



SERVICE BUREAU ART & DATA SUBMISSION GUIDELINES

The following guidelines are meant to help smooth the process of your art and data 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 are 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 as well as the location of the mag stripe, slot punch, etc. if applicable.
- **CARD SIZE** - The standard CR 80 card size is 2.125" x 3.37"
- **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) It is best if the logo / graphics are larger than the size you intend to have them printed.
- **TEXT** - If at all possible, do not send text as an art file, you can include any text in a Word Document.
- **FONTS** - Send any special fonts that you would like text on the card to be printed in. The fonts will need to be compatible with Window platforms.
- **PHOTOSHOP / ILLUSTRATOR** - If you use Adobe Photoshop or Adobe Illustrator to layout your card, do not flatten the file before you send it to us (leave the layers). Photoshop or Illustrator 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 we recommend 600 dpi or even 900 dpi.
- **WEBSITE ART** - Files taken from web sites or prepared for use on the internet 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.
- **DATA** - If your card has variable printing such as an incrementing number, a barcode, names or data to be encoded on the mag stripe, please supply an Excel spreadsheet with the data to be printed / encoded. Be sure the spreadsheet is in the order you want the cards printed. If the card has a photo, be sure to reference the name of the file that contains the photo for each person when submitting the data. Below is an example of data for cards that will be printing a number, a name, number encoded on the mag stripe as well as a photo.

EMP NUM	NAME	TRACK 2	Photo
1001	John Evans	5561001	123.jpg
1002	Steve Johnson	5561002	Stejohn.jpg
1003	Gary Jacobs	5561003	DC30042.jpg
1004	Alex Smith	5561004	DC30045.jpg
1005	Joan Lefler	5561005	DC30053.jpg
1006	Samantha Stone	5561006	DC30062.jpg