Colour Plastic Cards Ltd

Premium plastic cards & Eco cards, crafted in the UK

ARTWORK GUIDE

Key Tags

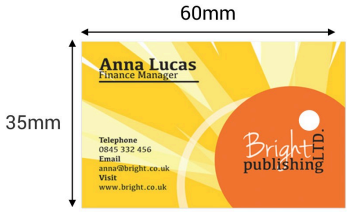
Templates & Example artwork

Downloadable Photoshop, Illustrator and PDF templates along with some example artwork for our Full Colour Key Tags

Templates can be downloaded here | **Example artwork** can be downloaded here

Dimensions

Our Key Tags when printed and cut to size measure 54 x 29 mm but your artwork needs to measure 60 x 35 mm which includes a 3mm bleed at each edge. The hole is 4mm in diameter, the edge of the hole is 5mm away from one of the short card edges.



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.
However, please see here for details on bleed from the 2 long edges on the key fobs.

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"

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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**

This artwork is correct for us to use.

Do not add any crop marks, calibration marks or an outline depicting the card edge to your artwork.

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.