed 0.125” (3mm) beyond the edges of the card.
- **Minimum resolution:** All non-vector artwork should be supplied at a minimum of 300 dpi at actual size.
- **Safety margin:** To avoid undesired cropping, keep all type and critical non-bleeding graphic elements 0.125” (3mm) away from all card edges, including edges created by scores, punches, and perfs.
- **Borders:** Normal production tolerances inherent in card production can cause keyline borders and bleeding borders to appear uneven on the finished product. For this reason, we recommend avoiding optical borders in your card design whenever possible. If borders are essential, we request a minimum border width of 0.1” (2.4mm).
- **Type size:** All type should be at least 6pt in size. For sharpness and legibility, small reverse type should be sans serif, minimum 8pt. All rules and outlines should be 0.5pt or greater.
- **Solid black:** Black type and barcodes should be 100% black. Large areas of solid black in a CMYK design should be created using rich black (50 C 40 M 40 Y 100 K). Large areas of solid black in a black-and-white design typically require a second hit of black.

- **Spot colors:** We can formulate ink to match Pantone spot colors and most custom colors. Any spot colors should be clearly identified in your supplied artwork. Spot colors can be converted to CMYK; however, the extent to which the build will match the equivalent solid Pantone color will vary depending on the printing process (digital will be more precise than litho offset), the printed substrate, and characteristics of the color itself.
- **Duotones:** We are happy to print Photoshop duotones, which are an elegant addition to many card designs. Duotones are sometimes employed as an alternative to CMYK to minimize color variation during printing of certain types of images.
- **FPO Elements:** Any elements that are not intended to be printed should be on a separate layer/channel, clearly identified as FPO. This would include elements such as variable text or barcodes, magnetic stripes, signature panels, scratch-off panels, hot-stamp foils, non-printing keylines and marks, etc. Please do not include these elements in your print layers.

**When designing a magnetic striped keycard, please include a directional arrow in your design to help guests during the use of the card.**

CR80 3.375" x 2.125"

Bleed Area 3.625" x 2.375"



## INSTRUCTIONS FOR SENDING ART FILES

- Please compress your artwork files (Stuff or Zip).
- Please include your contact information and identify your normal PLI representative.
- Please make sure you include a low-resolution preview of your card front & back, and please make sure you clearly identify your color target (if applicable). It is easy to submit artwork via our website at <https://www.plicards.com/>. You may access the "Submit Artwork" link on our homepage, or you may go directly to <https://www.plicards.com/submit-artwork/>. Complete the information in the form, including your sales contact if listed. Click the "Choose File" button to select your artwork file. After uploading your file, click "Send." We will respond with confirmation of receipt.
- Large files can also be submitted via FTP or via third-party file transfer apps such as Dropbox and WeTransfer.
- Files under 10MB may be sent as email attachments to your normal PLI sales or client services rep.