



# SUBMITTING ART FILES

## accepted formats

We accept digital art files prepared for use with the following software. **Please include a reference PDF with every order**, even if you submit source files.

- :: **Adobe Illustrator:** AI or EPS. Convert fonts to outlines or include fonts.
- :: **Adobe Photoshop:** submit all files at a minimum size-as resolution of 300 dpi.
- :: **PDF:** submit hi-res, fully-editable PDF. Convert all fonts to outlines, or supply fonts.
- :: **Adobe InDesign:** Please include a hi-res PDF and all linked files and fonts.
- :: **Quark Xpress:** Export files as project file for version **9** or export your .qxd file as hi-res PDF.
- No Art?** Allcard's graphic design group can **create it for you!**

## colour

- :: 4-colour process (CMYK). Ensure any RGB files are converted to CMYK.
- :: If using PMS colours, select and specify these from the Pantone coated (C) library.
- :: Custom colours (i.e. custom mixes, metallic, pearlescent or special effect inks) will be discussed prior and noted on customer proof for review & approval.
- :: The use of AI effects, transparencies and filters with spot colours may cause colours to separate incorrectly.
- :: Supply fully editable files. Allcard's engineering team will review and colour-separate your file for best possible results.
- :: Hard-copy proofs and/or colour draw-downs and/or sample will be provided as required.

## important specs and measurements

**card dimensions:** Card width: 3 3/8" Card height: 2 1/8" Corner radius: 1/8"

**bleed:** *Please supply 1/8" bleed to all bleed edges.* We cannot produce your card without it.

**font size:** Recommended minimum font size is 5 pt. or for reversed-out type, 7 pt.

**tolerances:** During plastic print and hot lamination process, a small **positional shift** to graphics can occur. For this reason, all important type and images (i.e. logos) must be a **minimum** of:

- :: 1/8" inside dieline (edges) of card
- :: 1/16" from the signature panel
- :: 1/8" from any hotstamp element
- :: 1/16" from the magnetic stripe

**special sizes:** Allcard has templates available to designers for snap-offs, keytags and other custom-sized products.

## post-printing and non-printing elements

***Some of your card's features are added after the card is printed.***

These include: magnetic stripe, barcode, signature panel, foil stamping, embossing, personalization and certain special effects. It is helpful if you include these elements in your art file **but please make sure they are removable (i.e. do not embed them in a flattened image file)!** If you are unsure about how to prepare ANY object or element in your card art, **please ask us. We welcome your questions!**

### Art Department:

**call:** 905.427.6226

**e-mail:** (up to 10 MB) rotoworks\_allcard@rogers.com

**ftp:** contact Paul Farrugia for login:  
paul@allcard.ca or 1-866-610-3073

### Info:

**call:** 1.866.610.3073 **fax:** 1.800.905.9929

**web:** www.allcard.ca

**e-mail:** customersupport@allcard.ca

**mail:** 765 Boxwood Dr., Cambridge, ON N3E 1A4