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Graphics

If you are not supplying a high resolution PDF File with 2mm bleed then please supply the document with all Graphics (Linked Files) at 300 dpi for all images and at 1200 dpi for vector graphics.

Proof

If possible please supply a colour print out of your finished artwork. If emailing open files please include a PDF as this enables us to check our final prints against a correct hard copy. Colour reproduction is $\pm 10\%$ variation on printed cards. If a specific colour is required, a hardcopy of that colour must be provided for manual matching if necessary.

Fonts

Convert all fonts to Curves/Outlines in programs which allow this. Otherwise supply all fonts with the artwork, including the Postscript font and font suitcase.

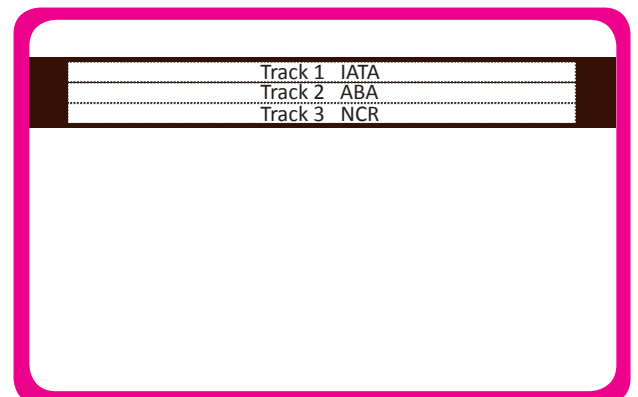
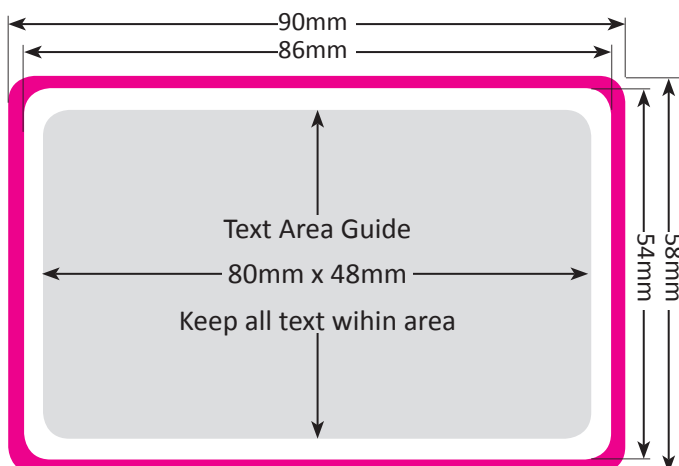
Bleed

The minimum required bleed is 2mm.

Programmes

Our department supports the following software:

Acrobat
 Illustrator
 Indesign
 Photoshop
 QuarkXPress 6.5
 Freehand 10



Specifications for identification cards

1 The first and most important step to designing an ID card is to identify what information is needed on the cards. This could include:

- organisation name
- organisation address
- cardholder name
- position/title
- photo
- date of birth
- ID number
- expiry date
- magstripe (and what goes on it)
- barcode (what barcode and size)

2 The next step is to identify which information will be standard (i.e. Organisation name) and which will be variable (i.e. date of birth). This is important as during production, standard information will be part of the card design and variable information will be added from the database.

Design Requirements

1 Name field is based on 25 characters. Names over 25 char will have the font size reduced to fit the available space.

2 Variable text must be vertical or horizontal.

3 Standard photo size is 20mm x 24mm. Although the ratio 5:6 must be maintained, the size is not a requirement.

4 There can be no graphic manipulation of the photo.

Eyede offers a pre press & design service to manipulate or design your artwork. If this service is required please talk with our customer service regarding pricing.