

AMC Artwork Guidelines 2013



Sample of a standard card

Note: not to scale.

Please read and follow our artwork guidelines carefully when supplying your own **artwork.**

Design Information

- Size of card: 86mm x 54mm
- Add a 3mm bleed to all artwork edges (Size of card with bleed: 92mm x 60mm)
- Do not supply artwork with rounded corners or die marks or lines unless you want it printed
- No text or images can appear over the magnetic stripe
- Please supply all fonts used with layered artwork

Software File Formats

if changes are to be made by Edge Loyalty

We only accept the following formats:

- **Adobe Indesign (up to CS5)**
Files are to be packaged with all images, links and fonts supplied. Please ensure there is 3mm bleed on all artwork.
- **Adobe Illustrator (up to CS5)**
Files are to be supplied with all images, links and fonts. Please ensure there is 3mm bleed on all artwork.
- **Adobe Photoshop (up to CS5)**
Files are to be high resolution (300dpi at 100%), layered psd files. Any type areas are to be editable text layers and fonts supplied. Please ensure there is 3mm bleed on all artwork.

Software File Formats

if NO changes are to be made by Edge Loyalty

We only accept the following formats:

- **Adobe Illustrator (up to CS5)**
ai, eps.
- **Adobe Photoshop (up to CS5)**
psd, tiff, jpeg.
- **Adobe Acrobat PDF**
Pdfs must be 'Print Ready' files.

Print Ready PDFs

Print ready PDFs must be CMYK or PMS, high resolution (300dpi at 100%) with trims, 3mm bleed, fonts outlined or fonts supplied.

Personalisation

If personalisation of the cards is required the position of the data should be shown on the artwork.

Download a Template

Go to www.xxxxxxx.com.au to download a GCP card template.

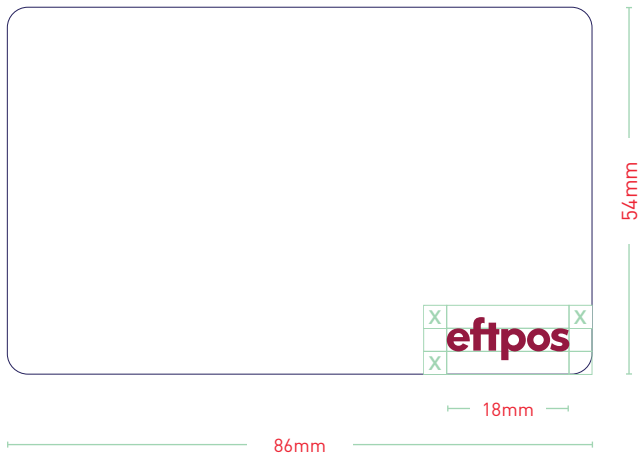
Sending

Please forward the completed artwork to your sales representative as soon as possible. If your artwork is over 20Mb (no artwork larger than 100mb please) mail a CD to:

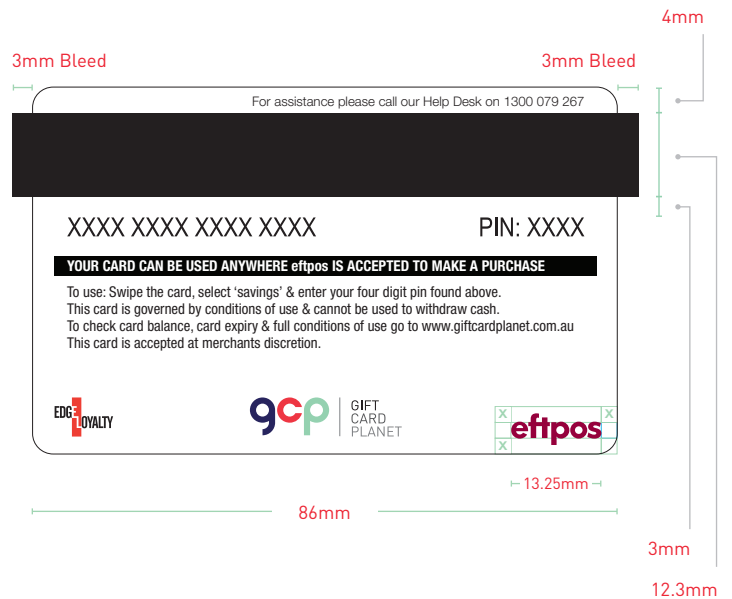
Edge Loyalty
Building 3, 658 Church Street, Richmond 3121 VIC



FRONT



BACK



Colours

We will only accept files that contain CMYK and Pantone colours. We print on digital printers so colours may not be a 100% match. We will however endeavour to match colours as best we can.

Images

All images must be at a minimum resolution of 300dpi at 100%. Vector art should remain as editable paths for optimal printing.

Fonts

All fonts used in the artwork should be supplied with the artwork.

Gradients and Vignettes

Due to the uniqueness of printing on plastic, gradients should not be 0% to 100%. If gradients are created at about 6% to 99% they have less tendency of banding.

Ensure gradients made in Illustrator are set to 2400 dpi in attributes and document setup.

Data Files

If the cards require personalisation please forward your data files to your sales representative as soon as possible. Data files are accepted in the following formats only:

- CSV File
- Excel File
- Text File

EFTPOS Cards:

The EFTPOS Brand Mark must appear on the front of allcards enabled with CHQ or SAV access at the point of sale.