

## Artwork Specifications

### Software

- If possible, please layout your design in Adobe InDesign (version CC 2018 or earlier), Adobe Illustrator (version CC 2018 or earlier).
- Files of items created in Adobe Illustrator, Freehand or Adobe Photoshop may be placed into your design.
- Use Pantone Solid Coated swatches for spot colors. Process colors may not print as shown on your monitor or as printed on your home printer.
- PermaCard uses CMYK Digital Presses. All art, including imported files and raster images, should be in the CMYK color mode.
- We can open Adobe Pagemaker (versions 6.5 & 7) with Adobe InDesign. Please include a hard copy (printout) or PDF as converting these files may reflow your design.
- If unable to use the suggested design software, please save in Adobe PDF format. Although we can print using the PDF, we may be unable to make design corrections or changes.
- We cannot use Microsoft Publisher, Powerpoint or Office files.
- We cannot use Quark Xpress or CorelDraw. Please save these files as .ai, .eps, or .pdf.

### Card Measurements

- Please refer to the template provided by your sales representative for card shape and size.
- Do not include crop marks in your final design.
- If there is color, a background or an object that touches or goes over the edge of the card, use the full bleed measurements.
- All important elements (text, logo, etc) must be kept within the Image Area, except for the bleed elements.
- Please do not include round corners or outline the card edge. All lines print!

### Raster Images

- Raster images are files created with a scanner or digital camera.
- Color and grayscale images should be scanned at a minimum of 300 dpi resolution.
- Black & white images and line art should be scanned at 1200 dpi resolution.
- Do not use artwork taken from a website. It is usually only 72 dpi and will print below resolution.
- File Graphics should be 300 dpi before placing or importing into your design.

### Fonts

- To achieve the greatest clarity and readability, lay out type in InDesign or Illustrator.
- Do not apply Bold or Italic styles to typeface. Always use the actual typeface (i.e. BTimesBold, ITimesItalic, etc.)
- You may convert all type to paths, curves or outlines. Be sure to proofread all type before converting. We are unable to make changes to outlined type.

### Bar Code and Signature Area

- If your card requires a bar code, please leave a white space (no background or image) of at least 1/2" in height and 2 3/4" in length for cards and at least 3/8" by 1 3/4" for key tags. Adjustments may be necessary due to bar code symbology.

### Sending your files:

- CD-R/RW, DVD R+/- RW+/- or USB Drive in PC readable format.
- Please include a hard copy (printout) of files, contact name, address, e-mail and phone number.
- Include all design files, support files, images and fonts.
- PC files are preferred, but we can work with most MAC files if exported correctly (file extensions added to file names and text converted to outlines, curves or paths).
- Files are accepted via e-mail at [artwork@permacard.com](mailto:artwork@permacard.com) (10 MB limit). Please compress files into single ZIP or Stuffit file.
- Larger files may be sent via FTP at <https://permacard.wetransfer.com/>