

identity

www.identity.ie | 01 555 5555

Artwork Guide

for 2014 / 2015



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design service

quality design made easy

We can design your card or keytag artwork for you.

Simply add the artwork option to your order online, and we will design your card with rates starting from €25 per design, including one revision.

Any questions, email us at artwork@identity.ie, and our designer will be in touch.

Please note : for simple products like lanyards and wristbands, design is usually free of charge.



**can't be bothered
designing your card?**

**let us do it - rates
from €25 per card**



**for wristbands and
lanyards, design
fee is included**

what you need to send our designer

Ideally you should have a vague idea what you want on the card - send our designer a description of front and back, along with any logos, graphics and other elements you want featured on the cards.

Our designer will then create a card based on your instructions, send it back to you by email. You can then make one revision, included in the design fee starting from €25.

Subsequent revisions will be charged extra.

design proofing

For most card and keytag types, we can provide a printed sample of the finalised card design, free of charge.

want to design your own cards? - read on



I Love Dalkey
Loyalty Card
Matte Finish

what artwork we need from you

correctly designed artwork

If you are submitting artwork to us, it needs to be designed according to this guide. If the artwork is not suitable, we will send it back to you and this will delay delivery.

Artwork has to be received in one of the acceptable formats described, we cannot change or use artwork in any other format.

See page 4 artwork formats for more info.

colour correct artwork

Matching colours from artwork to printed product can be difficult, and for this reason if accurate colour matching is important, see page 5 for more info on colour matching.

high resolution images & logos

If you are featuring your logo in your products, please use the original logo provided by the graphic designer.

If you use a low quality or low resolution logo in your artwork, it will be reproduced faded, blurred or pixelated on the finished product. We are not responsible for this once you have approved the artwork.



X-Box Live
Platinum Card
Platinum Finish

what we can't use

photoshop files

We cannot accept photoshop files in PSD format, as the files are usually too large and unstable. Also, we might not have the required typefaces for your particular artwork.

Photoshop effects such as glow, drop shadow etc do not reproduce well on most printed products.

Photoshop files exported to EPS or bitmap files will typically not reproduce well.



**we cannot use
photoshop PSD format
files**



publisher, word or excel files

Any Microsoft product such as Publisher, Word or Excel were not intended to be used as graphic design packages.

We can adapt a design made in Publisher, Word or Excel for €50 to €100 depending on complexity.



**We cannot accept
anything designed in
Word, Publisher, Excel**



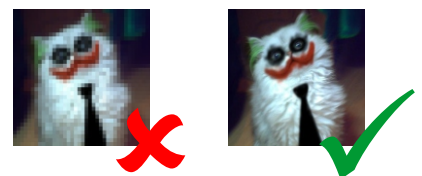
low resolution images

Images at 300 dpi or less will result in pixelated reproduction. You can use higher resolution images, but you can't just inflate the image in Photoshop as there will be not enough information in the image.

If using stock photography, please use a high resolution file.



**No low resolution
images**



too pixelated

300dpi image

poor quality logos

If you are featuring your logo in your products, please use the original logo provided by the graphic designer.

If you use a low quality or low resolution logo in your artwork, it will be reproduced faded, blurred or pixelated on the finished product.

We can redraw logos to print quality for an extra fee.



Digiweb
Discount Card
Magnetic Stripe

acceptable artwork files

EPS files

Please export your EPS file with all fonts included as curves or outlines.

If you don't do this, we might not be able to match the typefaces correctly.

Please ensure all images used are exported as CMYK where possible.



**we like EPS and
PDF format artwork**



PDF

Please export your PDF file with all fonts included as curves or outlines.

If you don't do this, we might not be able to match the typefaces correctly.

Please ensure all images used are exported as CMYK where possible.

Use the most up-to date PDF distiller/processor.

AI or CDR files

We can accept Adobe Illustrator CS4 files or lower, and Corel X5 files or lower. Please outline all fonts or include the typefaces with your artwork.



**we can accept raw
AI and CDR files**



Genesis Club
Member Card
Foilt Print

colour matching

printing colours vs real life

You can see far more colours with your eyes than can be reproduced on a screen, and printing can reproduce more colours than a screen can reproduce.

For that reason, it's difficult for us to reproduce colours 100% accurately. If you have a printed representation of the colour you want to match, send it to us and we'll try to match it.

Please note that as plastic cards are laminated, the colour will change by 5-10% lighter or darker.

For more information on print vs. visible colours, see <http://url.ie/fshd>

gold, silver backgrounds

We can feature silver or gold screened backgrounds, but you will need to supply a keyline for the screened area, otherwise the screen will be 100%, and all print over it will have a silver or gold tint. Lead time may be increased by adding special printing.

spot colours or pantone colours

You can use spot colours or pantone colours in cards at extra cost. All spot colours will be converted to CMYK at prepress with resultant change in colour, if you do not request them as spot.

solid black

For small amounts of text or logos, we recommend 100% K black, but for large areas of black, in particular a card with an entirely black background, we advise using

Rich black : 100% K, 40% Cyan,

Warm Black : 100%K ,35% Cyan, 60% Magenta 60% Yellow

The reason for this is that 100% K black on its own will look patchy in places, but the additional colours underneath the black will refract more light and make the black "richer".



Pantone colours look different when converted to CMYK



**Pantone
Reflex Blue**



CMYK



O2 Point Club
Member Card
Foil Print

plastic card artwork

credit card sized cards

Our plastic cards are credit card sized ISO 7810 standard.
This means they are 85.595mm(±.125) x 53.95mm(±.055)

For simplicity's sake, design your card at 86 x 54mm.

There are three main boundaries to consider :

Outer Bleed Area : when we cut the cards down to size, there will always be a variation left or right, up or down. For this reason, you need to have a bleed on the background of 3mm on each side.

Card Cutting Line : this is the physical edge of the final printed card, keep all important things like text away from this boundary.

Inner Safe Area : keep all important elements like text and logos within this area



**please don't include
a boundary outline
on finished artwork**



**please keep crop
marks off the
the printed area**



Bleed Area 92 x 60mm
Card Edges 86 x 54mm
Safe Zone 80 x 48mm



PPUI Union
Member Card
Litho Print

keytag card artwork

3-up keytag artwork

Keytags are essentially credit card sized, split into three.

Please only design one keytag, and we will set it up for printing.

There are three main boundaries to consider :

Outer Bleed Area : when we cut the cards down to size, there will always be a variation left or right, up or down. For this reason, you need to have a bleed on the background of 3mm on each side.

Card Cutting Line : this is the physical edge of the final printed card, keep all important things like text away from this boundary.

Inner Safe Area : keep all important elements like text and logos within this area, away from punched hole.



please don't include a boundary box on finished artwork



please keep crop marks off the the printed area



Bleed Area 92 x 60mm
Key Tag Edges 54 x 28.66mm
Safe Zone 40 x 25mm

important note on keytags

When the keytags are cut up, the position of the keytag edges changes from set to set.

Please avoid having a pattern that repeats on each keytag, lines or text too close to the top and bottom edge of the keytag.

Otherwise you run the risk of having the artwork from the tag above being split onto the tag below.



Tonic
Member Keytag
Foil Print

how to show add-on elements

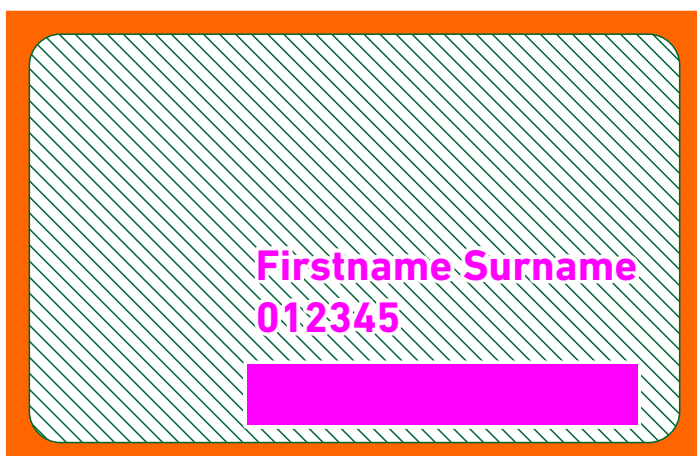
numbers, barcodes, signature panels

If you need numbering, barcodes, QR codes, signature panels or any other print finishing, please include it on the artwork as a dummy element, in hot pink or other contrasting colour to your artwork.

If you have multiple pieces of variable data to go on the card, please reference them by the column name in the corresponding Excel sheet.



**add dummy elements
in a contrasting colour**



signature panels

Signature panels can be placed anywhere on the card, and you can have more than one of them for the same cost.

So if you wanted 10 boxes for a loyalty card stamp, this would not cost extra.

Panels can be any shape and can be up to 30% of the surface area of the card.

magnetic stripes

Magnetic stripes can be placed either at the top of the card or at the bottom of the card. Please allow 25mm from edge of card. A background image can go underneath the stripe, but keep text outside the 25mm boundary.



Sales Jobs
Member Card
Foilt Print

identity card artwork

if supplying photographs and Excel file

Whatever you do, don't design and lay out every single person's ID card. We will provide an Excel sheet for data and instructions on how to supply the photographs to us.

Simply design out your ID card, put some dummy data and a sample photo on it, and email it to us as a JPG, PNG or PDF.

Please include all logos and static images to be used on the cards as separate, high resolution files.



**check out our
template files online**

if you want to design the cards yourself

If you want to layout your cards in PDF yourself, simply refer to the artwork guide for cards (page 6). Lay out each card per person in the same manner. If the reverse is common to all, please send only one page for the reverse (as a separate file).

If you want a different reverse for each card, make sure that reverse follows the correct front. If you are in any doubt, just lay out one front and back before doing the whole lot. Email it to us and we will check it for you.



**if you're unsure,
please contact us
before doing loads
of work**



Willie O'Dea
ID Card Sample
HDP Printing

wristband artwork

logo and text limitations

Depending on the type of wristband you choose, you will probably be limited to one colour print or embossing.

If you want a woven wristband with colour, please contact us to discuss as there are strict requirements and limitations.



wristbands only need simple artwork



please keep crop marks off the printed area

one colour print on coloured band

Supply your logo and text in the desired typeface as a one colour outline in EPS or PDF. This will be repeated on the wristband as many times as will fit.

This is a solid colour process only, gradients or halftones cannot be replicated.

Depending on the wristband, you can choose the base colour of the material from a range of colours.

emboss or deboss

This is for rubber wristbands like the Livestrong or Make Poverty History ones, where the artwork is etched into or formed out of the wristband.

Supply your logo and text in the desired typeface as a one colour outline in EPS or PDF. This will be repeated on the wristband as many times as will fit.

Please note very intricate or detailed elements cannot be reproduced and fine lines and points will be smoothed out in proofing.

This is a solid colour process only, gradients or halftones cannot be replicated.



AKA Club
Member Card
Litho Print

lanyard artwork

lanyards are usually a simple design

The printable area on a lanyard is only around 20 x 385mm, so usually only a logo and repeated text goes on the lanyard.

You can choose a solid, pattern or gradient background for your printed lanyard.

There is no artwork setup fee for lanyards.



lanyards only need simple artwork



there is no setup fee for lanyard design

what you need to send

Simply email your logo, text and colour requirements to artwork@identity.ie.

We will arrange the artwork and text to repeat 2-3 times on each half of the lanyard (left and right). The artwork will be printed both sides on the lanyard.

Send us the best quality logo you have in EPS or PDF. We can match colours to a reasonable degree.



please send a good quality logo in EPS or PDF

design proofing

We will send you a graphic with your logo, graphics and text laid out on a lanyard approximately how it will look on the printed item.

Any extras like special clips and attachments may not be shown on the proof but we will separately send you photos of the clips and attachments to be used.



we will send you a proof with your artwork laid out



Q Club
Member Card
Digital Print

how to send artwork

email

If your artwork is fully prepared and ready to go, place your order online. Once the order is processed, you can email your artwork to identity@identity.ie
Put your order number in the subject line of the mail.

If your files are larger than 5Mb, please consider uploading it via FTP, Dropbox or Onedrive.

ftp upload

Zip your artwork up and upload it at the artwork upload page here.

<http://www.identity.ie/artwork-upload-page>

dropbox & onedrive

For large files, zip them up and share them with identity@identity.ie on Dropbox or Onedrive.

password protection & encryption

When sending any sensitive data, we recommend encrypting the files and sending us the password separately by email or SMS (phone us to get the number)



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help

help is at hand

We are here to help with any queries you have, please contact us and we'll do our best

identity@identity.ie

01 555 5555

www.identity.ie



Fast Fix
Gift Card
Digital Print