

# Plastic Card Graphics Specifications

## 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 request large file upload instructions by emailing artwork@ecardsystems.com

## Accepted file formats for Art/Graphics

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

### Macintosh Platform

Quark Xpress 8.0 or lower  
Adobe PhotoShop  
Adobe Illustrator  
Adobe InDesign

### PC Platform

Quark Xpress  
Adobe Photoshop  
Adobe Illustrator  
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.

## 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

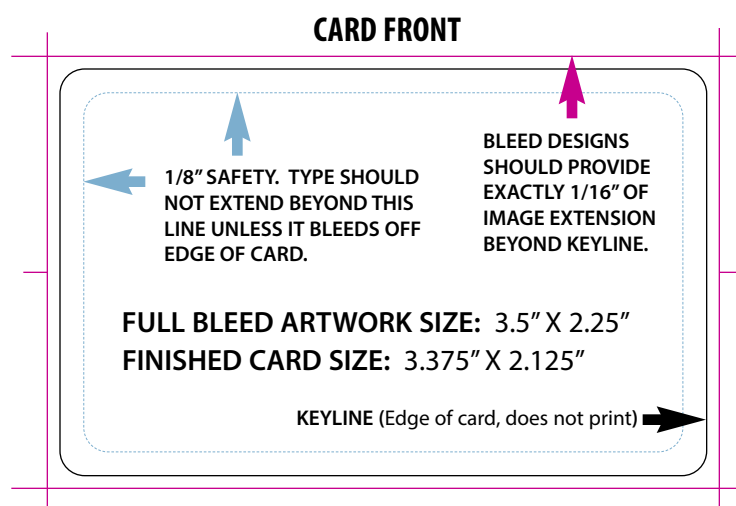
Please save all art and half-tone images as CMYK in the following formats:

- 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.



## CARD BACK (with sample text)



## 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?