

# ARTWORK GUIDE

## Full Colour Plastic Cards



### Templates & Example artwork

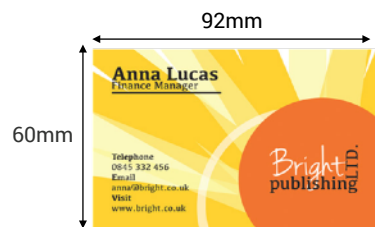
Downloadable Photoshop, Illustrator and PDF templates along with some example artwork for our Full Colour Plastic Cards  
**Templates** can be downloaded [here](#) | **Example artwork** can be downloaded [here](#)

### Dimensions

The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure 92 x 60 mm which includes a 3mm bleed at each edge - **see page 2 of this PDF for more details**

Within your artwork, any images or background colours which are intended to extend to the edge of the card must be 60mm extended beyond the card edge to give a bleed so when the cards are cut to size it bleeds off the card edge.

Any wording etc within your design should be kept at least 3mm in from any of the card edges.  
More information can be found [here](#)



### File Formats & Resolution

#### File type:

For best print quality: EPS, PDF, Illustrator or Photoshop files are recommended.

#### Fonts:

Please ensure that fonts are converted to outlines / paths and that all images are embedded.  
See how to convert fonts to outlines in Illustrator [here](#)

#### Resolution:

If sending artwork as jpeg or tiff files, 600 dpi is recommended. See [here](#) for resolution examples

#### Colours:

Artwork should be in CMYK colour format. Files can be in RGB colour format, however we will have to convert them to CMYK using a generic colour profile. More information regarding CMYK can be found [here](#)  
**Please ensure any white parts of your artwork are NOT set to "white overprint"**



### Crop Marks and Files

Do not add any of the following to the artwork:

- Crop marks
- Calibration marks
- Outlines showing the card edge

More information can be found [here](#)



Please send your artwork for different sides of the card and for different cards as separate files, not as a multipage PDF.

For example, if you are ordering two cards, please send four files in total, eg.

Card1-front.pdf    Card1-back.pdf  
Card2-front.pdf    Card2-back.pdf



### Optional Extras

There should be no optional extras present on your artwork. Please also provide a pdf 'visual' with your optional extras in place.

### Borders

During the printing and cutting process, a small amount of movement and stretching of around 1mm can occur.

If a border is 4mm from the edge, and the image moves by 1mm, the border will then be 3mm from one edge and 5mm from the opposite edge, see [here](#) for details.

However, there are two solutions available:

1. Remove the border from the card.
2. Move the border further away from the card edge, so any movement will be far less noticeable.

More information can be found on our website:  
[www.cpcards.co.uk/plastic-cards-artwork/](http://www.cpcards.co.uk/plastic-cards-artwork/)



An established, leading UK based manufacturer of plastic cards

# More help with document size

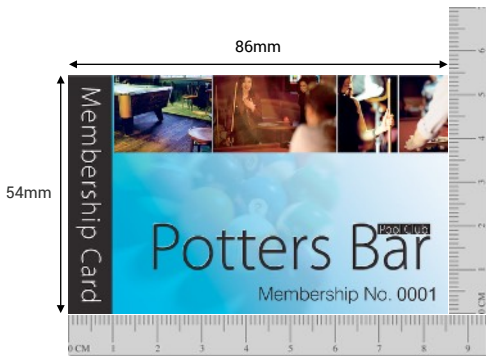


## Correct Artwork Dimensions

The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure **92 x 60 mm** which includes a 3mm bleed at each edge.

Within your artwork, any images or background colours which are intended to extend to the edge of the card must be extended beyond the card edge to give a bleed so when the cards are cut to size it bleeds off the card edge.

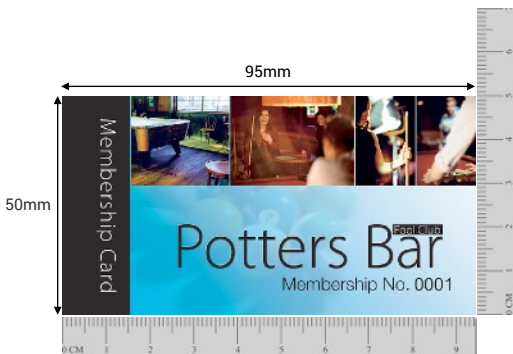
Any wording etc within your design should be kept at least 3mm in from any of the card edges.



## No Bleed

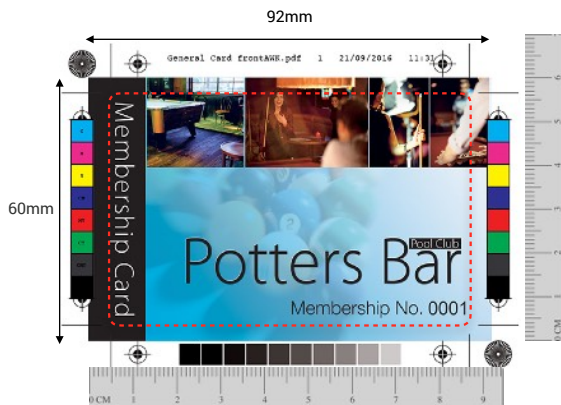
The artwork in this example measures 86 x 54mm. There is no bleed on the artwork so it is impossible to print.

The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure **92 x 60 mm** which includes a 3mm bleed at each edge.



## Wrong shape / size for a plastic card

The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure **92 x 60 mm** which includes a 3mm bleed at each edge.



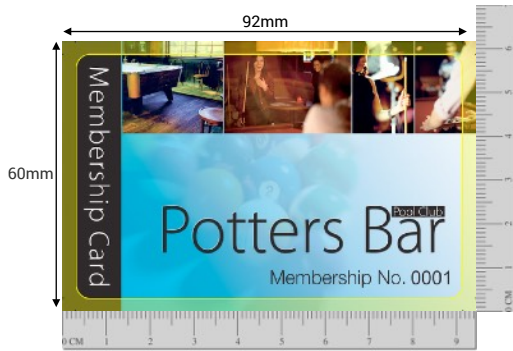
## Artwork is the Correct Dimensions but crop marks and calibration marks are present

**Do not add any of the following to the artwork:**

- > Crop marks
- > Calibration marks
- > Outlines showing the card edge

More information can be found [here](http://www.cpcards.co.uk/plastic-cards-artwork/)

# More help with document size



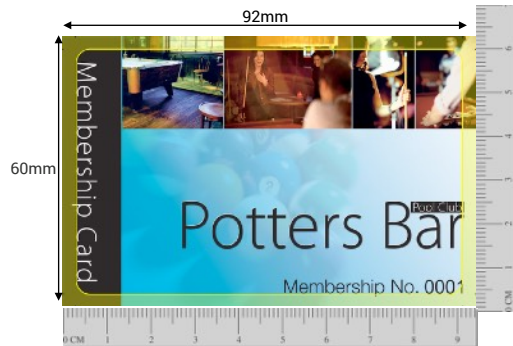
## Correct Artwork Dimensions

The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure **92 x 60 mm** which includes a 3mm bleed at each edge.

Within your artwork, any images or background colours which are intended to extend to the edge of the card must extend beyond the card edge to give a bleed so when the cards are cut to size it bleeds off the card edge.

Any wording etc within your design should be kept at least 3mm in from any of the card edges.

On this example the yellow line depicts the card edge and the shaded yellow area depicts the bleed area



## Aspects are too close to card edge

Any wording etc within your design should be kept at least 3mm in from any of the card edges.

The wording 'Membership Card' is too close to the card edge.

The wording 'Potters Bar' is too close to the card edge.

The wording 'Membership No. 001' is too close to the card edge.

On this example the yellow line depicts the card edge and the shaded yellow area depicts the bleed area

# Popular File Formats



Any logos or graphics required on your cards need to be provided as high quality computer files (pdf, jpeg etc).

We recommend that logos, images and graphics are provided at a minimum 300dpi, however 600dpi is recommended.

If you are unsure, try zooming in to see if it is sharp and crisp (not blurry). Examples can be found [here](#) and [here](#)

Most file formats are accepted such as pdf, eps, jpg, tiff, photoshop and illustrator.



## Resolution

Print quality will suffer if low resolution / low quality graphics are provided to us.



This logo is too low in resolution to print from.

This is the same logo as the one above but it has simply been resized. Simply resizing it **does not** increase the resolution.



This logo is too low in resolution to print from.

The **original** file needs to be sent to us, not a scaled up version.



This is the **original** high resolution version of the logo. This is exactly the type we need to print from.

## Resolution example



75 dpi



150 dpi



300 dpi



600 dpi

More information can be found on our website:  
[www.cpcards.co.uk/free-artwork-service/](http://www.cpcards.co.uk/free-artwork-service/)





# Borders & Elements close to the card edge

When the full colour plastic cards are printed, movement and stretching of the plastic occurs, this can be up to approx 1.5mm.

As an example, if a border should be 4mm from a card edge, and the image moves by 1mm, the border will then be 3mm from one edge of the card and on the opposite edge of the card the border will be 5mm away from the edge. The difference is then 2mm - which will be noticeable.

The stretching and movement of the plastic is **not unique to us** - it happens throughout the industry. We want you to be happy with your cards, this is why we keep you informed.

**If you would like a little more information about the movement / stretching, please have a read through the below information, this explains how the full colour plastic cards are manufactured:**

1. Your artwork is printed onto a thin white plastic sheet, there are 21 cards printed to a sheet, so your artwork is printed 21 times on a single sheet of plastic.
2. The printed sheets are then bonded with heat and pressure between two clear PVC plastic sheets, this seals the print so it is inside the plastic.
3. Once the sheets have cooled, they are then passed through a cutting machine that punches the cards out to the size of 86 x 54mm.

Although much care and attention is applied at all stages, the movement / stretching is unavoidable.

The stretching and movement can be approx 1.5mm and can occur in any direction (up, down, left and right)

The picture found at this link <https://www.cpcards.co.uk/storage/images/movement.gif> also shows what we mean.

**There are two solutions available:**

- 1 Remove the border
- 2 Move the border further away from the card edge so that any movement is less noticeable. e.g. if it is 10mm from the card edge, a movement of 1.0mm will result in it being 9mm from one edge and 11mm from the opposite edge which will be far less noticeable than if it was intended to be 4mm from a card edge.

Please see below some visual examples of how the movement / stretching can effect cards which have a border.



In this example the image is too far up by 1.0mm and too far to the right by 1.0mm



In this example the image is too far up by 1.0mm and too far to the left by 1.0mm



In this example the image is too far down by 1.0mm and too far to the right by 1.0mm



In this example the image is too far down by 1.0mm and too far to the left by 1.0mm



In this example the image is too far to the right by 1.0mm