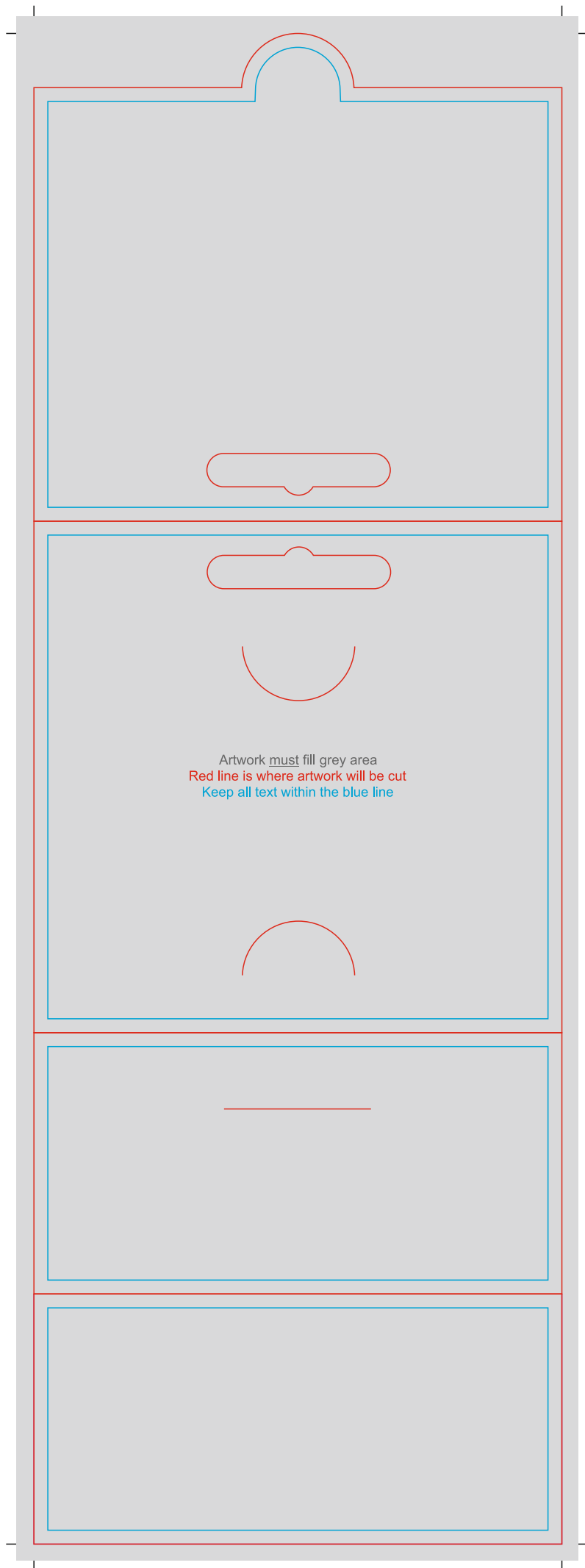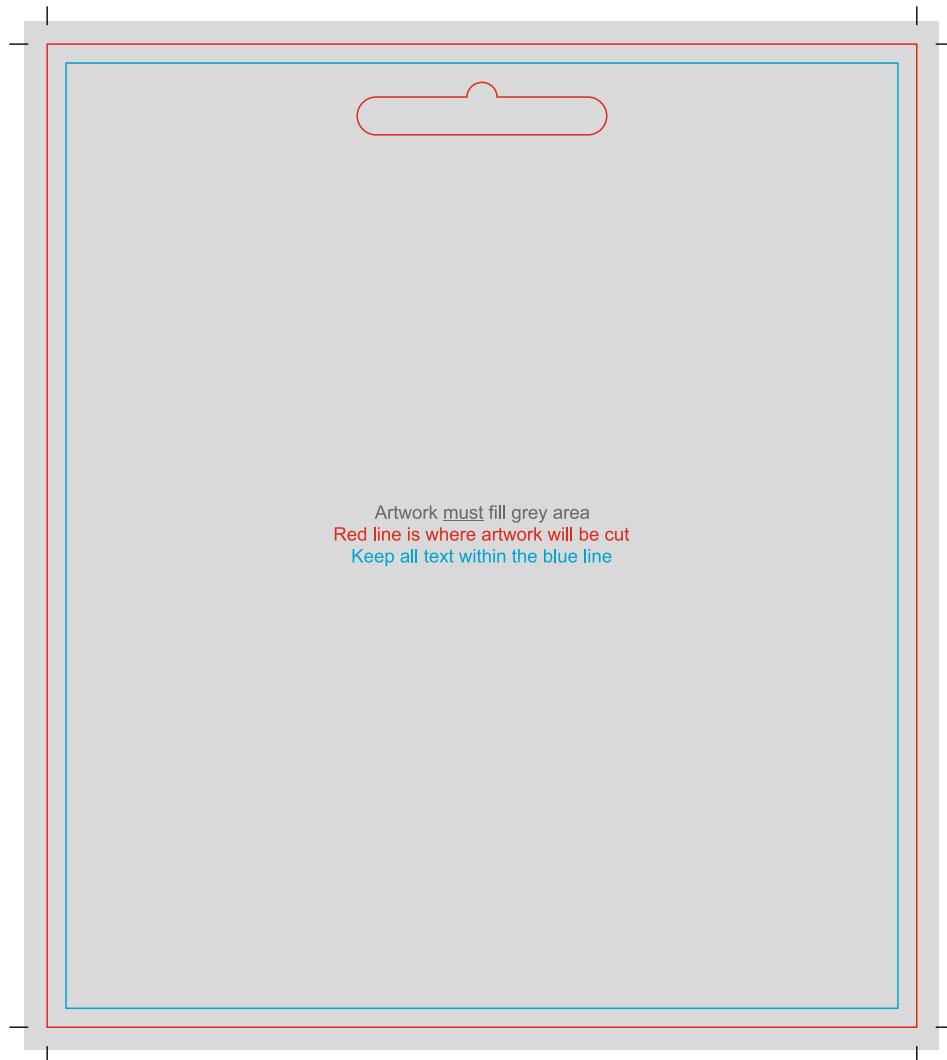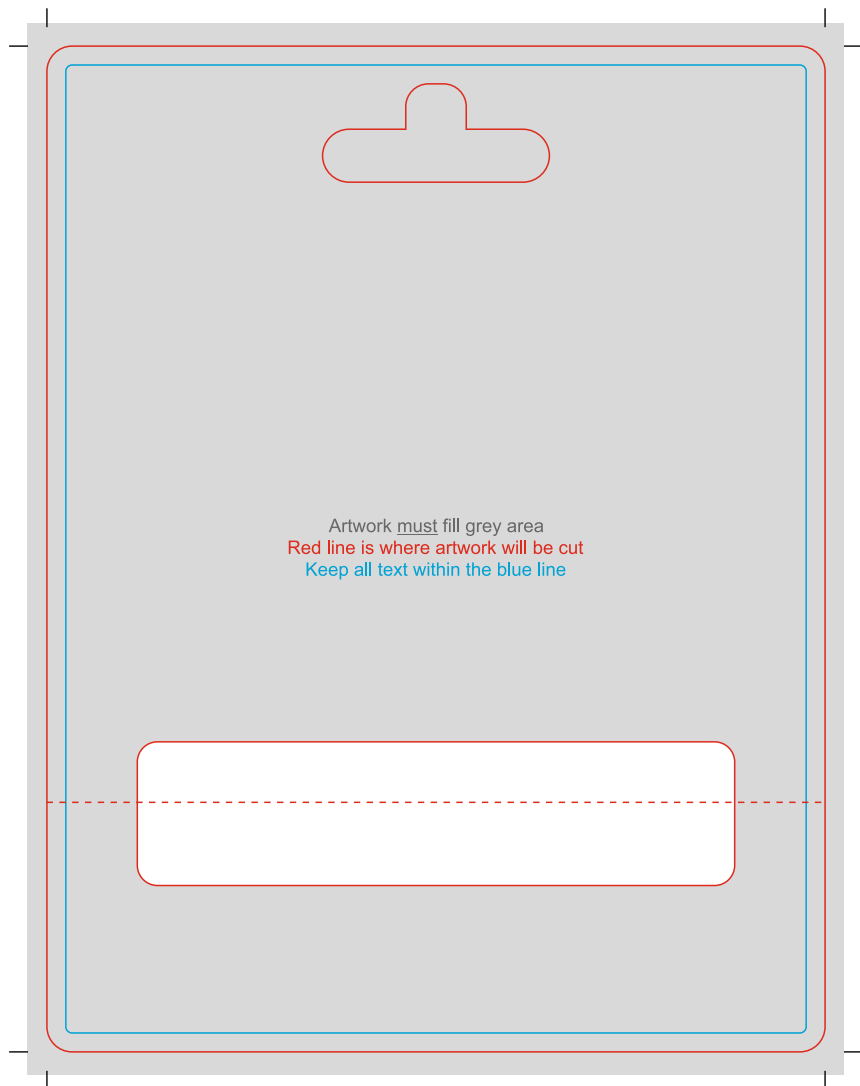# Artwork Guidelines

Our templates are developed to give creative freedom and guidance to create perfect designs every time.

Follow the 7 points below and ensure finished artwork is supplied as Hi-Res PDF only.
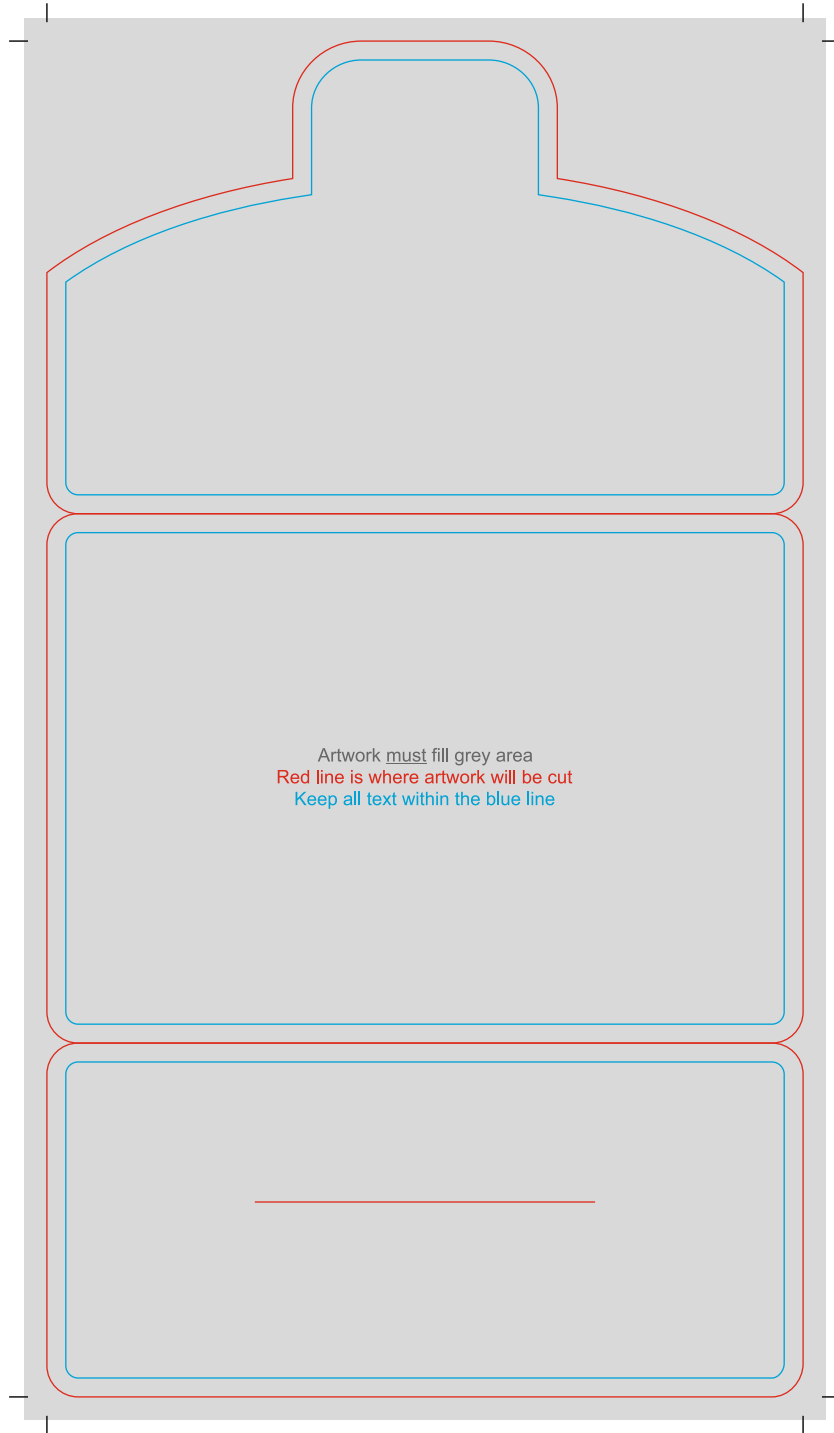
✓ We print using only four Colour Process (CMYK) – Do not include Pantone Colours in your artwork.

✓ All images set to a minimum of 300dpi.

✓ Large black areas must be set to 100% of each of CMYK breakdown i.e. (100% Cyan, 100% Magenta, 100% Yellow, 100% Black)

✓ All text/fonts must be converted to curves/outlines.

✓ Ensure to include 3mm bleed all around as indicated.

✓ All complex fills, fountain fills, gradients, drop shadows and glows must be rasterised/flattened at a minimum of 300dpi resolution.

✓ Do not on include on final artwork images of areas for signature panels and magnetic stripes.
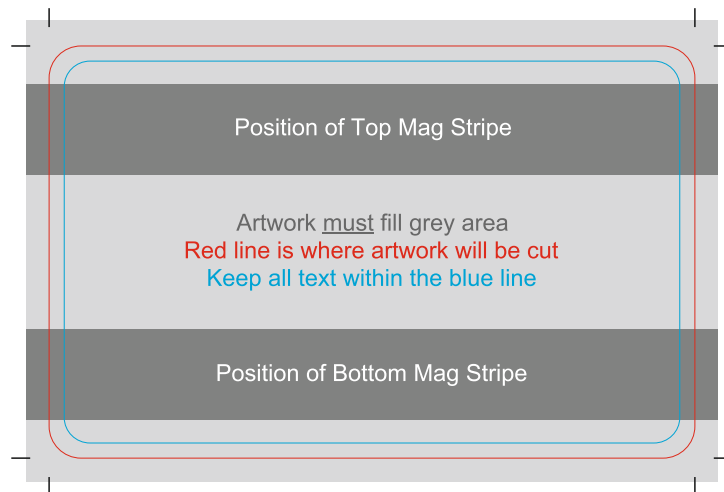
Artwork must fill grey area
Red line is where artwork will be cut
Keep all text within the blue line

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Position of Top Mag Stripe
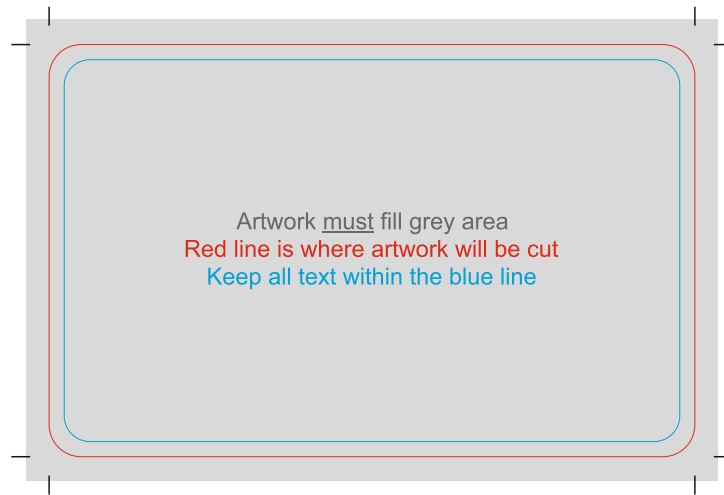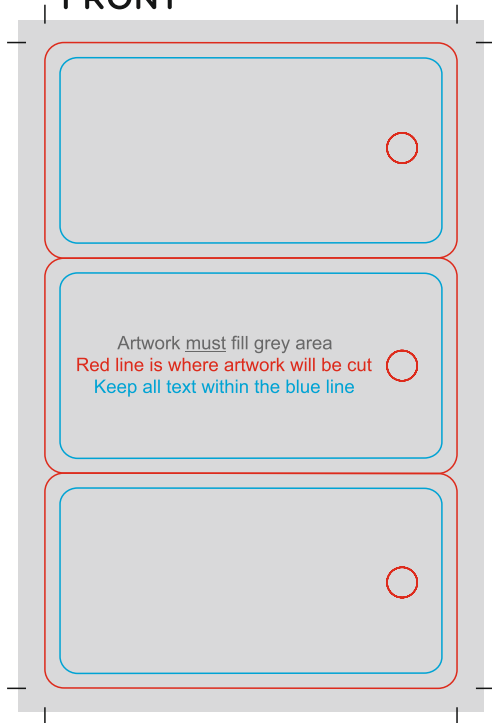
Artwork must fill grey area
Red line is where artwork will be cut
Keep all text within the blue line

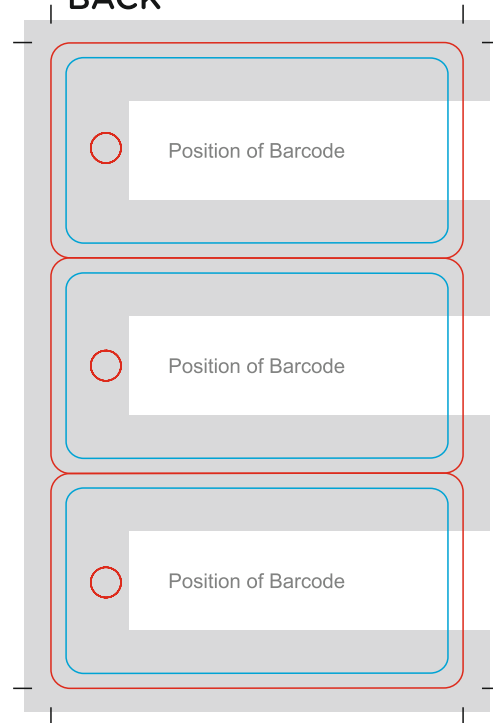Position of Bottom Mag Stripe

FRONT

Artwork <u>must</u> fill grey area
Red line is where artwork will be cut
Keep all text within the blue line

BACK

Position of Barcode

Position of Barcode

Position of Barcode

FRONT

Artwork must fill grey area
Red line is where artwork will be cut
Keep all text within the blue line

BACK

Position of Barcode

Position of Barcode

Artwork must fill grey area
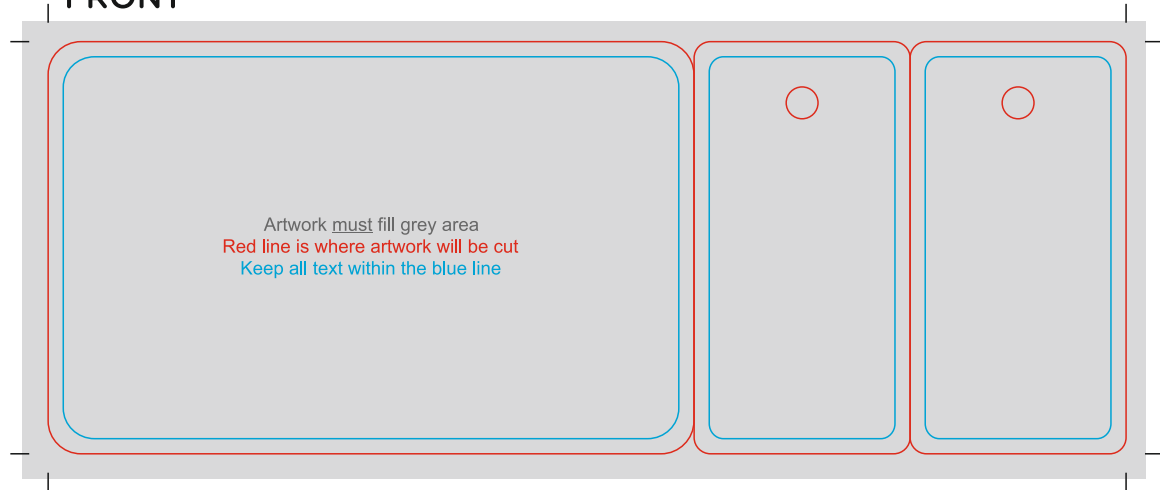Red line is where artwork will be cut
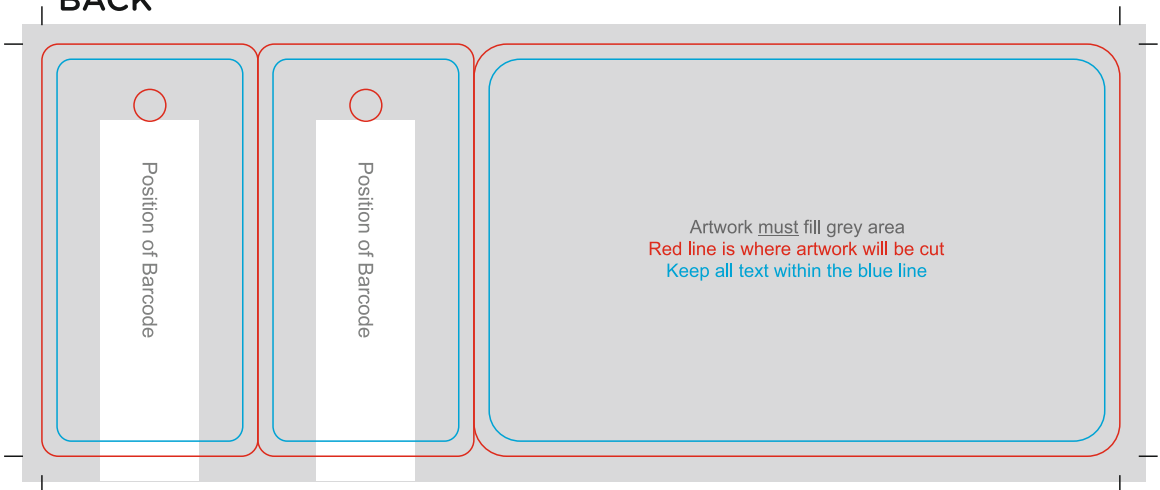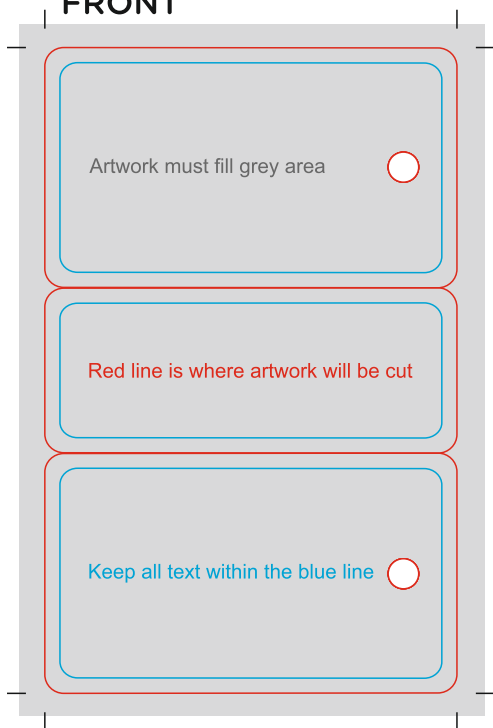Keep all text within the blue line

FRONT

Artwork must fill grey area

Red line is where artwork will be cut

Keep all text within the blue line

BACK

Position of Barcode

Position of Barcode