



SERVICE BUREAU ART SUBMISSION GUIDELINES

The following guidelines are meant to help smooth the process of your art submissions for your service bureau card project. If you cannot meet any of the guidelines, do not panic, just give us a call or send what you have and we will work around most issues.

The following submissions guidelines are hints and suggestions that would be helpful to quickly create your card proof and final card.

- **LAYOUT** - Send us an example of how you want the final layout to look. (Location of art, logos, text, etc...) Try to show us what will be printed and where. If you are using software that has layer capability, you can have a layer dedicated to FPO (for position only) art - like the magnetic stripe. For the art that will be varying from card to card (example bar code or variable number) should be shown separately as well (possible on a separate layer of your art).
- **ELEMENTS** - Send all the elements of the card that we will be printing separately so we can layout the card with each element (Each logo or graphic should be separate files.)
- **LOGOS / GRAPHICS** - If possible please send all logos / graphics in a vector type file format (such as EPS format). If you have the logos / graphics in formats like JPG, JPEG, GIF, BMP, try to send them in the highest resolution possible. (At least 300 dpi) and larger than the correct image size for your card.
- **TEXT** – Do not send text as an art file, you can include any text in a Word Document.
- **FONTS** - Send any special fonts with your art. The fonts will need to be compatible with Windows 2000/XP platforms.

- **PHOTOSHOP** - If you use Adobe Photoshop to layout your card, do not flatten your file before you send it to us (leave the layers). You may supply original, layered Photoshop files to supplement the “final” EPS and/or TIFF images you send. Photoshop files with all layers intact allow us to make alterations to your artwork that might be required to accommodate a printing-process issue you might not be aware of.
- **PREFERRED SOFTWARE** - The following is the preferred software that we would like you to use for your art creation (but many other programs will work fine).
 - Adobe Illustrator
 - Adobe Photoshop
- **JPEG FILES** - JPEG compression will create artifacts in an image, which affect both the overall image quality and color. You should use the highest possible quality level (i.e. least compression) at the “appropriate” resolution. “Appropriate” resolution is at least 300 dpi, but send it in the highest resolution that you possible can.
- **WEB SITE ART** - Files taken from web sites or prepared for use on the World-Wide-Web will most likely be low-resolution images (around 72 DPI) with some form of compression and/or restricted color palette. Use of these types of images will most likely result in disappointing printed results. Use of these types of images should be avoided unless no other options are available. Up sampling (increasing the resolution through interpolation of existing image data) will not normally improve the reproduction quality of low-resolution images.
- **EPS FORMAT** – Do not use internal compression and delete any unused alpha or paths. Clipping path “flatness” set at 3 or higher. Flatness less than one can result in at rip-time.