

SOFTWARE

- We prefer flattened PDF files for artwork.
- Please create your design in Adobe InDesign or Adobe Illustrator. Try to avoid using free design software.
 - » We do not accept files from the following programs (unless they are flattened PDFs created by these programs): Pagemaker, QuarkXpress, CorelDRAW, Publisher, Word, PowerPoint, or Canva.
 - » If unable to use the suggested design software, please save it as a flattened PDF file. If you use a program mentioned, we most likely will be unable to make design corrections or changes.
- You can use linked images or graphics in your document but be aware that if you have linked files in your artwork, we cannot make changes to the artwork on our end unless the linked files are also sent to us or are embedded within the file.
- Use Pantone Solid Coated swatches for spot colors. Be aware that process colors may not print as shown on your monitor or as printed on your printer.
 - » We print in CMYK. If you have specific PMS colors for your branding, please let us know and we will match as close as possible to the Solid Coated Pantone Book.
 - » It is best to avoid using RGB or HEX color values, as those are for web use and not for printing. We cannot ensure color matching for documents using RGB or HEX colors.
- All art, including imported files and raster images, should be in CMYK color mode and preferably 300 DPI.

MEASUREMENTS/TEMPLATES

- When using our templates, please make sure to review the Information Layer. This layer includes all important information regarding the sizing of design, placement, safe area, bleed, etc.
- Please do not send artwork with crop marks or registration marks. If you use crop marks, make sure they are placed outside of our required bleed.
- Do not send artwork with our templates showing.
- All important design elements and/or text need to stay within the required safe area.
 - » Safe Area is where all important text and graphics should be kept within. We have a tolerance of 1/16" for our production process where art can shift slightly. It is imperative to keep all important information within the safe area.
- Extend all artwork backgrounds or graphics that go past the die-cut to the required bleed measurements.
 - » Bleed is extra art that is printed beyond the finished size and then trimmed for the final piece, leaving a clean printed edge.

FONTS

- To achieve the greatest readability, design your files in InDesign or Illustrator.
- We recommend converting all text to outlines (please do this for your final flattened PDF, not your working file) to prevent any font issues.
 - » Please be aware that we cannot make changes to outlined fonts.
- Minimum font size for legibility is 5 points. We don't recommend using fonts smaller than 5 points.

BARCODES & SIGNATURE AREAS

- If your card requires a barcode, please leave a white space in the design 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 keytags. Adjustments may be necessary due to barcode symbology.
- If a signature line is requested, we will use a matte laminate for the back of the card.

SENDING FILES

- Most flattened PDF files can be sent directly to your Account Manager through email.
- Files are also accepted via e-mail at artwork@permacard.com (15MB limit). If you are sending multiple files, please compress the files into a single ZIP file.
- Larger files may be sent via our website at www.permacard.com

