

HOW TO CREATE A PRINT-READY FILE:

PVC CARDS

The following instructions are designed to help you create a print-ready file. If after reading them you are still unsure about anything, please download the template, visit the FAQ section of our website, request a professional File Check or contact customer support.

1 FILE FORMAT

Send your file in PDF FORMAT IN 1:1 SCALE (NOT PASSWORD PROTECTED).

2 COLOURS

All files should be sent in CMYK (cyan, magenta, yellow and black), with a Fogra 39 colour profile. Images which are sent in RGB or in PANTONE colours will be automatically converted using a standard separation profile. The same colour can appear slightly different on different media. This is due to the material's physical composition.

3 RESOLUTION

The optimal resolution for the print files is 300 dpi.

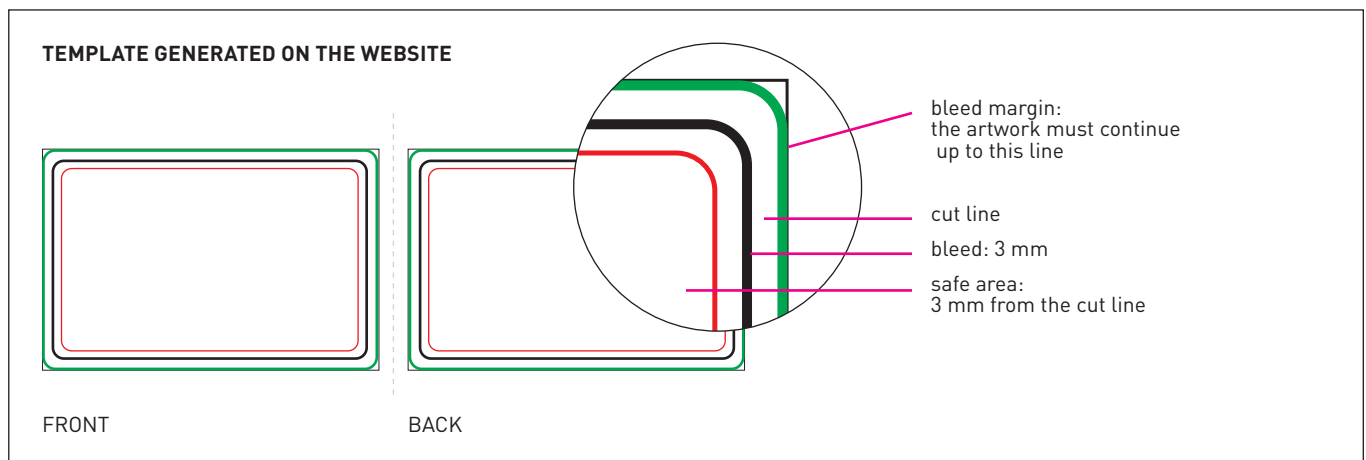
4 FONTS AND PATHS

Fonts should be embedded in the PDF or converted into curves/outlines. The minimum font size (below which we cannot guarantee perfect print quality) is 6 pt. The minimum printable line weight is 0.25 pt.

5 MARGINS AND BLEED

Download the template from the website: **the necessary bleed of 3 mm on each side** will already be set up correctly. Leave a minimum of 2 mm between the text and the cut line.

For business cards with rounded corners, the radius of curvature of the corner is 3 mm.



6 TEMPLATE

To create a print-ready file, we recommend you always download the template generated by the website.

Enter your artwork on the Artwork layer.

Create any additional layers required, one for each optional finish (if selected).

Finally, delete all the guidelines except for the bleed (the green line) and save the PDF,

with one page for the front and another for the back of the card, ensuring that the layers are kept separate.

You can either create a multi-page PDF or two separate PDF files, which can then be uploaded in the Upload Area.

If you do not want the back to be printed, send a white PDF anyway, with no artwork.

GOOD TO KNOW - PVC Cards



DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT



PDF



300 dpi



3 mm



CMYK



FOGRA 39

7 SELECTIVE WHITE

If you have chosen a transparent PVC card or a Gold Glitter, Silver Glitter or Pearly White background colour, we recommend you insert a layer of printed white so the artwork on the front does not obscure the design on the back. The layer of selective white can be in any shape you like, allowing you to highlight only certain parts of your artwork if required.

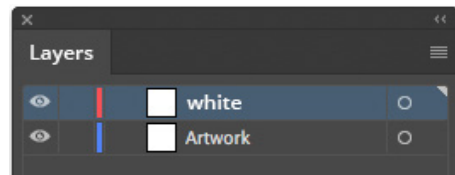
Download the template from the website, enter the artwork that you wish to be given this finish as a vector path on the 'white' layer and assign it the 'white' colour swatch.

The template downloaded from the website contains both the 'white' layer and colour.

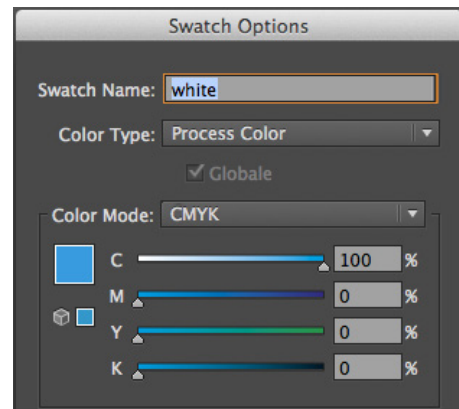
If you have not downloaded the template, follow these instructions:

- 1 Enter your artwork on a single layer, and give it the name 'Artwork'.

- 2 **LAYERS > CREATE NEW > white**
Create a new layer from the **Layers** panel above the Artwork layer, and name it **white**.

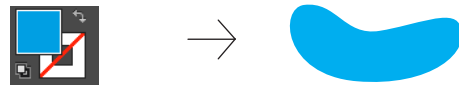


- 3 **SWATCHES > CREATE NEW > white**
Create a new colour swatch from the **Swatches** panel and name it **'white'**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 100, 0, 0, 0.

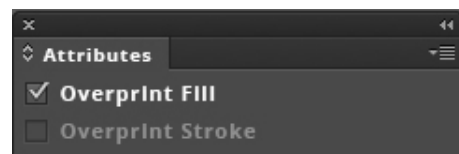


Finishing
Spot Colour
CMYK
C: 100%
M: 0%
Y: 0%
K: 0%

- 4 **FILL > white**
Create a vector fill on the **'white'** layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the **'white'** spot colour.

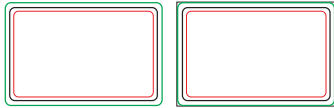


Overprint must be selected for all paths on the **'white'** layer.



- 5 Save the PDF, keeping the layers separate.

GOOD TO KNOW - Selective white



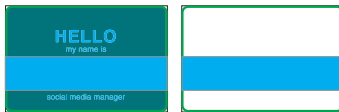
DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



ENTER
YOUR ARTWORK
on the 'white' layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT

8 SCRATCH-OFF CARDS

If you have chosen Scratch-off Cards, enter the area to be covered by the scratch-off panel on a dedicated layer named 'scratchoff'. A scratch-off panel is an opaque coating that is printed above the four-colour artwork, and which can be scratched off. It involves the hot stamping of foil onto certain sections of the artwork. Download the template from the website and enter the artwork that you want to have this finish as a vector path on the 'scratchoff' layer and assign it the 'scratchoff' swatch.

The template downloaded from the website contains both the 'scratchoff' layer and colour.

PLEASE NOTE:

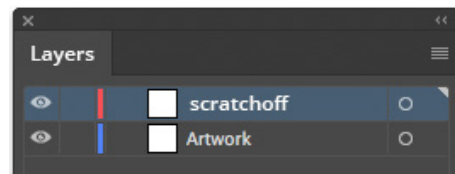
The scratch-off panels cannot be printed outside the safe area (2 mm from the edge).

If you require multiple scratch-off panels, we recommend placing them at least 2 mm apart to avoid inaccuracy when hot stamping the foil.

If you have not downloaded the template, follow these instructions:

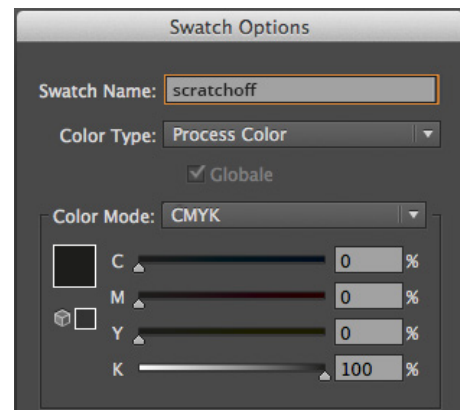
- 1 Enter your artwork on a single layer, and give it the name Artwork.

- 2 **LAYERS > CREATE NEW > scratchoff**
Create a new layer from the **Layers** panel above the Artwork layer, and name it **scratchoff**.

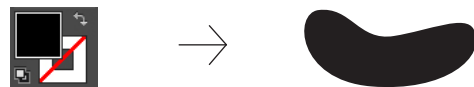


- 3 **SWATCHES > CREATE NEW > scratchoff**
Create a new colour swatch from the **Swatches** panel and name it '**scratchoff**' (all in lowercase, not SCRATCHOFF or Scratchoff); select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 0, 0, 100.

scratchoff
Spot Colour
CMYK
C: 0%
M: 0%
Y: 0%
K: 100%

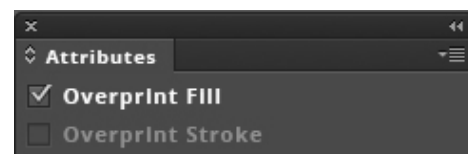


- 4 **FILL > scratchoff**
Create a vector fill on the '**scratchoff**' layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the 'scratchoff' spot colour.

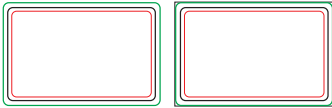


Overprint must be selected for all paths on the 'scratchoff' layer.

- 5 Save the PDF, keeping the layers separate.



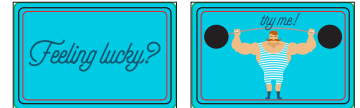
GOOD TO KNOW - Scratch-off



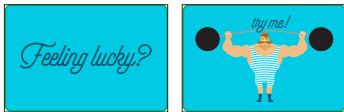
DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



ENTER
YOUR ARTWORK
on the 'scratchoff' layer



DELETE ALL GUIDELINES
except the green line



SAVE THE PDF



PRINTED RESULT

9 FINISHES

If you have chosen the **3D Varnish** or **Gold or Silver Coating** option, enter the artwork that you want to have this finish as a **vector path** on the Finishing layer and assign it the Finishing swatch.

The template downloaded from the website contains both the Finishing layer and colour.

PLEASE NOTE:

The finishes cannot be printed outside the boundaries of the safe area (**2 mm from the edge**).

We recommend leaving a gap of at least 2 mm between different areas with a finish applied.

Minimum printable thickness: 0.5 pt

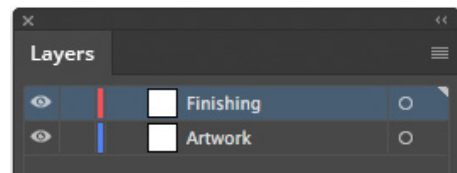
Minimum printable font size: 6 pt

If you have not downloaded the template, follow these instructions:

- 1 Enter your artwork on a single layer, and give it the name Artwork.

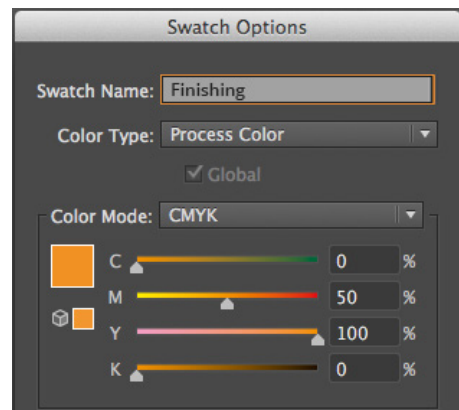
- 2 **LAYERS > CREATE NEW > Finishing**

Create a new layer from the **Layers** panel above the Artwork layer, and name it **Finishing**.



- 3 **SWATCHES > CREATE NEW > Finishing**

Create a new colour swatch from the **Swatches** panel and name it **Finishing**; select **Spot Colour** as the Colour Type and assign the CMYK percentages 0, 50, 100, 0.



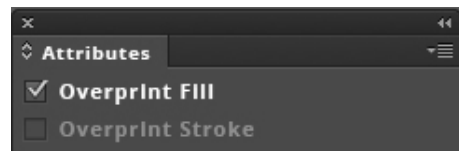
Finishing
Spot Colour
CMYK
C: 0%
M: 50%
Y: 100%
K: 0%

- 4 **FILL > Finishing**

Create a vector fill on the Finishing layer which corresponds to the area of the artwork to which you want to add the finish, and assign it the Finishing spot colour.

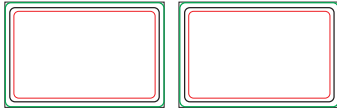


Overprint must be selected for all paths on the Finishing layer.



- 5 Save the PDF, keeping the layers separate.

GOOD TO KNOW -3D Varnish / Gold and Silver Coating



DOWNLOAD
THE TEMPLATE



INSERT
YOUR ARTWORK
on the Artwork layer



ENTER YOUR ARTWORK
on the Finishing layer



DELETE ALL GUIDELINES
except the green line



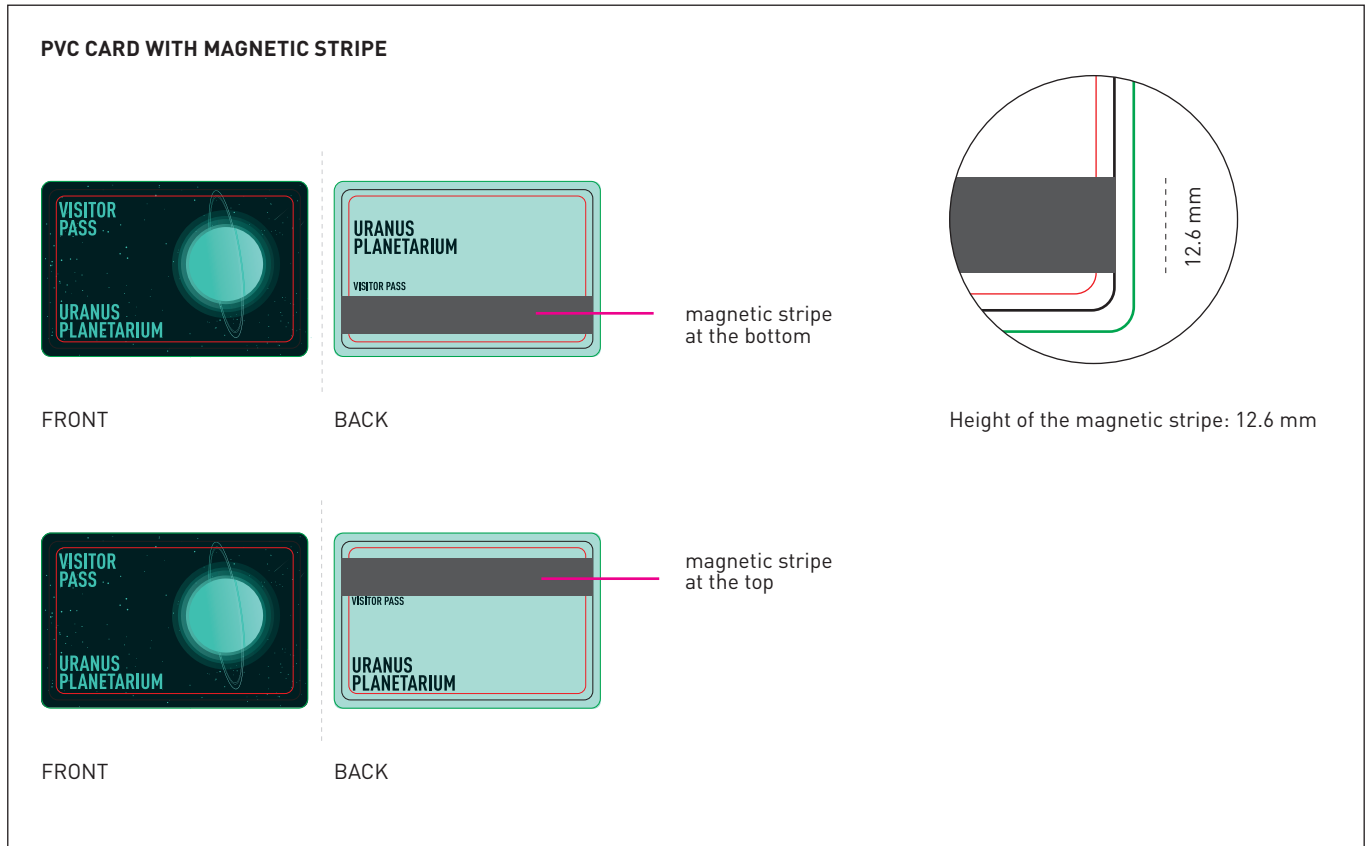
SAVE THE PDF



PRINTED RESULT

10 MAGNETIC STRIPE

If you have chosen the Magnetic Stripe option remember that this has a standard height of 12.6 mm (1/2 inch), and should be positioned 5 mm from the upper or lower edge of the card, to ensure compatibility with the majority of readers on the market. Remember to select the correct model of magnetic stripe to match the codifier you own. The template available to download during the order process has the magnetic stripe already in the correct position.



FURTHER INFORMATION

A magnetic stripe card is a type of card that uses magnetism to store data. The magnetic stripes can be read by specific readers and are commonly used in credit cards, loyalty cards and public transport tickets.

The magnetic stripe is used to record the data (alphanumeric characters) that you want to connect to the card.

Its ISO standard height is 12.6 mm, and it is split into three sections, known as tracks.

Each track has a different capacity:

Track 1 - 76 alphanumeric characters;

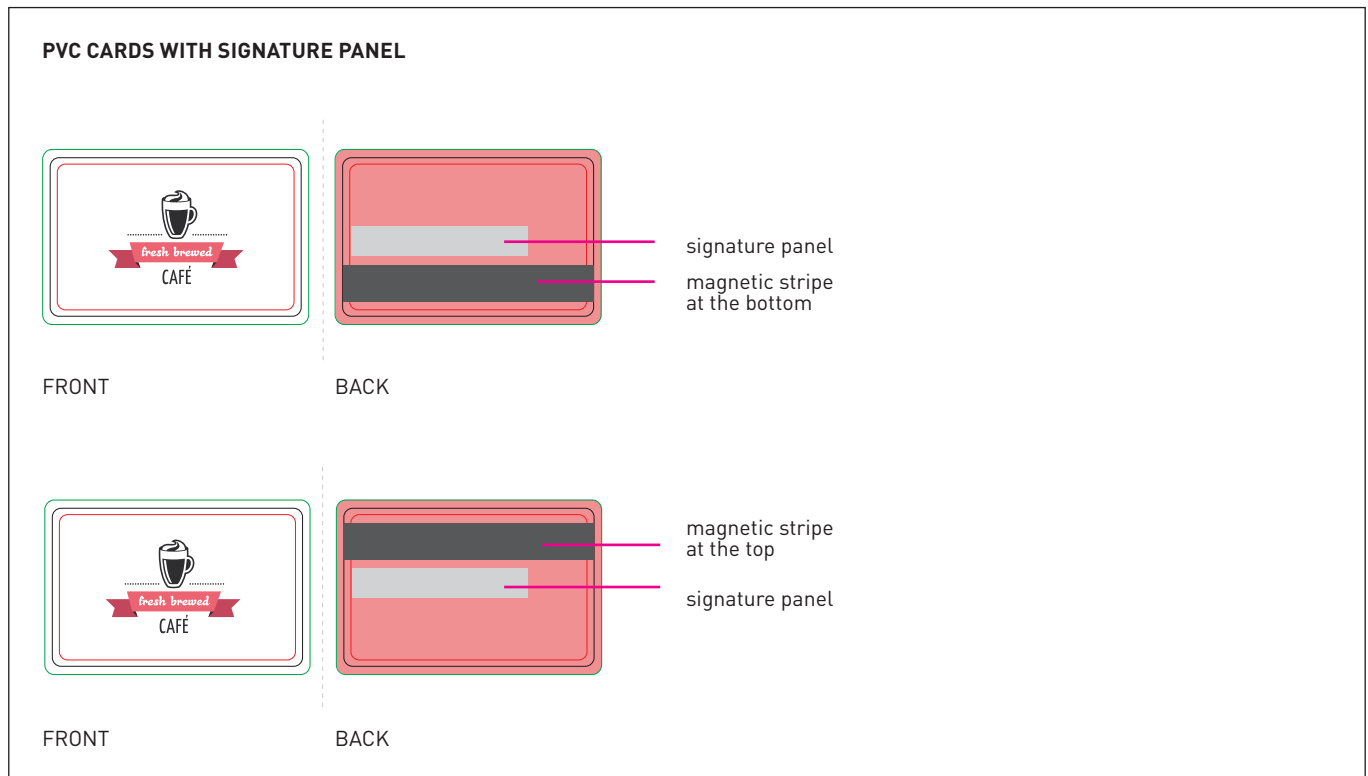
Track 2 - 34 numeric characters;

Track 3 - 107 numeric characters.

The magnetic stripe can have high or low coercivity, which equates to its resistance to becoming demagnetised. High-coercivity magnetic stripes (HI-CO) have a density of 4000 Oe (Oersted) or 2750 Oersted, whilst low-coercivity magnetic stripes (LO-CO) have a density of 300 Oe. The lower the Oersted value, the easier the stripe is to demagnetise. The Oersted value does not affect the magnetic stripe's data capacity.

11 SIGNATURE PANEL

If you have chosen the Signature Panel option, remember that the dimensions are standard (60 x 10 mm) and the positioning is tied to the position of the magnetic stripe.



12 ROUND HOLE OR LONG HOLE

If you have chosen a product with a Round or Long Hole remember that the hole will be positioned centrally 5 mm from the edge of the side of the card selected. The template available to download during the ordering stage shows the areas where the round or long hole is positioned.

