

Card Design Checklist



In designing a card, please keep the following in mind:

Credit card size is 2 1/8 x 3 3/8 with a round corner radius of 1/8"

Keep all copy at least 1/8" away for cards edges unless the copy bleeds.

If design has bleeds, please make sure to extend the bleed at least 1/8" over the cards edges.

Heavy solid areas sometimes require a second hit to hold copy open or give good ink density.

Overall text should not be smaller than 6 point. If text knocks out or registers to another color, text should not be smaller than 7 point.

Pre-Press Checklist

Artwork should be set up in CMYK, PMS Colors, or Grayscale. Do not use RGB. If your piece prints in spot colors, delete any colors off of the color palette that do not apply to the current artwork .

Any photo or image with highlights and shadows should be scanned at 300ppi. Any line art illustrations should be scanned at 1200 ppi.

Any TIFF picture boxes in QuarkXpress should have a background fill other than None.

Include all associated graphic files.

Include all screen and printer fonts.

If saving a file as an EPS, please either convert text to Outlines or make absolutely sure to include all screen and printer fonts.

Provide 100% Laser prints. Output laser separations so we know the color breaks or submit a color comp.

Indicate any FPO's, die cuts, or other special requirements on the Laser prints.

Pre-Press No No's

Do not use menu styling on fonts.

Do not rotate, scale, or skew imported images in page layout programs. Rotating and etc. should be done in the original program.

Do not include unnecessary files on your final output disk.

Supported Programs

Quark Express, Pagemaker, Photoshop, Illustrator, and Freehand.

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