



# PET & PVC Card Specs

## Correct Document Size & File Document Size

LANDSCAPE or PORTRA

Document size MUST be 91mm x 60mm

**NOTE:** Instructions on back of

**MUST BE IN LANDSCAPE ONLY!**

**TRIMMED** - size is 85.5mm x 54mm

DO NOT PLACE CARD DIE CUT LINE IN ARTWORK. USE CUT MARKS INSTEAD (SEE SAMPLE ON THE RIGHT)

### TIP

Avoid designing borders close to the trimmed edge. Always place text at least 3mm from the edge.

## Accepted software formats

### (Compatible Files only)

- **Hi-Res PDF's (preferred)**
- **Adobe Illustrator CS5 or EPS**
- **Acrobat 6 or less**
- **Hi-Res JPG's** ( supply if too large to email or can't supply in ways as above)

**Adobe Illustrator** convert fonts to outlines

**Adobe Illustrator EPS** convert fonts to outlines

**Adobe Photoshop** this file type is not

Recommended for files including type as it diminishes the quality when printed.

If you need to use Photoshop when creating artwork,

Convert fonts to outlines and save as separate

**hi-res 'jpg' file(s).**

**PDF** high resolution ,embedded all included fonts

Include all embedded and placed files. For more

Information on files and formats email

[Admin@eventovation.com.au](mailto:Admin@eventovation.com.au)

## Colours for printing

Files will be accepted in CMYK and Pantone colours

Only. Files in RGB will not be accepted.

**Pantone Colours.** Ensure your artwork files specify

The exact pantone colour names within the file. All

pantones must also be included on your order form.

## Images

**Photographs** must be a minimum of 300dpi

Resolution at 100%. Pixels must be a minimum of 2400.

NOTE: Photos that are imported into other applications

And are enlarged , the resolution should be higher

**Vector Art** should remain as editable paths for optimal printing standards.

## Fonts

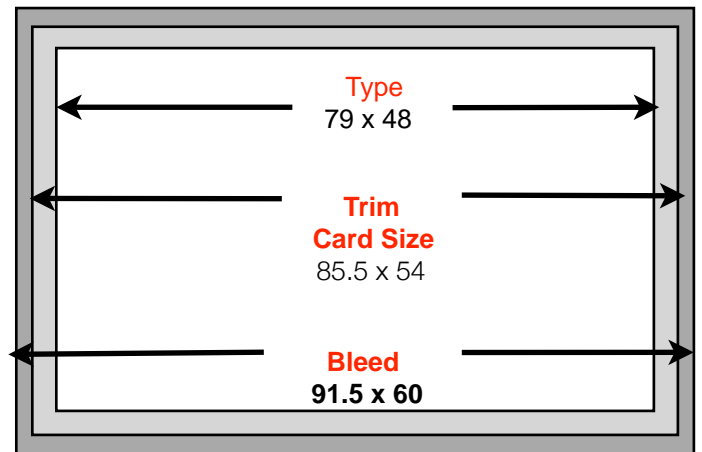
All fonts used in the file must be supplied if outlines have not been created , including screen and printer fonts. Fonts must be supplied in True Type Format.

## Quick check list in point form.....

1 Set artwork in a compatible format for us to use .

**Hi-Res PDF's** .

2. Make sure your resolution is a minimum of 300dpi and pixels are at a minimum of 2400



Measurements in millimeters

## Gradients & Vignettes

Ensure gradients created in Illustrator are set at 2400dpi in attributes and document setup. To prevent banding it is best to create gradients in Photoshop.

Also , due to the uniqueness of printing on plastic, gradations should not be 0% to 100%. If gradations are created at about 6% to 99% they have a less tendency of banding.

## Logos

Any logos included in the file must be supplied as vector drawn images , not bitmap or raster. This ensures the image remains crisp and clear. Alternatively, whilst not preferred a high quality logo can be used . If you are unable to supply suitable logo, we are able to do this for you from supplied artwork at an extra charge.

## General requirements

CUT Marks must be included in your file.

Frame/Borders must not be used to mark the trim if you do not want them to be printed .

Files can be sent via email to [admin@eventovation.com.au](mailto:admin@eventovation.com.au) or uploaded via our website [www.eventovation.com.au/support/CardSpec](http://www.eventovation.com.au/support/CardSpec)

## Space for Over-Printing

Please provide enough space for over printing, if required, based on the amount of information you need to appear and the font size required .

Cross checking against the amount of data and characters per line and choosing a font size to suit will ensure a good fit. Please advise the font size and provide mock up showing the positional(s) for where the data needs to appear. Our card manufacturer over prints in Arial regular and Arial Bold as a standard font.

3. Set artwork to **correct trim size (85.5mm x 54mm)**

Always **INCLUDE bleed and CUT marks** in your artwork. Always place text at least 3mm from the edge in.

4. Make sure you allow a white box with enough space for us to over-print your BARCODE.