

ARTWORK AND DESIGN SPECIFICATIONS

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THERMAL OVERPRINTING

INSTITUTION LOGO PRINTED ON PRE-PRINTED GENERIC CARDSTOCK

After selecting a generic pre-printed plastic design, the institution must provide their logo, preferably in vector file format.

Vector images are created in Adobe Illustrator, and are scalable, so no pixelation occurs when enlarging the logo.

LOGO SPECIFICATIONS

- Solid Black (No Gradients / White)
- Vector format (.ai or .eps) with fonts converted to outlines OR font files included
- At least 400 DPI
- Sized to at least 2.5" x 2.5"
- Logos must adhere to the available space on the front of the card. Please allow a 3mm clearance from all edges and element such as the EMV chip, knockout boxes or holograms.

Please note there is a Logo redraw fee for re-creating logos not sent in proper specs



VECTOR IMAGE
(.ai, .eps, .pdf - Illustrator)



LOW - RES
(.tif, .psd, png or .jpg - Photoshop)

BACK SPECIFICATIONS

Verbiage typed out completely and spell checked

- Please do **NOT** send scans of back verbiage

List of all applicable network logos to appear on the back

- Please keep in mind limited backer space for EMV Programs

PRINT-ON-DEMAND / OVER-THE-EDGE

FULL COLOR IMAGES THAT COVER THE ENTIRE FRONT OF THE PLASTIC

Print-On-Demand is CPI's alternative to custom designed cardstock. A full color image is printed on blank white plastic. Either provide your own full-color artwork, or request to have a custom image created by our team of designers. (custom art fee applies)

CPI also offers Print-Ready images that are pre-formatted for Print-on-Demand use, and you have to only provide us your logo. Ask your Customer Services or Implementations rep for an electronic brochure.

If providing your own art, please review the Art Specifications below to ensure prompt and accurate formatting of your image(s).

FRONT SPECIFICATIONS

Vector Format (.ai or .eps)

- LAYERED Artwork - not just an image placed into Illustrator
- RGB color mode
- Fonts converted to outlines OR fonts files included
- At least 3.5" x 2.24" (actual plastic size is 3.375" x 2.125")
- Pantone colors used (if applicable)

High Resolution Raster Format (.psd or .tif)

- LAYERED Artwork - do not flatten layers
- RGB color mode
- At least 300 DPI
- At least 3.5" x 2.24" (actual plastic size is 3.375" x 2.125")
- Names of fonts used + font files included (if applicable)
- Pantone colors used (if applicable)

*Do **NOT** embed Personalization, BIN, Good Thru, Knockout boxes, Visa/MC Logos or round corners*

BACK SPECIFICATIONS

Verbiage typed out completely and spell checked

- Please do **NOT** send scans of back verbiage

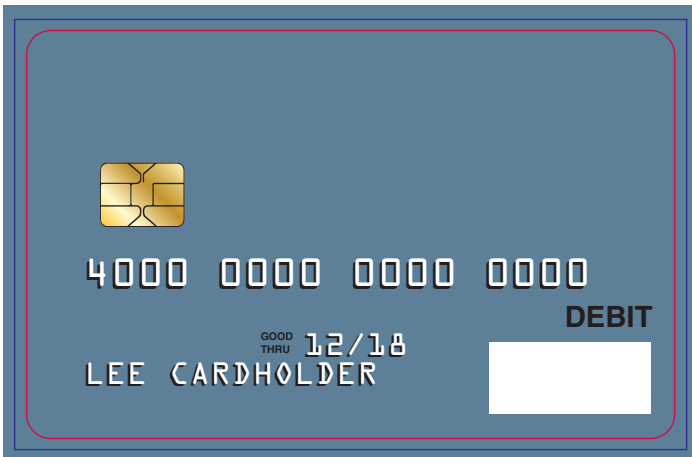
List of all applicable network logos to appear on the back

- Please keep in mind limited backer space for EMV Programs

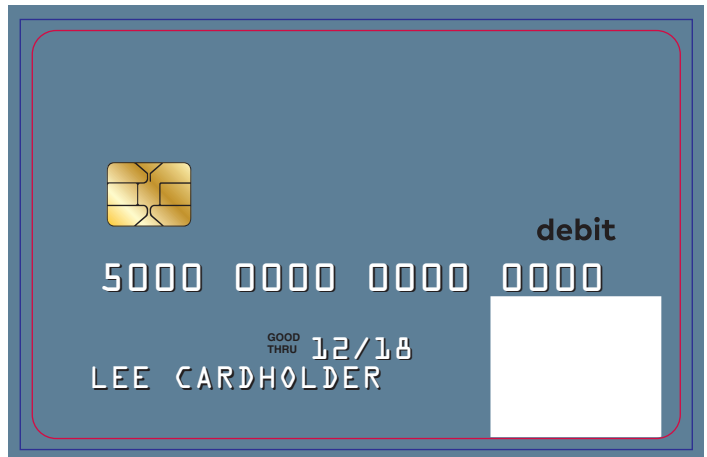
PRINT-ON-DEMAND ILLUSTRATOR TEMPLATES TO BE OPENED WITHIN ILLUSTRATOR CS6 OR ABOVE

Note: This template can be sent to your designer and opened in Adobe Illustrator or exported as an .eps file if designing in Photoshop. Simply delete any elements that you do not need.

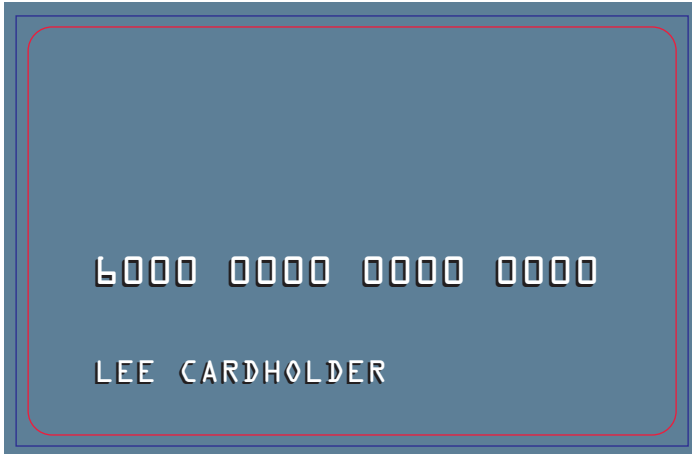
Visa Template










MC Template






ATM Template



Available Personalization Colors for Embossing or Flat Printing

-  Gold
-  Blue
-  Silver
-  Red
-  Green
-  Black
-  White

Turn off Template Layers - Examples Only

-  Background Image + Bleed: W 3.625" x H 2.375"
-  Actual Card Size (Plastic): W 3.375" x H 2.125"
-  POD Clipping Mask: W 3.5" x H 2.24"
(Applied by CPI)