CUSTOM

Artwork Design Guide

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cpi card group®

CUSTOM
ARTWORK DESIGN SPECIFICATIONS

Below are specifications for custom image design submissions. Failure to follow these guidelines may result in poor print quality, production delays, or additional design fees.

IMAGE SPECIFICATIONS FOR CUSTOM ARTWORK

File Formats: Illustrator (.ai, .eps) or Photoshop (.psd, .tif, .jpg.) Please embed all links, outline all fonts, include PMS colors, and layer .psd files. Send any fonts in Mac format.

Color Mode: Vector - CMYK or Spot Colors | Photoshop - 300dpi and CMYK

Resolution: Art must be 300 dpi. Art can be created using a Photoshop file background placed into an Illustrator then a vector of the logo placed on top. This is actually preferred as the logo will print "cleaner" and "crisper"

Artwork Size: 3.625" x 2.375" - this includes an 1/8" bleed (Actual physical card size is 3.375" x 2.125")

Programs Used: Please DO NOT send card layouts in Adobe InDesign (Adobe Illustrator or Photoshop CC is preferred)

Logo Requirements: For best results, logos in Vector format are preferred (.ai, .eps or an editable .pdf) OR at least 300dpi and a minimum of 2.5" x 2.5" Photoshop file (.psd, .tif, .jpg, .bmp)

CONSIDERATIONS

- Custom card orders utilizing an EMV program will have the EMV chip embedded within the plastic during the printing process. Please design your custom card around the EMV chip placement as this cannot be moved on the plastic. See page 3 for more details on chip size and placement.
- Visa requires a "DEBIT" identifier to appear in all caps on Debit programs.
- Visa and MasterCard brand logos will be added to the pre-proof at CPI Card Group. Do not embed knockouts, branded logos or verbiage as placeholders within the artwork file, please layer these elements separately.

SUBMISSION CHECKLIST

Front of Card:

- ☐ Background artwork
  - Illustrator or Photoshop file, layered and vector logo included
  - CMYK or Spot Colors
  - Outline all fonts and embed all links
  - Include PMS colors in swatch panel (Please DO NOT rename PMS Colors)
- ☐ Program name (i.e. Business, Health Savings Account, ATM, etc.)

Back of Card:

- ☐ Back verbiage
- ☐ List of appropriate network logos

ICA number
(Optional, MasterCard only)

ART FILE SUBMISSION METHODS

Please submit your art files using one of these methods:

- Send art files via e-mail to Karen Kidd, Vicki Newman, or Chris Mattox at CPI Card Group. Zip files are the best way to submit.
- Provide a link to Box.com or Dropbox.com in an e-mail to Karen Kidd, Vicki Newman, or Chris Mattox.
- Contact Karen Kidd, Vicki Newman, or Chris Mattox to set up a FTP file transfer.

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P: 800.237.3387
556 Metroplex Drive, Nashville TN 37211 F: 615.834.0192

MASTERCARD
DESIGN TEMPLATES

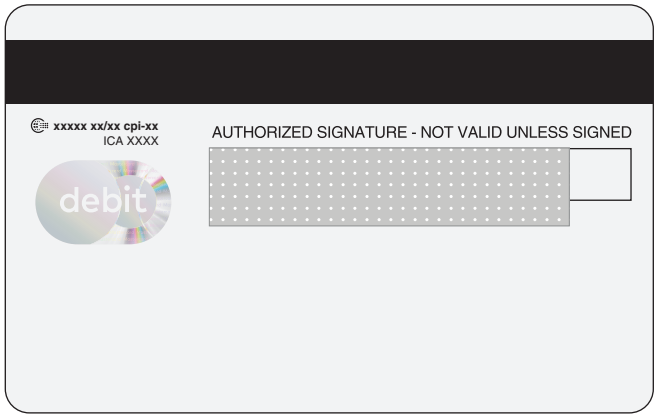
This PDF page can be opened in Adobe Illustrator and the templates can be used to format your new artwork.

Please note, back verbiage and network logo placement may differ slightly than the original submitted design. Back designs are dependent on width of mag stripe, hologram placement, and EMV chip size.
It is not recommended to use flat personalization on cardstocks that have a matte finish.

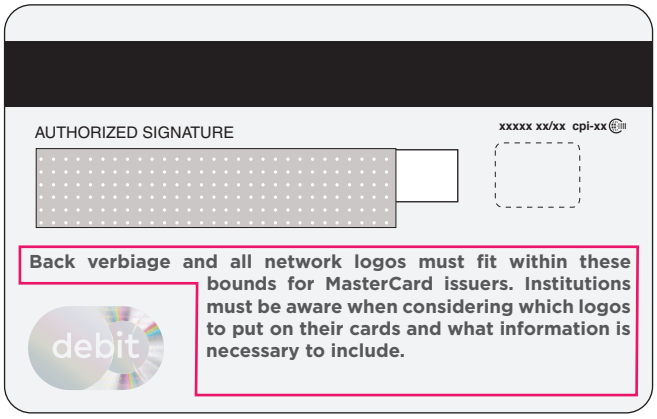
If designing for an EMV card, please design your custom card around the EMV chip placement as this cannot be moved on the plastic. Custom card orders will have the EMV chip embedded within the plastic during the printing process. Note: The EMV Chip will be placed in the same position on all Visa, MasterCard, ATM and Discover plastics.

If designing for a MAG stripe card, please choose the MAG back template and remove the EMV chip from the front template.

Mastercard EMV Front



Mastercard MAG Back



Mastercard EMV Back

Available Personalization

Gold | Blue | Green | Black

Silver | Red | White

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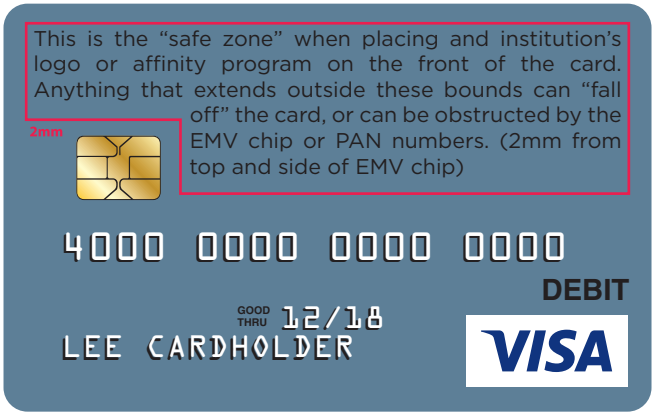
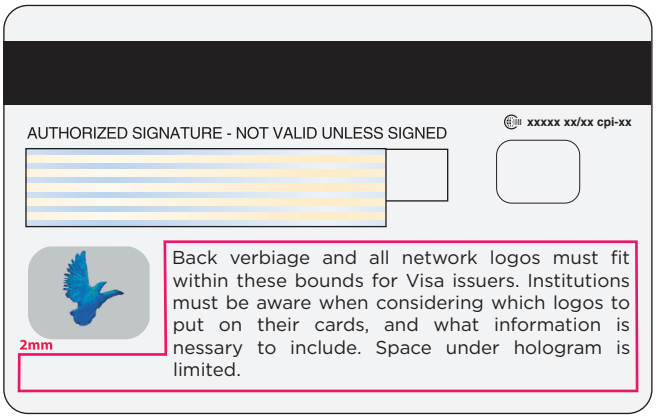
VISA
DESIGN TEMPLATES

This PDF page can be opened in Adobe Illustrator and the templates can be used to format your new artwork.

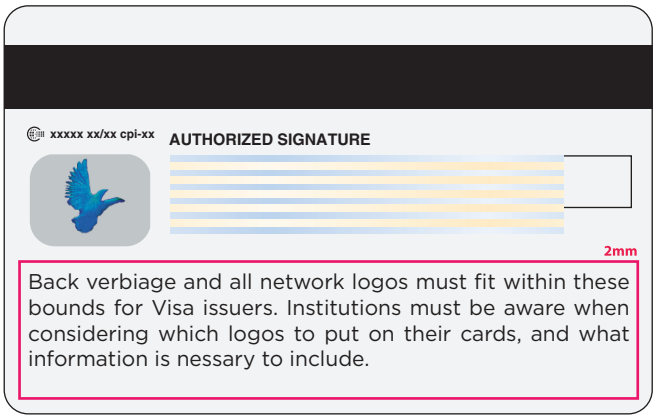


Staged Visa Front



Visa EMV Back

Non-Staged Visa Front Blue Logo



Visa MAG Back

Non-Staged Visa Front White Logo

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