

# Plastic Cards

## Artwork Technical Specifications

### File Formats

Accepted file formats:

- CorelDraw (CDR)
- Illustrator (AI)
- Encapsulated Postscript (EPS)
- PhotoShop (PSD)
- Acrobat (PDF)

### Artwork Size

Artwork dimensions: 91 x 60 mm at 300 DPI

Trimmed card size: 85.5 x 54 mm

- Include chord marks
- No artwork elements near trimmed edges
- Don't mark trim lines with borders or frames
- Include 3mm bleed

### Artwork Format

- Files should be CMYK or Pantone colours
- If using Pantone colours, please specify exact colour names in file
- Logos should be supplied as vector-drawn images, not bitmaps or raster images
- If logos are not available in vector format, they should be high-quality images
- Photos should be minimum 300 DPI at 100% resolution
- Vector art should remain editable paths
- Convert fonts to outlines if file type supports this
- Gradients should be in the range of 6-99%
- Signature panels (optional) must be rectangular and can be any size
- Magnetic stripes (optional) are 12.7mm high, placed 4mm from the top of the trimmed card
- All fonts used must be supplied (as TrueType or Postscript files) if outlines are not created
- All embedded files and objects should be included

### Card Design Service

membercards.com.au offers a card design service to create printer-ready card artwork to suit your club's branding and image. Call us today to discuss your club's design needs.