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

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