

# Art Specifications

With ID Superstore creating your custom card is easy and cost effective. Simply send us your artwork and we'll create the perfect plastic card for you.

## Artwork: Logo/Background/Foreground

File Format: .jpeg, .tif, .psd, .pdf or .eps

Resolution: 300 DPI

Size: 3.0"W x 3.0"H min. approx. (Logo)  
3.375"W x 2.125"H (Background) or  
2.125"W x 3.375"H (Background)

## Photos

File Format: .jpeg

Naming Format: eg. Jane Smith.jpeg

Resolution: 200 – 300 DPI

Size (min): 300 x 400 pixels or 1.0"W x 1.4"H

## Signatures

File Format: .bmp

Naming Format: eg. Jane Smith-sig.bmp

Resolution: 200 – 300 DPI

Size (min): 2.0"W x 1.0"H

Make signatures solid black. Scan them in black and white Bitmap (raster).

Crop the signatures before sending.

We use edge-to-edge, standard card size printing so you do not have to worry about bleeds. Simply design your card artwork to the edge of a standard 3 3/8" x 2 1/8" (3.375 x 2.125") card and send us your files. We will place the graphics on a card template and print the cards out.

We have all the common fonts available. However, if you have a special font for your card design, send us that font in a format for a PC based platform.

Artwork needs to be done in RGB Color. Convert CMYK files to RGB. Save artwork at 300 DPI at 100%.

## Sending Artwork

Send your files as an attachment or zipped files over email. For a large number of files or files exceeding 10mgs, send your files by CD.

The files must be readable to a PC based platform. We do not accept files for a Macintosh platform. We accept .jpeg, .tif, .psd, .pdf, .eps, and .bmp files. However we do not accept .gif files. Do not send graphics or artwork as Microsoft Excel or Word documents. We do not accept Power Point files.

Art files sent via email must have your company name so they can be easily identified.

