



CARDBOOKS DESIGNERS REFERENCE & FILE PREPARATION GUIDELINES Version: 2009 10 27

The following are guidelines for the art submission for CardBooks. If you have questions, please call us at 704-987-2238 (or toll free: US or Canada at 888-682-6567).

1. TEMPLATES (Required)

Contact ColorID to receive a CardBook Template for your project. Templates are available in each of the acceptable formats (see #5 for the acceptable formats). You must create your project files through a supplied template. This ensures project files to spec per the artwork guidelines submission sheet.

2. MOCK UP (Required)

A hard copy mock up of your CardBook is required before order is passed to the press to start the proofing process. Include mock up with pages in order (color if applicable).

3. SUBMITTING DIGITAL ARTWORK

Burn a Macintosh OS X compatible CD-R. Files accepted on the following media types:

- floppy disk
- zip disk
- CD-ROM

Send Artwork & Mock Up here =

ColorID

Attn: CardBook Artwork

20480-F Chartwell Center Dr.

Cornelius, NC 28031

4. COMPUTER PLATFORM

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

5. ART CREATION SOFTWARE APPLICATIONS

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

Adobe Illustrator .eps
Include all imported graphics
QuarkXpress .qxd
Don't like linked text boxes; Don't use Facing pages
Adobe Photoshop .tif, .eps, psd
1200 dpi for line art (Bitmap)
300 pps for Garyscale, Duotone, or CMYK (No RGB)

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

In Design .indd
Don't thread text frames, Don't use Facing Pages
Freehand .eps
Include all imported graphics

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

PDF files
Native application files
Microsoft Word, Publisher, Paint or Excel

These applications do not produce press-ready files and must be converted (Before Submitting) to one of our accepted formats.

6. 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 TIFF, JPEG, GIF
Do not send hard copy for us to scan if electronic image is available

7. FONTS

Include all fonts used in document and graphic files and page layout documents
All fonts must be compatible to Macintosh OS X

8. 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.

Do NOT use master pages

Include all graphic links

Samples and templates are available free of charge.