

Artwork Guidelines

Preferred Vector Artwork Submission Specifications For Creating Your Final Pdf.

- It is best to layout your design in standard graphics programs Adobe InDesign or Adobe Illustrator.
 - Place any linked images (logos etc.) and they will be included in your final pdf upload.
 - Be sure to keep your design and images in CMYK mode. This is the mode in which your cards will be printed. If you use RGB there may be unintended color shifts in the final printed piece.
 - If using the downloaded dieline, please do not modify the dieline, this will more than likely lead to your art being rejected or trimmed incorrectly.

Creating your art in Microsoft programs such as Word, Publisher or Power point means creating it in RGB mode. This may cause unintended color shifts. These are not normal graphic programs and could lead to a delay in getting your order.

Raster Images

Your placed images (logos etc.) need to be a minimum of 300 dpi, if they are not, the print quality will not meet your expectations.

Font sizes are as follows:

For face print text 4pt. is the minimum size.

If you have reverse print the minimum size is 6pt.

FACE PRINT - When the text is darker than the background. This is 4 pt. type.

REVERSE PRINT: When text is lighter than the background. **6 Point Type**

With reverse print, avoid use of thin and Serif fonts such as Times because the amount of ink coverage could lead to the text filling in and being hard to read.

Before uploading your pdf, be sure that any die cut line layer is turned off so it does not end up as part of the print image.

