

# Art Guidelines

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Not sure how to go about making your art design or uploading images? Here's a list of all you need to know. If you have questions or anything's left out, please call or email.

## Resolution and Size Specifications

For best results, please use our downloadable design templates. All templates specify a "safe design" area for your layout, a 1/8" no-type "buffer" area and 1/16" bleed. Please utilize these areas as specified. All templates are in CMYK format and 600 dpi resolution for optimum reproduction (especially if very small detail and fonts are used in the art), however files may be submitted at 300 dpi with good results. Anything lower in resolution will print grainy and low quality. We recommend not using internet images (such as GIF and PNG) because they will not be print quality.

The "Safe Design Area" shown in a template is used for all important information, graphics and text. Background images and graphics can extend from the "Safe Design Area" into the "Buffer" and "Bleed" areas, however any information outside the "Safe Design Area" is subject to minor die cutting variances\*.

The "Buffer" is a 1/8" margin along the edge of a product template. The "Buffer" area should only be used for background images and graphics that extend into the "Bleed" area. Any art in the "Buffer" is subject to slight die cutting variances\*. The "Bleed" area is used when you want background images and graphics to go to the trimmed die cut area of the product. Any art extending into the "Bleed" area will be cut away.

## File Types

Our preferred format for print-ready art is layered Adobe Photoshop or EPS, Illustrator (AI) files made according to the resolution specifications listed above. When submitting files this way please include any font files used (as well as image links for AI files). If these programs are not available for you, we can also accept PDF, Jpeg, Tiff, and EPS however they MUST be created to the exact measurements and resolution standards of our templates. Please save the files to their top settings, "maximum" for jpeg and "press quality" for pdf, with the CMYK color setting.

*We are PC based so Mac users please avoid Mac-specific fonts. However, if they are used in Photoshop please rasterize the type or if used in Illustrator then please convert the type to outlines.*



## **Color Specifications**

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Our state-of-the-art CMYK printing process utilizes the substrate background, cyan, magenta, yellow and black to create all colors and does not allow the printing of exact spot colors (PMS). If you require a specific color, please note this in writing when placing your order and we will do our best to match the color as close as possible, however we cannot guarantee exact color reproduction.

## **Design Creation Service**

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If you would like the designers at Duracard to create your artwork, please upload to the website or email to [art@duracard.com](mailto:art@duracard.com) the digital file(s) in CMYK format and with a resolution of 600 dpi. Files may be psd, jpg, pdf, ai, tif or eps. If you are scanning a picture then please make sure you adjust your scanner settings to be 600 dpi and save the image in the highest quality possible.

If you do not have image software or access to a scanner, we can scan photos and images up to 8.5" by 11". Small logos and art (such as printed on a typical business card) will not reproduce well.

## **Clear or Frosted Cards**

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Artwork for clear or frosted products must be provided in either a layered Photoshop file or ESP, Illustrator (AI) file. We cannot accept "single image" or "flattened" files such as PDF, Jpeg or Tiff due to varying transparencies that should be specified in your design. We will be happy to assist you in verifying that your artwork and layout is set up correctly for printing.

Due to the complexity of the production of clear and frosted products, we highly recommend that an actual hard copy proof is printed, otherwise we will not be held responsible if the final product does not meet your expected results.

\*Die Cutting Variances - In the die cutting process, cut lines can shift up to 1/16". Normally, should this shift occur, it is not noticeable from piece to piece. Due to cutting variances, designs that feature a framed border are not recommended. The possible slight shift in cutting will cause the printed frame border to appear off center.

### **Quick List**

- Art must be 600 dpi resolution (though as little as 300 dpi will look good) and
- CMYK color format
- It must fit the design dimensions as laid out in the template
- It must be an accepted file type

