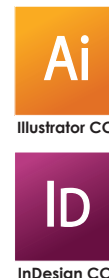


ART SPECIFICATIONS & GUIDELINES

Art Submission Checklist

- ☐ Indd or Ai file (Versions CC or Earlier) - **we only accept these 2 file types.**
- ☐ All images are **linked not embedded** and are 300 DPI and CMYK
- ☐ All fonts are included with art package - not outlined
- ☐ A reference PDF is included with native art files
- ☐ Main card and pop out gift cards have a bleed of .125"
- ☐ Variable type is on its own layer, has no effects and is indicated by "< >"



General Guidelines Overview

- Artwork extending to the card edges requires a .125" bleed for die cut tolerances around the edge of the card and also around the die cut-pop out portion. Images and text that don't bleed should be .125" inside die cuts (Safety Area). **See page 4 for more about bleeds and die cutting.**
- All art must be in CMYK Color Mode. When creating BLACK backgrounds, use a rich black color mix of 87 cyan, 52 magenta, 52 yellow and 100 black.
- **Please include a reference PDF file when submitting artwork.**
- Art must be submitted in INDD or AI format.

****Artwork created in Microsoft Office programs such as Power Point, Publisher or Word will NOT be accepted.**

Include All Images

All images should be **"LINKED"** rather than **"EMBEDDED"** so needed adjustments can be made. Send the linked files at the time artwork is submitted. **All art must be in CMYK Color Mode and 300 DPI.** Package all links and fonts and send over with final artwork.

Acceptable Art Files

Card artwork often needs to be edited and set up for VDP Printing, which necessitates having the original art (AI or INDD). **Therefore we do not recommend sending over your files in any other format then the native INDD or AI format.**

Fonts and Card Text

Include ALL fonts that are used in your art file when you submit the job. **(note that converting type to outlines renders the documents type un-editable, so it is better to include all fonts and not outline since sometimes last minute changes are needed at press.)** Please avoid providing text as raster images unless special effects are being used. **See page 3 about rasterized type.**

*****Do Not Outline Text At All When Using Variable Data.**

Variable Text Guidelines (VDP)

Variable Text are fields that will change per card **(first and last names, addresses, etc.)**. All variable data must have a "<" before and a ">" after each field. For Example, <First Name> <Last Name> or <Address > <Address_2> <City>, <State> <Zip> Variable fields should all be on their own layer.

*****Please note variable text cannot have any special effects (drop shadows, glows, outlines, diagonals, etc) In the layers panel please have a separate layer called Variable Data, that will contain all Variables.**

**FOR ANY QUESTIONS REGARDING THE DESIGN OF YOUR PIECE
OR HOW TO SET UP YOUR FILES PLEASE CONTACT YOUR REP**

DATA SPECIFICATIONS & GUIDELINES

Below is an example of how a customer provided mail file should look when submitted.

Note: There should be no commas and the following fields need to be in their own columns.

For All Mail lists:

- 1.) First Name
- 2.) Last Name
- 3.) Address

4.) Address2 (if applicable)

- 5.) City
- 6.) State
- 7.) Zip Code

For Saturation lists only:

- 8.) DP
- 9.) CRRT
- 10.) Walkseq_

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
	first	last	address	address2	city	st	zip	dp	crnt	walkseq
1	Wade	Whilden Jr	753 KUHLMAN RD		HOUSTON	TX	77024-3404	22	C002	94
2	Bill	Lakenmacher	42 SADDLEBROOK LN	APT 208	HOUSTON	TX	77024-3404	42	C002	97
3	Denise	Maxwell	508 THREE CORNERS DR		HOUSTON	TX	77024-3404	45	C002	114
4	Natasha	Balette	317 LINDENWOOD DR		HOUSTON	TX	77024-3404	62	C002	103
5	Angelica	Chapman	750 ECHO LN		HOUSTON	TX	77024-3404	64	C002	102
6	Holly	Blalock	11413 WHIPPOORWILL RD	SUITE 2	HOUSTON	TX	77024-3404	88	C002	109

Extra Variable Fields

If you have extra variable fields that will need to be printed on the art please make sure the header for those columns is indicated on the art with < > on the separate variable layer. (There can be no commas in these columns either)

Data Options

NCOA - Dynamicard will clean your list, if you have a current NCOA for your list we can use that and not reclean your list. A current NCOA is valid 90 days from the date it was processed.

De Dupe - If you would like to remove duplicates out of your data file please let our sales rep know

Seeds - A seed is a live card that will be shipped to your address. Please add seeds to your mailing list or give your rep the names and addresses where you would like the extra cards to be mailed to.

Out of State Records - If you would like out of state records removed, if this applies after your list is NCOA'd, tell your sales representative that you would like this service.

Acceptable Data File Formats

Acceptable data formats are .XLS, .XLSX, .CSV, or TXT files. If you are submitting a .txt file it must be comma delimited. Any other formats will not be accepted.

Vector Vs. Raster.

Vector

A vector file is composed of points and lines. This type of rendering style produces a much cleaner image with a much smaller file size. This is a good file type for logos and trademarks. Some popular software programs that produce vector files are Corel Draw, Macromedia FreeHand, and Adobe Illustrator.



Raster

Raster files are composed of pixels, or small colored squares. This is the file type most digital photography is composed of. Vector files are not capable of producing the generous number of colors that help to create depth and shading. A popular software program for producing raster files is Adobe Photoshop.



A little about type in Photoshop

Photoshop is a wonderful program that in the last few years has expanded the capabilities of the designer tremendously. But it is not the place to set type. When working with type the objective is to have clear crisp letters that the audience will be able to easily read. Unfortunately Photoshop is incapable of producing this kind of lettering. The only exception to this should be when you are applying effects to DISPLAY type in Photoshop, such as bevelling, embossing, inner glows etc. These effects should not be applied to regular body copy.

Hello

As we explained above Photoshop renders files as small squares of color. When type is set in Photoshop it too is rendered of those same small squares.

Hello

When that file is then sent to the printing press it is converted to small dots of black and white. These dots will cause the type to look fuzzy and gray.

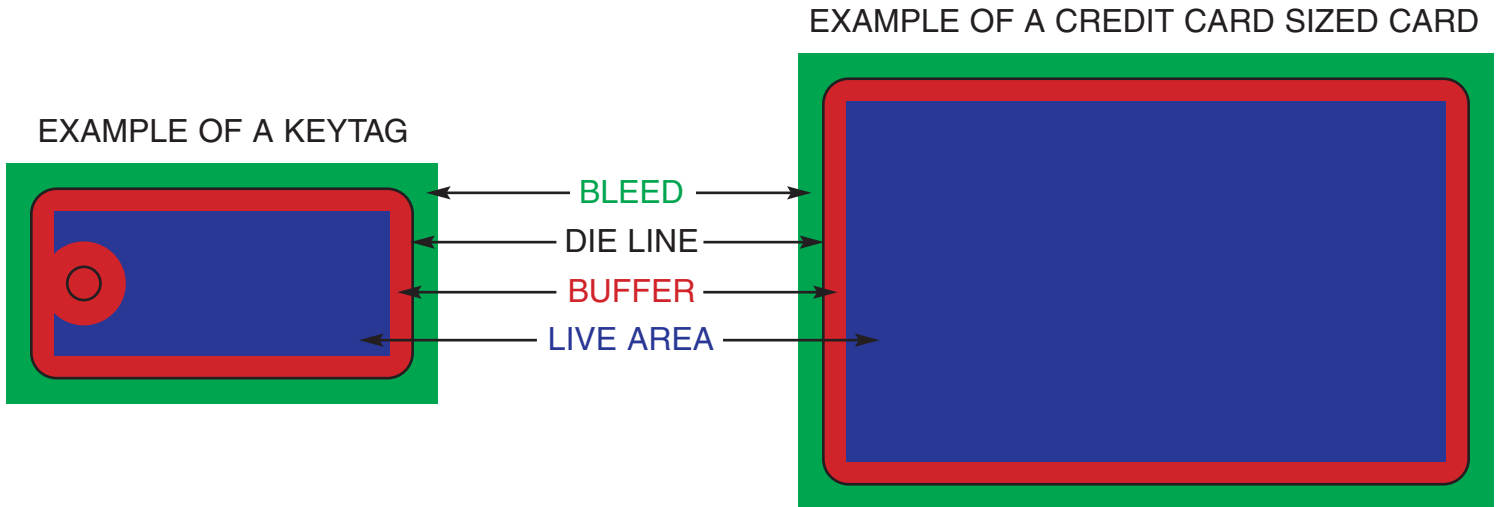
Hello

It is best to set type in a page layout program like Quark or InDesign where it will be sent to the press as vector information. Adobe Illustrator too is an acceptable program for setting type.

Bleeds, Buffers and Die Lines

When laying out art work for plastic cards it is good to keep in mind how the cards are produced. First the files are sent to an offset printing press where it is printed onto a plastic substrate, such as Teslin. After lamination is applied to the printed sheets they are cut out to the finished size and shape. Unfortunately the die cutting process is not precise. So we ask that you include:

1. A .125" (1/8 inch) **BLEED**, or background art that extends beyond the intended die line.
2. A .125" (1/8 inch) **BUFFER**. The **BUFFER** is the space between the die line and the **LIVE** area. It is critical that important information like type or logos not encroach on this **BUFFER** area, Or they run the risk of being cut into when the printed sheet are die cut.



EXAMPLES

Correct



Incorrect



Also please note that we do not print the die lines at press.
So please make sure that we will be able to remove them!