

# Offset print requirements

## 1. Design

The design will be **accepted** in one of the these file formats:

- **Adobe Illustrator CS 2** (AI, EPS format) or **Adobe PhotoShop CS 2** (TIFF, PSD)
- **CorelDraw 12** (CDR formát).
- **Quark X-Press 4.1** and its EPS files (in CMYK) and rastered images (TIFF), which have to be on minimum resolution **360 dpi**.
- Do not design card with round corners

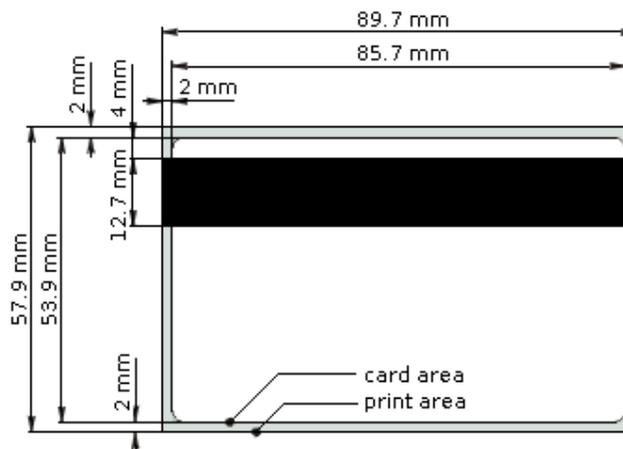
**Everything has to be saved as a single EPS file in which all text/fonts to be converted in curves !!!**

It is recommended that together with this EPS file you submit all relevant TIFF, AI, etc. files.

## 2. File size

The real size of the card is 85,7x53,9 mm. and corner roundness 3 mm.

**The image has to be with 2mm larger than the card from each side !!!**



**Accepted media: Email up to 3 Mb !!! Email : [info@cardsystems.sk](mailto:info@cardsystems.sk)**

## 3. Card design

**Scale.** Always design your card in scale (1:1).

**Vector graphics.** If possible use vector instead of raster images. This is important especially for text and logotypes (registered company logos). Always convert fonts in to curves.

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### Raster images. Resolution

The quality depends on many characteristics such as brightness, contrast, color dynamic, color balance, type of used media and many others. The optimal resolution for us using dry offset printing on PVC is 400dpi for CMYK images and 800-1200 dpi for monochrome images.

- **DO NOT IMPORT lower than the recommended resolution.**
- **DO NOT CREATE files larger than needed. It is a waste of yours and ours time**

## 4. Colors

The card design must be made using CMYK colors. Files containing RGB colors will be send back to the client for remaking.

In case of using **additional colors**, they need to be added as spot colors using the **PANTONE Coated!** (Pantone C) scale. Colors set using RAL, HKS, PANTONE Uncoated and other color models are NOT applicable. We cannot accept such files, the client has to remake them.



*Colors set by using Pantone which will be printed with process inks will be transformed to PANTONE color bridge CMYK EC !!!*

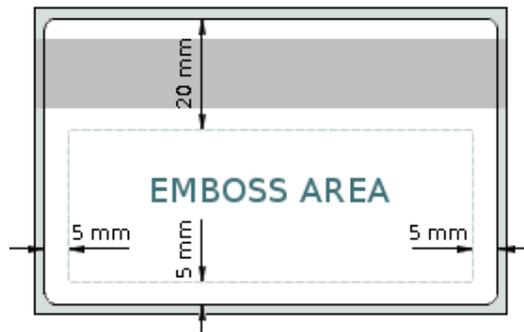
The **metallic colors** set by PANTONE scale (from Pantone 871 through Pantone 8281) **CAN NOT be used**. If there is gold, silver or other metallic color please call us so we can work out the specifications needed to achieve the desired result.

**Color specifications.** When designing the card take in mind that the card will be printed using dry offset on PVC material with UV curable inks. This means that the standard offset scales for CMYK are not adequate for this kind of printing. For example in most cases when printing with standard offset black color, set by black color only will come up black, but not that dense. If you want to get really dense black color use values **C100 M100 Y100 K100**. For more information please consult our specialists. This kind of consultancy is especially important when you want to print on silver or gold silkscreen paddings.

## 5. Personalization

### Personalizing with embossed letters (embossing).

- The field for embossing must be **5 mm** off the left, right or lower edge of the card and **20 mm** off the upper edge.
- The font for embossing is fixed and cannot be changed. Among the popular true-type fonts OCR is the closest to the one used standard embossing equipment.
- The letters can be capital only and one size only - **3 mm for letters**, and **3 or 5 mm for digits**.
- The maximum number of symbols on a row (including blank spaces) is : **28** for low letters, **20** for capitals.
- The minimum space between rows is **2 mm**.
- The colors for emboss printing can be : silver, gold, black or white.



### Personalization with thermal print.

There are no restrictions on the fonts used when personalizing with thermal print except for the size of the font - it must be **at least 4 pt**. If you are using non standard font you must attach the font file to the other files.

#### **Magnetic stripe with data record.**

Please take in mind the following when the card should have a magnetic stripe: the size of the magnetic stripe (you cannot print over it) is 85,7 mm / 12,7 mm. the magnetic stripe has strictly fixed place: 4 mm off the upper or lower edge lengthwise. If there is emboss on the card it must NOT be over the magnetic stripe.

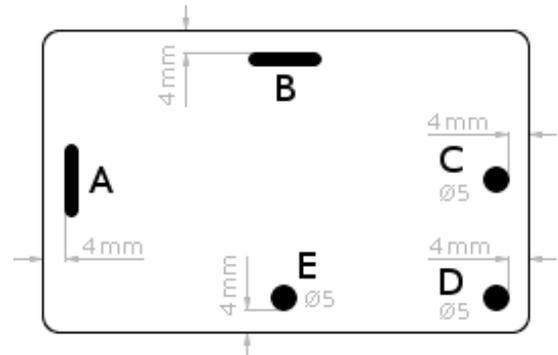
the magnetic stripe has 3 tracks for encoding data (ISO 4909) - it is necessary to provide us with the information you want to be written to the tracks.

**IMPORTANT !!!** Please always attach the personalization data to the files you are sending, its exact location on the card, font, color etc. Always point the type of magnetic stripe, on which track you want the data to be encoded (if so), the type of data (string or number) and the data itself.

## 6. Perforation and punching

### Perforation

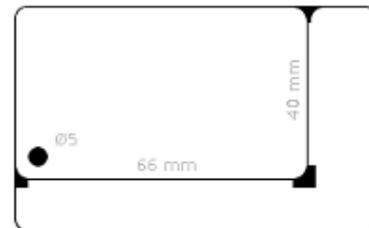
- A** - elongated opening on the short side of the card
- B** - elongated opening on the long side of the card -
- C** - round opening on the short side of the card -
- D** - round opening in the corner of the card -
- E** - round opening on the long side of the card



### Punching

#### MiniVisa

The new mini card is actually a part of a standard ISO CR-90 card with thickness of 0,76mm. It can have magnetic stripe if desired. The mini card cannot be used with ATM. The opening in one of the corners allows the card to be hanged or attached to key chains, mobile phones. The mini cards are extremely suitable as promo cards, loyal customer cards, mini calendars, certificate of origin etc.



#### 3KeyTag

3KeyTag is a standart ISO CR-90 card with thickness of 0,76mm divided in to three smaller cards with option for an opening in one of the corners. The card can not have contactless chip or magnetic strip. The 3KeyTag cards are suitable for different types of promotions and discounts, where more than one person can use the same service.



If you have any questions, please contact me :

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