

Art Checklist

Use this guide to help create print-ready art. If you have any questions please be sure to call us!

- **Design Specs**
The Templates in our Download center use accurate dimensions and specifications to ensure the ideal use of the bleed and design area.

- **Bleed and Safe Design Area**
Please allow for at least a 1/16" bleed in the design of your card which will be printed off the edge (see: templates). A bleed makes sure that the background covers the card completely and consistently. The 1/8" margin around the inside edge of the card is the "Buffer". This area may experience some minor variation in the die-cutting process so please do not include any important images or information here.

- **Resolution**
If you are using a photo manipulation software (Photoshop, Paintshop, Gimp) then please create the design using 600 dpi. If you are using a vector software (Illustrator, Draw) then there are no resolution settings.

- **File Formats**
Our preferred file formats are .psd (layered) and .ai. However, we do accept high-quality .jpg .pdf .eps and .tiff also as long as the file fits the required dimensions. For clear or frosted plastic cards, we must have the layered .psd, .ai, or .eps.

- **Fonts and Images**
Please package images (links) and fonts with the files. If you're using Mac based fonts, they must be rasterized or converted to outlines depending on the software used.

