

harry bugg[®]

Getting Started

We want to supply you with great looking plastic cards and as with anything preparation is everything. Please pass these guidelines to your graphic designer so they can produce great looking artwork that is technically correct and we'll do the rest.

We recommend artwork is produced using Adobe Illustrator® or InDesign®, please supply print ready PDFs.

We also accept Adobe Photoshop® files, remember to flatten layers and then supply print ready PDFs.

Important – if your cards are to have any extras (numbering, barcodes etc) then please supply two sets of PDFs.

1) Artwork PDF – we will use this to print, do not show any extras or the card outline.

2) Visual PDF – show any extras and the card outline.

We'll then print some of your cards for you to approve, we'll also add any extras you've ordered, for example barcodes and signature strips.

If you've ordered cards with magnetic stripes or barcodes you'll be able to test these work with your software or epos system.



For the Best Results

We print all our cards in four colour process, please bear in mind the following to achieve the best results.

Colour

CMYK coverage should not exceed 270%.

Tints should contain more than 5% of either Cyan, Magenta, Yellow or Black.

Large areas of black to be set as 100% Black and zero Cyan, Magenta and Yellow.

Fonts

All text should be greater than 6 point.
Text should be set as vector, not image/bitmap.
All fonts need to be outlined.

Lines

Ensure any lines are not less than 0.25 point.



Plastic Card Dimensions

Our plastic cards are credit card size – 86 x 54mm.

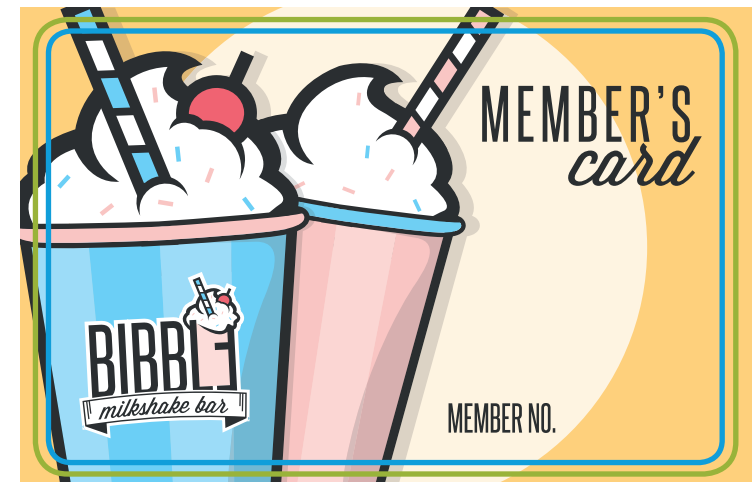
Safety line (**blue line**) - make sure any text or important information is inside this line (3mm inside the green line), otherwise it could get cut off.

Trim line (**green line**) - your cards will be cut to this size (86 x 54mm).

Bleed line (**grey line**) - any background images or colour must extend to this line (3mm outside the green line). The overall card design should therefore measure 92mm x 60mm.

Remember not to show these lines on your artwork PDF.

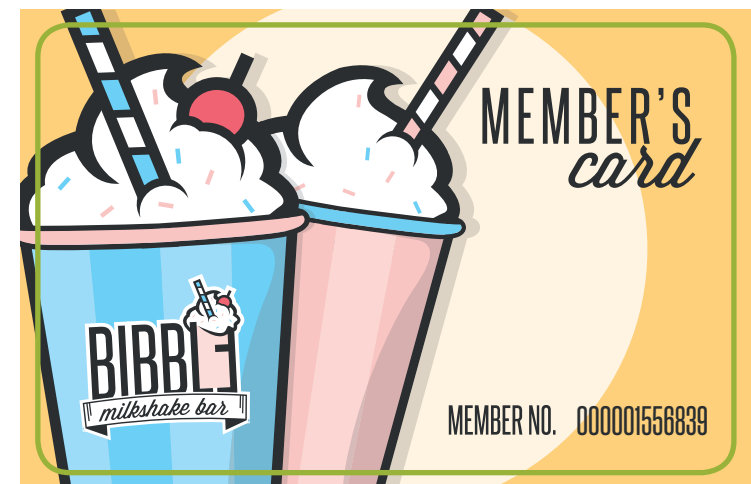
Please do not supply artwork more than 1 up per page.



Numbering

We need one set of PDFs showing the card with numbering and one without, remember to keep numbers at least 3mm from the edges of the card.

Apart from this you can do as you like, use whatever colour, size and font you choose. Just show the starting number in position and we'll do the rest.

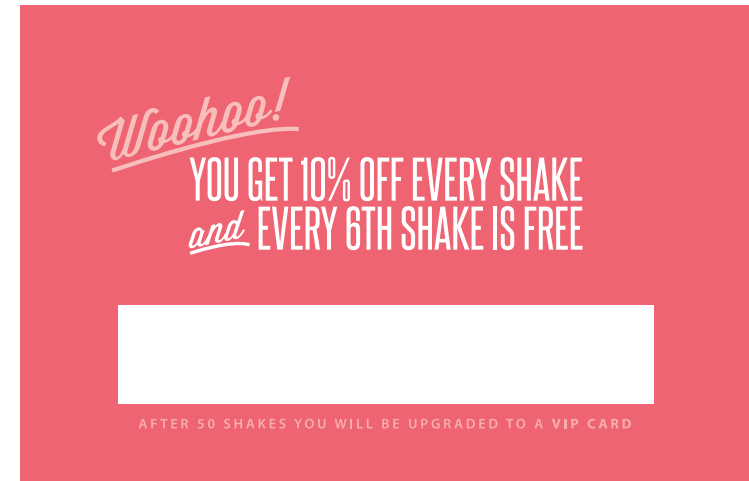


Barcodes

We need one set of PDFs showing the card with a barcode and one without, remember to keep the white block in which the barcode sits at least 3mm from the edges of the card.

The size of the white block is determined by the barcode font and the number of digits contained in the barcode, this varies with every computer system. All we need you to do is make the white block as large as your design allows but at least 15 x 45mm. You only need to show a dummy barcode, we'll do the rest.

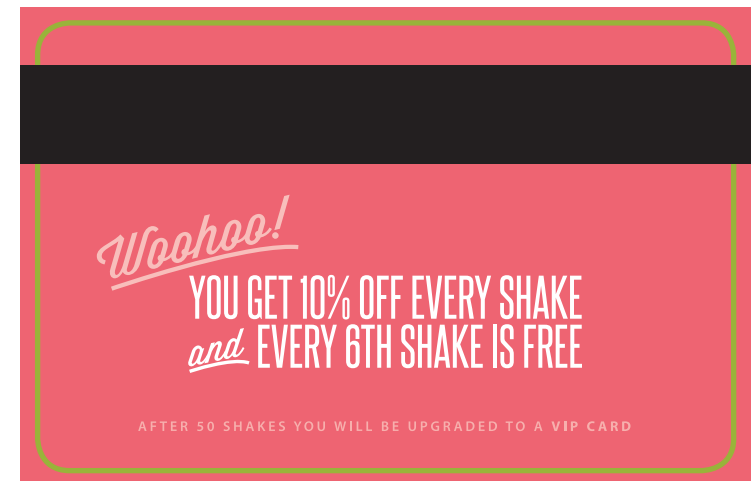
We always print cards for our customers to test and approve but before we send these we'll check we can read the barcode.



Magnetic Stripes

We need one set of PDFs showing the card with the magnetic stripe and one without.

A magnetic stripe is 13mm wide and is positioned 4mm from the top edge of the card (shown by the green line). Remember not to place any text between the magnetic stripe and the top edge of the card.

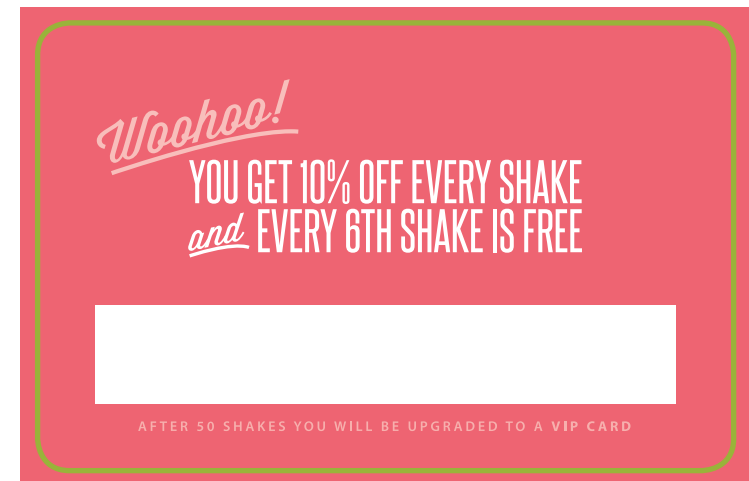
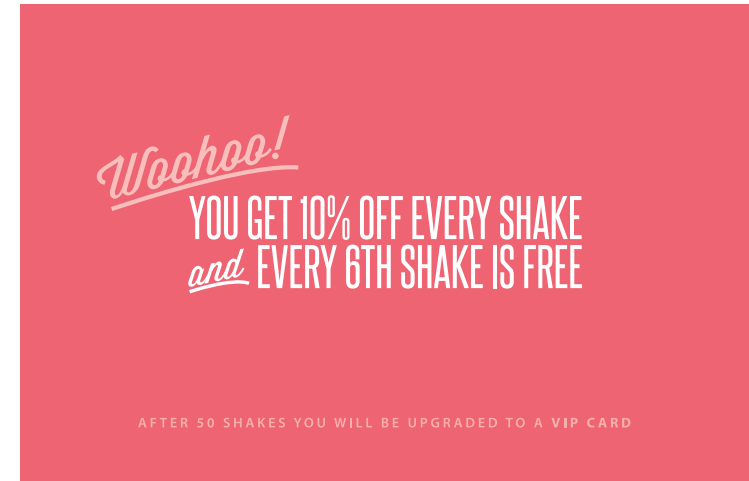


Signature Strips

We need one set of PDFs showing the card with the signature strip/s and one without, these should be at least 5mm from the edges of the card.

You can have as many signature strips as space allows, ours are white or transparent.

Often it's pretty obvious where the strip is to be positioned but often it's not, to avoid delay and uncertainty we really do need you to always supply a PDF showing the signature strip/s in position.



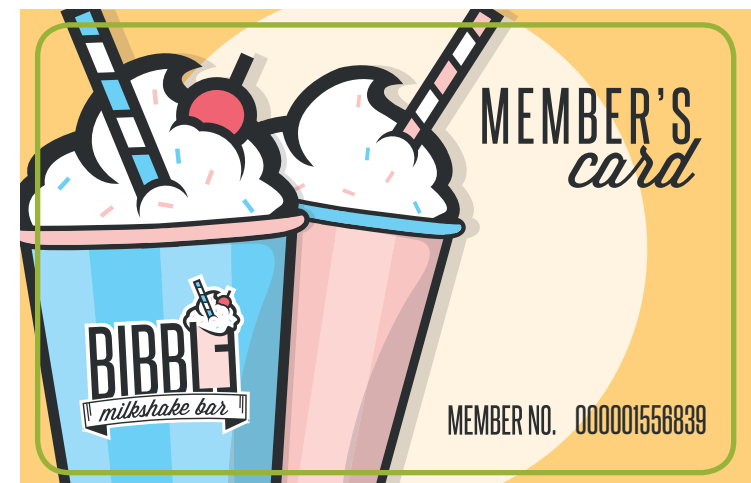
Embossed Numbers

We need one set of PDFs showing the card with embossed numbers and one without, remember to keep numbers at least 5mm from the edges of the card.

Just show the starting number in position and we'll do the rest.

Our cards are embossed just like your credit and debit card, that's in the bottom half of a landscape card. Bear in mind that embossing affects what's printed on the other side of the card, just like your credit card.

You can choose 4mm or 2.5mm high numbers or both on separate lines.



Punched Holes and Slots

We need one set of PDFs showing the card with a hole or slot and one without.

All holes are 5mm in diameter and can be positioned anywhere on the card, please just keep them at least 5mm from any edge.

If you want to attach a lanyard to your card then you can choose a hole or slot, please check with your lanyard supplier.

Slots measure 13mm x 3mm and are positioned 5mm from the edge of a card.



Key Tag Dimensions

Our key tags are 29 x 54mm.

Safety line (**blue line**) - make sure any text or important information is inside this line (3mm inside the green line), otherwise it could get cut off.

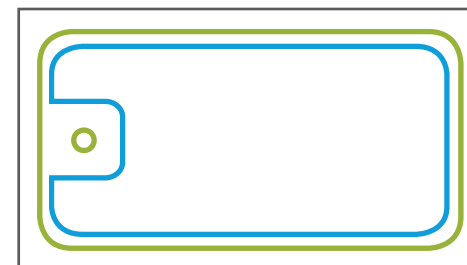
Trim line (**green line**) - your key tags will be cut to this size (29 x 54mm).

Bleed line (grey line) - any background images or colour must extend to this line (3mm outside the green line). The overall key tag design should therefore measure 34mm x 60mm.

Remember not to show these lines on your artwork PDF.

Please do not supply artwork more than 1 up per page.

We will supply your key tags joined together in gangs of three (so credit card size) that you can easily snap apart. We recommend solid colour, a continuous pattern or white is used in the area where they're joined to one another.



Numbering

We need one set of PDFs showing the numbering and one without, remember to keep numbers at least 3mm from the edges of the key tag.

Apart from this you can do as you like, use whatever colour, size and font you choose. Just show the starting number in position and we'll do the rest.

Barcodes

We need one set of PDFs showing the barcode and one without.

Please leave a white area measuring 15 x 45mm for the barcode. You only need to show a dummy barcode in this area, we'll do the rest.

We always print key tags for our customers to test and approve but before we send these we'll check we can read the barcode.

Signature Strips

We need one set of PDFs showing the key tag with the signature strip and one without, this should be at least 5mm from the edges of the key tag.

You can have one white signature strip on each key tag.



Plastic Card with snap off Key Tag Dimensions

Our plastic cards with snap off key tags are 115 x 54mm.

The plastic card is 86 x 54mm and the key tag 29 x 54mm

Safety line (**blue line**) - make sure any text or important information is inside this line (3mm inside the green line), otherwise it could get cut off.

Trim line (**green line**) - your cards with snap off key tag will be cut to this size (115mm x 54mm).

Bleed line (grey line) - any background images or colour must extend to this line (3mm outside the green line). The overall design should therefore measure 121mm x 60mm.

Remember not to show these lines on your artwork PDF.

We recommend solid colour, a continuous pattern or white is used in the area where the card is attached to the key tag.

Please do not supply artwork more than 1 up per page.



Numbering

We need one set of PDFs showing the numbering and one without, remember to keep numbers at least 3mm from the edges of the card and key tag.

Apart from this you can do as you like, use whatever colour, size and font you choose. Just show the starting number in position and we'll do the rest.

Barcodes

We need one set of PDFs showing the barcode and one without, remember to keep the white block in which the barcode sits at least 3mm from the edges of the card and key tag.

The size of the white block is determined by the barcode font and the number of digits contained in the barcode, this varies with every computer system. All we need you to do is make the white block as large as your design allows but at least 15 x 45mm. You only need to show a dummy barcode, we'll do the rest.

We always print cards with key tags for our customers to test and approve but before we send these we'll check we can read the barcode.



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