

Guidelines for Creating Smart Card Artwork

This document outlines digital artwork specifications required for artwork proof and card production.

MEDIA TRANSFER:

Submit files via E-Mail or File Sharing Site of your selection. Compressed files should be self-extracting.

PLATFORM: MS WINDOWS®/Macintosh®

Artwork Files that are set up in any of the major applications (listed below under "Graphic Applications") generally translate to Macintosh® smoothly. Save your final file with pictures embedded, outlined fonts and EPS Vector editable file.

FONTS:

Use Type 1 fonts and include screen and printer fonts on disk or ZIP file. Type may be converted to paths or outlines, but we cannot make copy changes to text submitted in this form. In addition, converted type loses the benefits of PostScript font definitions; hence, type quality may suffer. This is more noticeable in small type (-18 point).

PLACED GRAPHICS:

Include all placed graphics, saved as TIFF or EPS, in their native program. If a Photoshop image is placed in a Quark document, we need the Photoshop image to produce the job. Sizing, cropping, rotation, etc. should be completed in its native program and placed in Quark. Color images should be converted from RGB to CMYK. Special colors should be designated using PMS or provide color sample to be matched. Resolution of color images, B&W halftones, or duotones should be 300 dpi minimum.

GRAPHIC APPLICATIONS (latest version):

Adobe Photoshop® - Adobe Illustrator® - QuarkXpress®

We can also accept .pdf files but cannot guarantee the higher resolution provided with aforementioned applications.

BITMAPS AND TRACING:

Scanned line art converted to bitmaps should have a resolution of 1200 - 2400 dpi. Lower resolutions will result in jagged curves. Many programs can convert (trace) bitmaps to vector drawings. Smoothing a traced image can be time consuming, but once completed yields a resolution independent graphic that will provide crisp reproduction for all future uses.

BLEEDS:

Incorporate 3.175mm of overwork for all bleed images. Any portion of the image that extends to the edge of the product is considered a bleed. Minimum required size with bleed is 56.566mm x 87.554mm for standard card size file.

PRINTABLE AREA:

Elements that do not bleed should be at least 3.175mm from the edge. **Chip and antenna location will impact slot punching.** Notify manufacturer if slot punching is planned for your printed cards.

Overall card surface area defined by plastic smart card according to DIN ISO 7810/7813:

