



Electronic Art Specs

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Electronic art and file creation is a very important step in the card manufacturing process. Please use the tips below as a guide when creating your artwork and file. Please feel free to contact us if you have any questions.

Hardware Platform

- Macintosh OS 10.3.2 (Panther)
- PC USERS- all the following information is applicable to PC users. ****Please note that the Macintosh platform cannot interpret PC Fonts. Convert all PC fonts to outlines to avoid problems.****

Supported Media

- 3½" Floppy Disk
- Email Files to Account Service Rep.
- ZIP
- CD ROM

Supported Software Applications

- * QuarkXpress – up to Ver. 7.2
- * Adobe Photoshop – up to Ver. CS 3
- * Adobe Illustrator – up to Ver. CS 3
- * Macromedia Freehand – up to Ver. MX
- * Adobe InDesign – up to Ver. CS 3
- * File Compression Software
- * Zip It
- * Stuff It Deluxe

General Tips for Creating Electronic Files

Files

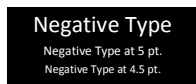
- We will handle all traps necessary for our process. Please do not incorporate traps into your files.
- In a separate folder, include screen and printer fonts for all fonts used in your document. Please remember we accept/support Macintosh Type 1 fonts only. PC fonts should be converted to outlines.
- In a separate folder, include all document files, (layout and graphic files). For any imported graphics, please include a copy of the original TIFF and/or EPS files. Please make sure all imported file links are updated.
- Please add a full size last updated printout of the file, with a worksheet containing names of used fonts, images, software and version, size, desired screening, spot colors, bleed size, and notations for live versus FPO images.
- Avoid unnecessary nesting of files, this only increases processing time.
- Separations of all color plates in your files are not required. Composite files are fine and preferred.
- Multiple versions of the same front/back are not necessary. One composite file for the front and back are sufficient. Multiple versions and extra files only add confusion and take up memory.
- We do not accept CorelDraw files. Save CorelDraw files as eps or Illustrator Format.

Further information: www.shoreline-solutions.com

Lines and Contours

- Line weights should not be specified any smaller than 0.50 pt, or it will probably not hold in output.
- Do not fill open-ended contours in Illustrator and Freehand, instead stroke the contour or it will not output correctly.

Type and Logos



Silk Screen (non-metallic/non pearl) minimum type size is 5 points
Litho minimum type size is 4.5 points

Positive Type

→ Silk Screen (non-metallic/non pearl) minimum type size is 5 points
Litho minimum type size is 4.5 points

- Minimum line thickness is .08mm (.003in) for litho printing
Minimum line thickness is .3mm for silk screen printing
- Fonts with Serfs at 5 point need to be bolded for both positive and negative type when printing silk screen.
- For cleaner artwork, all type and logos should be done in a vector program such as, Quark, Freehand, Illustrator, PageMaker, or InDesign.

Slicks

- If at all possible avoid sending slicks of artwork the size of a thumbnail. Instead, send in a larger version because it will scan in cleaner and we can scale it down to size.

Scanning

- When scanning lineart images (ie: logos), we request that your scans be done at 1200 DPI in Bitmap Mode. Make sure edges are clean.
- Please do not scan in artwork with a dot pattern.
- Scans should be converted into the CMYK format (not in RGB) prior to importing the images into your page layout program.
- Scale/Rotate all scans in Photoshop, not in page layout. This will eliminate time and memory consumption.
- Resize/crop your scans and/or art before placing into your page layout. In doing so, you will eliminate time and memory consumption as well as not compromising your image quality.
- When scanning continuous-tone images (4-color, duotones, grayscales), please request that your scans be done at 350 DPI, to the specific size of 60 X 90 mm (2 1/8" x 3 3/8" with 1/8" bleed on all sides). The 60 x 90 mm sizing does not include approximate 1/8" bleed on all four sides. Scaling ratios are:
 - 1) 35 mm Slide @ 250%
 - 2) 2 1/4 x 2 1/4" Transparency @ 155%
 - 3) 4" x 5" Transparency @ 70%
 - 4) 8" x 10" Transparency @ 35%

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Colors / Inks

- Check whether PMS colors are properly set as Spot or CMYK colors. When specifying spot PMS colors to be represented by CMYK, please check your PMS process match system for color acceptability. Many spot PMS colors do not reproduce well when printed using CMYK. Color names should match throughout the creation process.
- Duotones should be created in Photoshop. Creating duotones in Quark may not output correctly.
- Gold cards that have halftone/grayscale in Photoshop - Leave as a grayscale in Photoshop. Do not set in Gold with a flood behind it.
- When making gradations, use the gradation or vignette options instead of blends. Blends will cause banding on final output, blends also can convert spot colors to CMYK which will give incorrect separations.
 - Gradations should be created in Illustrator. Gradations created in Quark do not output for print correctly. If using Quark, create the gradation in Illustrator then import the file in position to Quark.
 - When using gradations/ vignettes of PMS colors in your card design a press proof is suggested.

Using Metallic Inks

- Metallic inks cannot be vignetted. We cannot screen back metallic colors (Meaning: we cannot produce percentages of this ink. This ink can only be used at 100%) and hold the dot pattern. Metallic inks have fibers in their ink mixture, these fibers will plug up when used with any screening. It is best to use this ink as a flood background color and overprint a gradation of a contrasting PMS color over top to give your card the best look.

Using Pearl

- There are different types of pearl and each has different types of characteristics. Some pearls are milky, some are opaque, and some sparkle at different concentration. Keep in mind the pearl may lighten the color of your card. It may be suggested to do a press proof. Samples can be provided to you upon request.

Using Opaque White

- When using opaque white in your card design supply the artwork as one of the following:
 - Line art
 - Photoshop grayscale of just the opaque object
 - Or, as a Photoshop file, the opaque image must be in a separate color channel then the rest of the card design. So if it is a 4c ct with opaque white, there must be 5 color channels in the file. The object that you want as opaque must only show up in the opaque color channel. Make the object that you want to be opaque a color (ex: fill with Black) and make a notation for us to print this channel as opaque white. If you fill the object with white we won't be able to see it or select the object, when the Photoshop file is flattened.

OVI (Optical Variable Ink)

- These inks contain holographic particles. They take the characteristics of two different colors depending on the angle you are viewing the card. It is supplied only in a silk screen solvent ink. This ink cannot be vignetted.

**Government clients who chose to use their agency seal as OVI security feature, a vector image/file (Adobe Illustrator) is needed of the seal in order to create this option.

Further information: www.shoreline-solutions.com

Resolution

- Continuous-tone images (4-color, duotones, grayscales, multichannel) must be at least **350 dpi**
- Bitmap Images must be at least **1200 dpi**

Required Size

- All artwork must be at least 58mm in height by 88mm in width
Conversion: 2.283 inches in height by 3.465 inches in width
- To allow for the proper bleed and cut marks, no objects can be within 4mm (.25 inches) of the perimeter of the required artwork size (58mm by 88mm). This requirement applies to both the front and back of the card. Any objects outside of this area are subject to being cut off.

Foils/ Hot Stamps

- Can only be created with vector images (lineart), not pixel images (Photoshop images).
- All Hot Stamp images cannot be placed within 4mm (.25 inches) from the edge of the card size (Card size: 86mm in width, 54mm in height).
- All images must be at least 1/32" (.793mm) in size and 1/32" (.793mm) of space between hot stamp and all other images.
- Hot Stamps have a tendency to float

Visa, MasterCard, Network Logos

- Incorporation of Visa and MasterCard brand marks is not required.
- Separate composite files with embossing Visa and MasterCard marks are unnecessary.
- It is unnecessary to provide separate MasterCard and Visa versions if the art is the same for both.
- FPO's of major network logo (PULSE, CIRRUS, PLUS) are acceptable.
- Incorporation of bins and dating legends are not required

Card Back Requirements

- All Elements (text, and images) must be at least 1mm away from Signature Panel

Software Tips

Adobe Illustrator

- Do not use pattern fills. These will not output correctly.
- Avoid using transparency effects. This effect can cause major problems and inconsistent results when outputting for print.
 - For transparency to output correctly it must be flattened to a High Resolution (350dpi) Photoshop file. By flattening the artwork it can change the appearance of the artwork, and can convert spot colors to CMYK. Once flattening has occurred, text will not be editable nor will the transparency.
 - **Avoid using this effect**, if you are not sure of how to properly flatten/ rasterize to a high resolution (350dpi) Photoshop file. Unexpected results can occur by using this effect. Images can be manipulated, altered, moved, and cause color change.
 - **No transparency can be present in the final art files that you supply to Shoreline.** We ask that all transparency be flattened/ rasterized into high resolution Photoshop files prior to sending them to us for output. Flattening/ rasterizing your artwork can change the appearance of your artwork and cause inconsistent results. We want to make sure the design results are what you intend the final product to be, this is why we ask for your final art files with no transparency.
- When importing Photoshop files into Illustrator, do not embedded Photoshop files that contain PMS or spot color values (multi-channel/ DCS Photoshop files). Link these files instead of embedding them. If embedded, the PMS or spot color values will convert to CMYK.

Adobe Photoshop

- When creating clipping paths, use your program's flatness feature, if provided. Keep the path simple and create your silhouetted bitmap with background as part of the image in Photoshop.
- If you must put logos or type in Photoshop, please leave it on a separate layer.

QuarkXPress

- In QuarkXPress do not apply fake bold or Italic to type. These will not output correctly.
- Remember that scaling Photoshop images in QuarkXPress changes the resolution. When you decrease the size of a Photoshop image in Quark the resolution of that image goes up. When you increase the size of a Photoshop image in Quark the resolution will go down. It is best to adjust the size of an image in Photoshop so you know that an image does not go below the required resolution of 350dpi for Continuous tone images or 1200 dpi for Bitmap Images.
- Gradations (Vignettes) created in Quark do not output correctly. They cause banding. Create gradations in Illustrator, then import that file into the desired position in Quark.

Please remember, if you have any questions concerning the creation or saving of your files, give us a call.

Software Tips

- For all specialty cards press proofs are highly suggested
- For all specialty cards, once a design is created, a conference call should be arranged to discuss what look you are trying to achieve. In turn we can guide you so your card will be printed to meet your needs and expectations.

Clear Cards/ Translucent Cards

- There are many options when designing these cards. Once you come up with a design, a conference call should be arranged to determine what look you want and the best way to print your card.
- Be conscientious of the position of the front and back elements. Magnetic Strip, Signature panel, text, logos smart chips will show through to the opposite side, if not positioned over artwork. Take this into consideration when designing.
- The word "Void" prints behind the Signature Panel. It is suggested so these words don't show through to the front side of the card to have opaque white print behind these words. By doing this you will see a white box on the front side of the card instead of the word "Void" repeated.
- If there is an area of no color on the artwork, you will have a yellow/ green color from the IR blocker, not clear.
- Very light colors will show an influence of change in color from the yellow/ green IR blocker.
- 4-color process will have the appearance of looking "washed out" unless a flood of white is layered behind the 4-color image. This in turn affects the look of the transparency card.

Glow Cards

- The glow ink for this card needs to be charged by light for the glow effect to work properly.

Shaping Cards

- Special shape cards have a tooling lead time of 4-8 weeks with an equipment charge unless the order is extremely large.

Multi-Layered Cards

Mini Cards

Smart Card

Contactless Card

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In highly competitive markets, card issuers like you need every advantage you can acquire. Shoreline Business Solutions, Inc. understands this and has developed a set of solutions to assist you in meeting your business objectives by providing our customers with the best payment vehicle possible. Shoreline has created an in-house card industry-centric agency to ensure that you keep up with today's name of the game: the "customer's experience."

Shoreline's 2 Solutions

Design Support Services

This service is over-and-above the standard proofing and pre-flighting services already offered as part of the card manufacturing process. Shoreline can take a design and refresh it at a very minimal price to you. This service assures you are utilizing the latest in card design features available to you and your brand today.

Creative Design Services

This service is intended to help an issuer design a completely new card. This could be by working with an existing concept/prototype, or simply an idea. For more information about this service, please speak to your Sales or Service Representatives, or visit us on the web at: www.shoreline-solutions.com

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