



# CARDBOOKS

## DESIGNERS REFERENCE AND FILE PREPARATION GUIDELINES

### Version: 2005-05-19

The following are guidelines for the art submission for Cardbooks. If you have question, please call us at 704-987-2238 (or toll free in the US or Canada at 888-682-6567). Please call us for sample templates to help you design your Cardbooks.

#### 1. COMPUTER PLATFORM

Preferred File Format Platform is Macintosh. PC files will be accepted in cross-platform applications (see lists below).

#### 2. ART CREATION SOFTWARE APPLICATIONS

**PREFER** -- We prefer to receive your art files in the following formats:

- Adobe Illustrator CS or lower files
- QuarkXpress 6.5 or lower files
- Adobe Photoshop CS or lower files

**ACCEPTABLE** -- If you cannot create your art in any of the preferred applications (mentioned above) then we will accept the files created with these application:

- In Design CS or lower files
- Page Maker 7.0 or lower files
- Freehand 10 or lower files

**NOT ACCEPTED** -- We will NOT accept art i based on these applications:

1. PDF files
2. Native application files
3. Microsoft Word files

### 3. GRAPHICS GUIDE LINES

- Save as EPS files or TIFF files
- EPS Images: Set output resolution at 2540 dpi.
- TIFF Images: 300 ppi (pixels per inch) or higher. Scaling an image smaller is acceptable in the layout. If the resolution is only 300 ppi, do not scale larger. Printing is done at 150 lpi (lines per inch)
- No RGB.
- Use CMYK, grayscale or duotone.
- Bitmap or scanned line art (1200 ppi or greater).
- Whenever possible, logos should be in vector (Illustrator or Freehand) format. Do NOT convert logos, type or any other vector element to a TIFF, JPEG or GIF.
- Do not send hard copy for us to scan if electronic image is available

### 4. FONTS

- Include all fonts used in document and graphic files.
- Macintosh fonts must include screen and printer components.
- If no Macintosh equivalent is available for PC TTF fonts, they will be converted to Macintosh using Fontographer.

### 5. LAYOUT

- Make Documents EXACT size of an open Cardbook cardholder or passbook (for example: 5 inches x 3.5 inches for a Cardbook® cardholder)
- Layout must be in printer spreads (check that pages are backed up correctly).
- Do not link text boxes, do not use facing pages, and do not use master pages.
- All copy must be 1 pica (12 pts) from the trim and fold (i.e. 1 pica margin all around and on each side of the fold).
- Graphics and rules require a 1 pica (12 pts.) bleed.
- All copy must avoid the thumbcut area for Cardbook cardholders. Thumbcut is 4 picas (48 pts.) from the top of the Cardbook. Text should start 1 pica below the thumbcut --- 5 picas (60 pts) from the top.
- Pocket inside cover is manufactured with what would normally be pages 1 & 2. Total pages are a multiple of four less two. Samples and templates are available free of charge.

## 6. SENDING FILES

- **Mock Up** -- Include Hardcopy mockup with pages in order (color if applicable).
- **Media** -- Files accepted on these media:
  - a. floppy disk,
  - b. zip disk,
  - c. CD-ROM or
  - d. via E-Mail.