Colour Plastic Cards Ltd

Premium plastic cards & Eco cards, crafted in the UK

ARTWORK GUIDE

Plastic-Free Board 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 3 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 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"

Plastic-Free Board Cards

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 & 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.

Black elements within your design

Remember, our full colour plastic cards are printed using a CMYK printing process.
Any wording or background colour that needs to be black needs to be set to: **C0 M0 Y0 K100**

Black should not be set to RGB black of R0 G0 B0 or the CMYK equivalent of the RGB black i.e. C75 M68 Y67 K90

Failure to set the black to C0 M0 Y0 K100 will result in too much ink coverage to allow good bonding of the PVC to the printing and the 'black' will look muddy in colour.

Also, if the background is set to be black and the text is white and the black is not set to C0 M0 Y0 K100 then the white text will not look white as it will have small elements of Cyan, Magenta and Yellow bleeding into it from the black background. It will be more noticeable if the white text is small and thin.

Borders

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

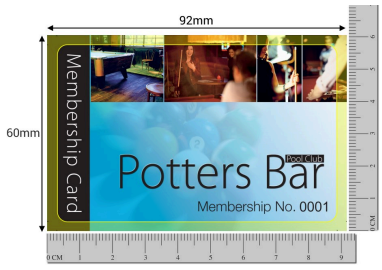
For example, if a border is to be 4mm in from the edge of the card and the image moves by 1mm, the border will then be 3mm from one edge and 5mm from the opposite edge, see **here** for details.

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.

Plastic-Free Board Cards

Document size



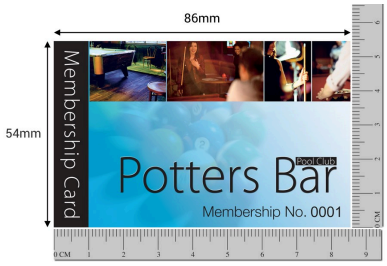
Correct Artwork Dimensions

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.

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

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.

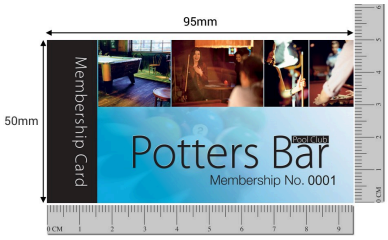
Any wording or logos etc. within your design should be kept at least 3mm in from any of the card edges.



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

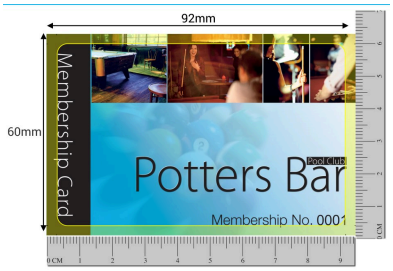
The cards when printed and cut to size measure 86 x 54 mm but your artwork needs to measure **92 x 60 mm** which includes a 3mm bleed at each edge.

Artwork has the Correct Dimensions but crop marks and calibration marks etc. are present around the artwork

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



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.

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

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. 0001’ is too close to the card edge.

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.

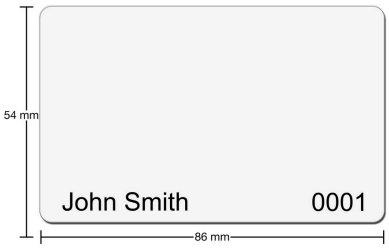
The **original** file needs to be sent to us, not a scaled up version.

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

Resolution example

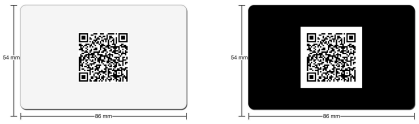
Optional Extras

There should be no optional extras present on your artwork.
If your order requires any optional extras, (for example sequential numbering, a barcode or a signature strip), please also provide a pdf 'visual' which shows the optional extras in place.



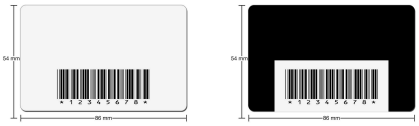
Flat printed sequential numbering or personalisation

We normally use Times New Roman or Arial fonts. They can be any size or colour from the CMYK palette.



QR Codes

QR codes are best printed in black ink on a white square to enable easy scanning.
We recommend a minimum size of 15mm to reduce issues with it being scanned.



Barcodes

We can apply barcodes (we usually use code39) with human readable numbering if required.
We recommend that the barcodes are not too small to enable easier scanning and if they are against a black or coloured background that a white box is placed around the barcode to make scanning easier.