

If you've chosen to use our Bureau Service for the production of your ID Cards or badges please read this short guide so you know how to provide us with your data and artwork. Whether you're designing the badges yourselves, or you'd like us to take care of the whole process, there are certain things to consider when it comes to your images and data.

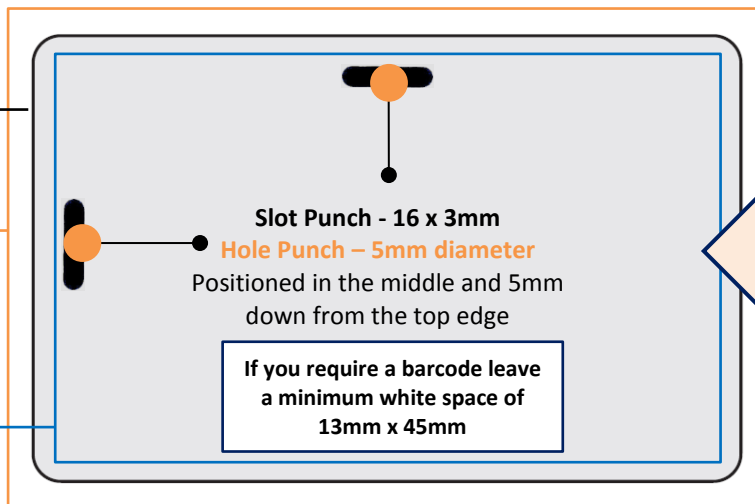
It's important that we receive everything in the correct format so that the finish of your badges is exactly as you envisaged, and to ensure that we can produce them as quickly as possible for you.

Badge Design

Actual Card 86mm x 54mm
With 3.18mm radius rounded corners. Standard card thickness is 0.76mm (760 microns)

Bleed 92mm x 60mm
If you require full edge to edge printing please add a 3mm bleed on all edges. Actual size

Safe area 82mm x 50mm
Please keep all important information at least 2mm from each edge of the badge



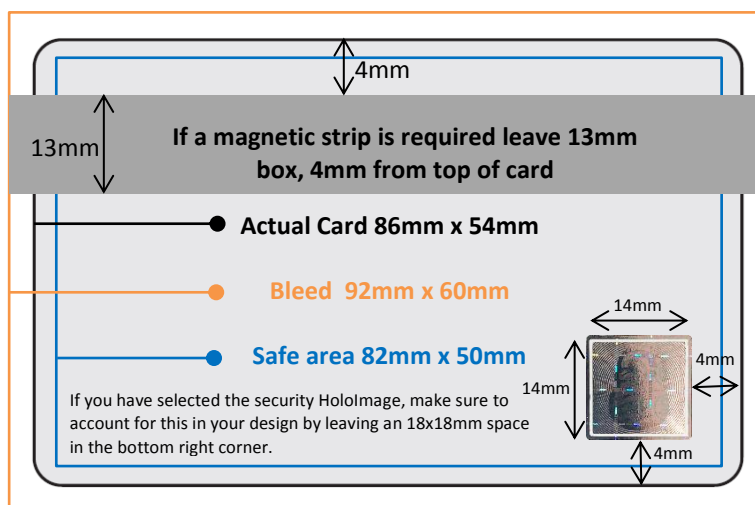
All cards are produced to ISO standard measurements and thicknesses.

85.60 x 53.98mm (rounded to 86x54mm for artwork).

Standard card thickness is 0.76mm (760 microns) – the same thickness as a credit card. We can supply various thinner cards on request.

If you are supplying your own print ready artwork for your badges, it's important that it meets our requirements to ensure that it prints correctly. Please consider the following points:

- See above for guidelines on artwork sizing and print tolerances.
- If you require slot or hole punching, a bar code or a magnetic stripe – please note the above measurements and ensure that no crucial part of the design is placed in these areas.
- We accept .PSD, .AI, .PDF, .JPG, .BMP, .PNG, .EPS, .JPEG image files. Please contact us if you need to supply another format. **Use vector-based artwork wherever possible for best results.** *If we need to reformat your artwork to a printable format there will be an additional design charge.*
- Provide a separate file for each side of the card.
- Artwork should fill the entire 92x60mm rectangle if full over edge print is required, to allow for artwork bleed. Do not remove the corners of your artwork to show the curved card outline.
- Any **fixed images** (see below for explanation) should be a minimum of 300dpi and embedded into your artwork file (see below for how to supply your **variable images**).
- Show where **any fixed or variable text** should appear on your design, either by including it within the design as editable text or as a clearly marked example of where it should be placed. See below for more information on how to provide us with your text.
- Make sure you advise what font and font size to use for all text fields.
- If you require optional extras such as overprints or signature panels these should be placed in a separate layer and labelled accordingly.



If we are designing the badges for you...

- ☞ Provide us with a rough mock-up of your idea – this could be a simple hand drawn sketch, a Word or PowerPoint document or a photo of something you've seen. Alternatively have a chat with us on the phone about layout, style and colours.
- ☞ Consider everything your card or badge must have – text, images (including photos), hole/slot punch, magnetic strip, signature panel, barcode, etc.
- ☞ Provide all fixed and variable images and data as outlined below.
- ☞ Supply images as vector based artwork for best results and minimum 300dpi.

Providing Data

All data on a card can be split in to four areas:

Fixed Text

This is text that will be the same on every ID card or name badge. Examples of this are; your company name, strapline, address, website etc.

Variable Text

This is the information that changes on each card, the personalised content such as; name, telephone, email address, job title etc. Please note this includes QR codes and barcodes – as these are automatically generated as text fields.

Variable Images

The images that need to be different on each ID card or name badge, this is usually a photo in the case of ID Cards, however it could also include symbols or certification badges unique to that person.

All images should be less than 3MB per file.

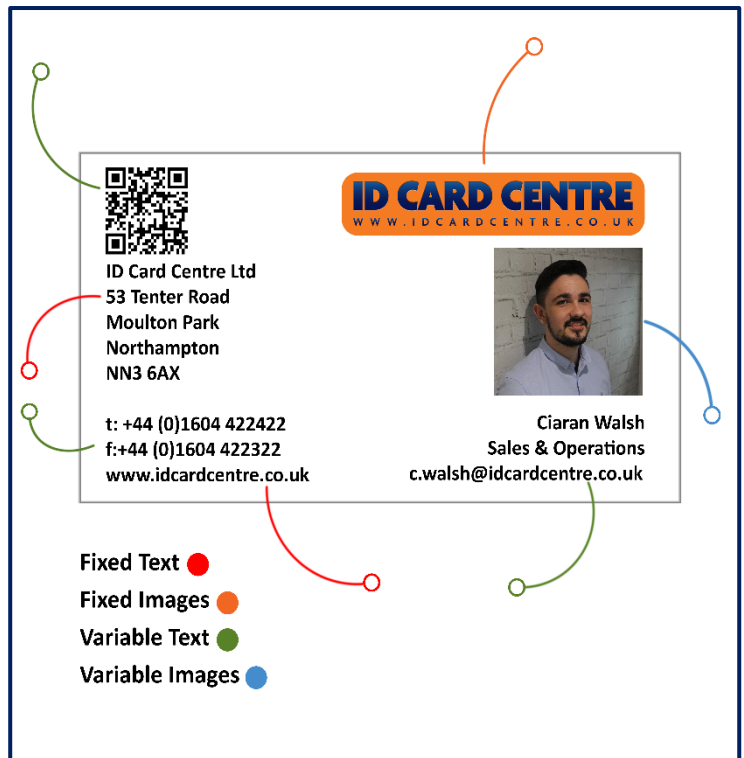
Fixed Images

The images that will need to be the same for every ID card or name badge, such as your logo, and including any background images required.

How to send us the data we need to print your ID cards

Split your data in to the fixed and variable data, as below and email it to sales@idcardcentre.co.uk

- **Fixed Text** - in the body of an email or a Word document, supply the fixed text that will be on every card
- **Fixed Images** – as individual file attachments include all of the fixed images for example company logos, industry membership logos, site maps, etc. Please make sure the files are labelled clearly so we know what each one is
- **Variable Text** - collate the variable text in an Excel spreadsheet, using a new column for each variable field, for example: First Name | Surname | Job Title | Employee Number | Photo Name
- **Variable Images** – provide a separate image file (please see requirements for providing image files above) for each record, clearly labelled so we can link it to the correct record. The best way to do this is to set a unique identifier in the Variable Text, for example an ID number. Please note that names are not ideal as a unique identifier due to potential duplicates.



Please remember:

- 👉 Double check all text provided – both variable and fixed – for spelling, formatting and the type case. We will print the text exactly as it has been supplied.
- 👉 We supply the cards in the order that the data is supplied, therefore if you need the cards in a certain order please sort your data accordingly.
- 👉 If you require an unusual font, please make sure you supply us with the font files. If we have to use an alternative font to your chosen design it may affect the layout.
- 👉 Note that in the case of long names and job titles the text will either be word wrapped or shrunk to fit the available space. For example if your design only allows one line for a name then we will shrink the name to fit on one line only.
- 👉 Unless you have requested litho printing, your cards or badges will be printed digitally in single mono or full YMCKO. Therefore all colours will be converted to YMCKO which may result in small colour variances. Whilst digital printing does provide a close colour match, it does not give an exact Pantone match.

If you have any queries regarding our card printing services or the process of providing artwork and data – our friendly team will be happy to chat to you and advise on the best course of action for your needs.

Call 01604 422422 or email sales@idcardcentre.co.uk