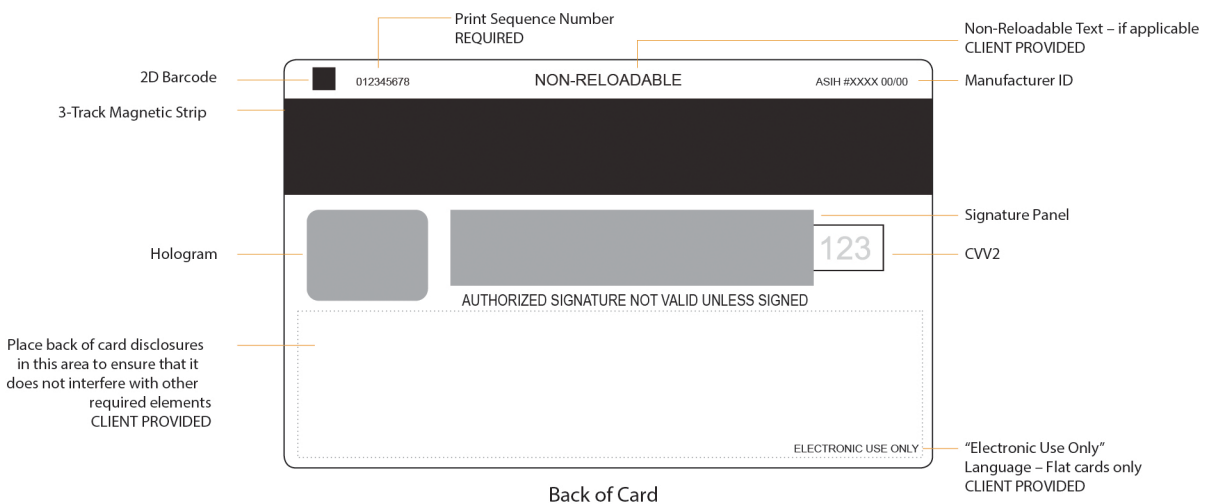
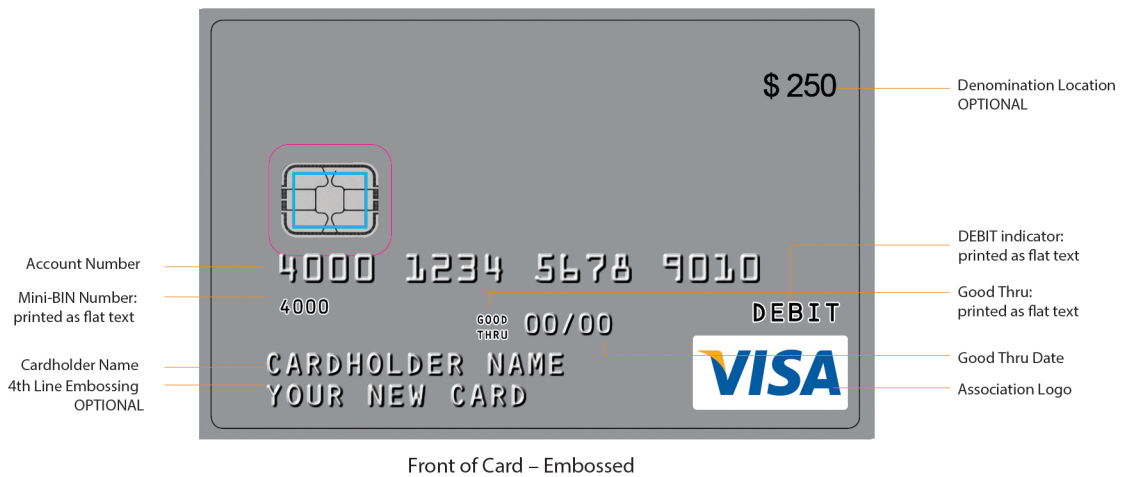
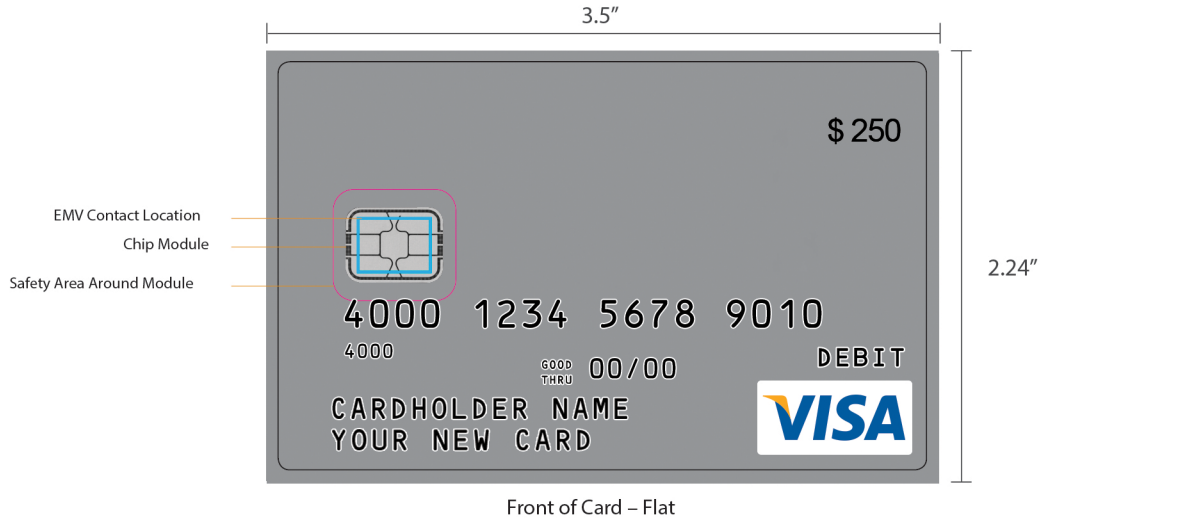
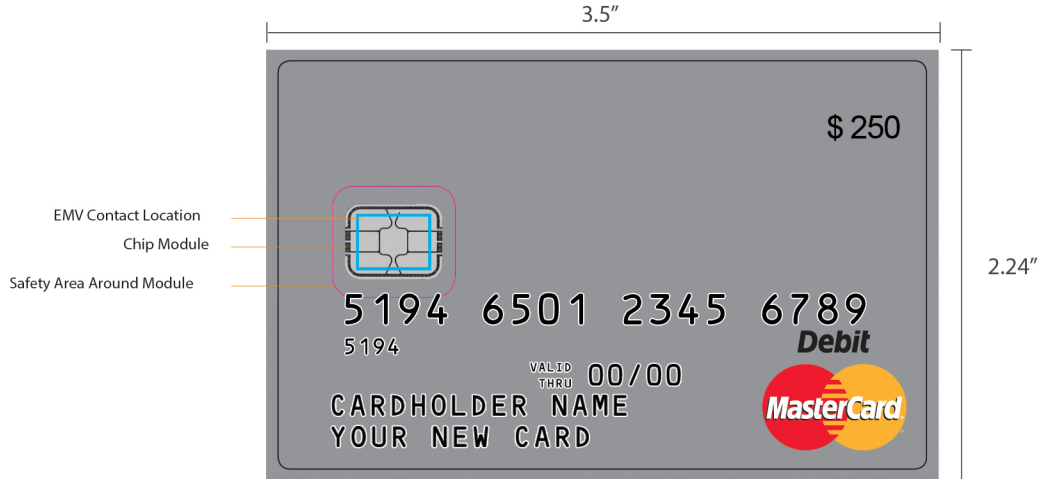


EMV Plastic Card Artwork: Design Specifications

Visa



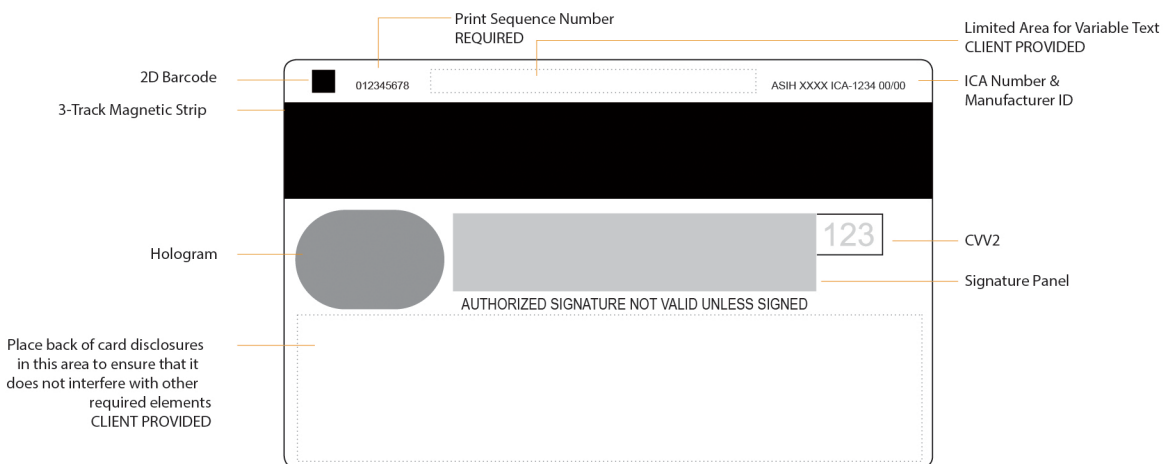
MasterCard



Front of Card – Flat



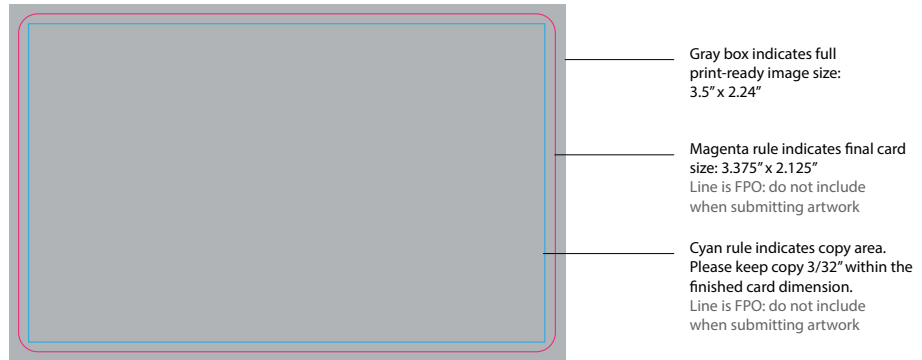
Front of Card – Embossed



Back of Card

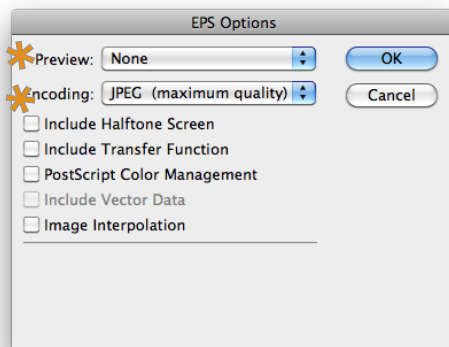
Preparing Your Print-Ready Files

- Please provide the following:
 - Print-ready file. Below is a guide for the front of card set up. Please follow this when setting up your print-ready files.
 - PDF mockup including position of any dynamic information

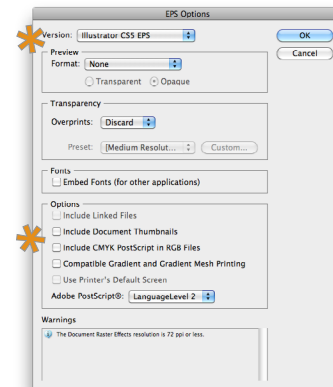


File Specifications

- Provide your print-ready plastic card artwork as an .EPS file.
 - File size should be 3.5x2.24" at 300 DPI
 - .EPS file should be in CMYK color mode (8-bit depth)
 - Embedded image encoding should be JPG with best quality compression
 - No previews or thumbnails should be embedded
 - Any fonts used in the image should be outlined, do not provide as rasterized text or embedded fonts
 - Do not include embedded ICC profiles
 - Do not place photoshop files into illustrator if there is no vector art being used. As this causes the file size to get larger than needed



PHOTOSHOP .EPS SETTINGS



ILLUSTRATOR .EPS SETTINGS

- While we can also accept high resolution .JPG and .TIF image files, it is our recommendation that the print-ready file is provided as an .EPS to best maintain the color integrity.
- Please make sure that the print-ready artwork provided to Arroweye does not include any of the association template elements shown on pages 1-4. Files do not need to include mini-bin, good/valid thru text, debit word mark or network logo. Arroweye will add these items.
- Software programs preferred: Adobe Illustrator CS6, Adobe Photoshop CS6 and Adobe InDesign CS6

Design for Success

When designing your plastic card artwork, there are a few things to keep in mind to achieve the highest level of quality possible with on-demand digital print technology:

Tip 1

Reversed out text on solid and/or dark backgrounds can result in “ghosting” (the white of the text bleeds into the dark color). To avoid this, add texture to the background or use lighter backgrounds with solid text.

Tip 2

Light neutrals (i.e., beige, off-white, grays, etc.) cannot maintain their color consistently, especially in highlights. Colors below a 10% dot percentage are below our press threshold and may drop out or seem very faint. Stay above this 10% dot percentage threshold to prevent desired design elements from dropping out. Small shifts in CMYK dot during printing may cause light grays to have color shifting. If possible, convert light grays to a percentage of black for a more consistent color representation.

Tip 3

Using large areas of solid color may result in “banding” or inconsistent color values. For best results, add detail or texture to the background of the image.

Tip 4

Keep text away from the edges of the card so it does not get cut off. Please keep copy 1/16” within the finished card dimension. Also, keep text at least 1/16” away from the required elements on the card, including the mag strip, hologram, signature panel, etc.

Tip 5

Avoid using text that is less than 6 pt.

Tip 6

To ensure accurate color replication, artwork should be designed in CMYK. Converting files to meet our CMYK requirement could cause the design to lose color integrity and not print as expected.

Tip 7

Solid black backgrounds should be set up as C=55, M=45, Y=35, K=100. This formula will give the design a deep black in large solid areas.

Instructions for submitting artwork files:

1. Post PDF and Print-ready EPS files to our secure FTP site at <ftp://crftp.arroweyesolutions.com>

Login: asiartwork
Password: asipartner

Note: Once the file transfer is complete, you will not see the file in the FTP directory, but it doesn't mean it is not there. When in doubt, re-submit.

2. Email your specific Project Manager to notify them that the files have been posted. If you are not sure of who your Project Manager is, send an email to pm@arroweye.com to notify that files have been posted.