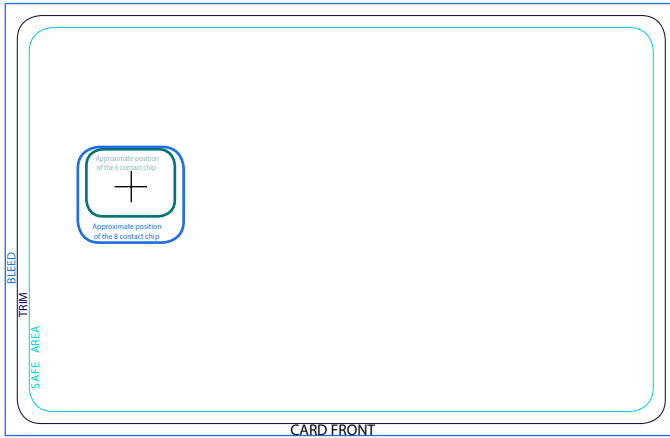# CPI Art Guidelines

Card Dimensions:
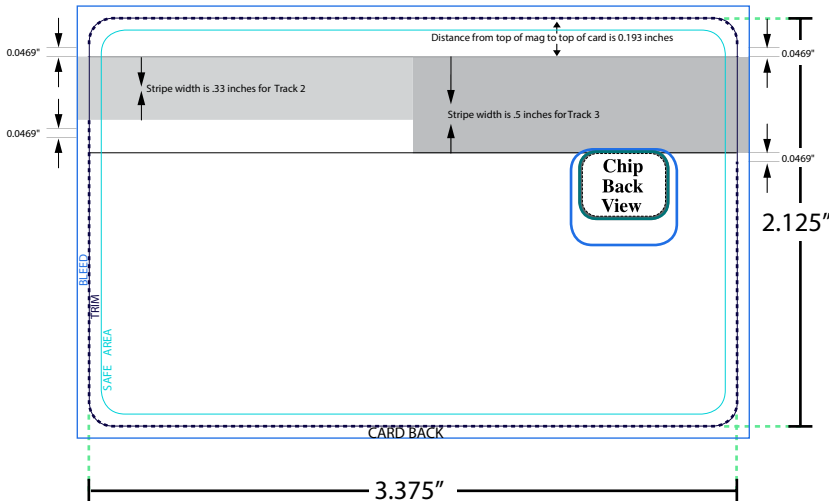

CARD FRONT

Card Body

Nominal Edge: 3.375" x 2.125"

Safety: 3.25" x 2"

Required Bleed: 3.5" x 2.25" (1/16 inch)

Distance from top of mag to top of card is 0.193 inches

0.0469"

Stripe width is .33 inches for Track 2

Stripe width is .5 inches for Track 3

0.0469"

0.0469"

0.0469"

Chip Back View

2.125"

BLEED

TRIM

SAFE AREA

CARD BACK

3.375"

Card Back

File Requirements:

We require print ready art. All art submissions must be accompanied by an Adobe Acrobat .pdf file of the front and back of the card.

- Acceptable file formats:
  .psd (Photoshop), .tiff (Photoshop)
  .ai (Illustrator), .eps (Illustrator)
  .indd (InDesign)
  w**.pdf** (InDesign, Illustrator, Photoshop)

- Acceptable Color setting: **CMYK**
  Note: All spot colors must be designated swatches.

- Silkscreen File Requirements: **Vector Art**
  All silkscreen art must be in vector format (line art). No gradients or rasterized art will be accepted.

- Image Resolution: **300 DPI**
  Note: All images/logos used within the file should also be high resolution or vector based.

- All files must be layered
  Note: Logos and text must be placed on separate layers with no exceptions. DO NOT FLATTEN ANY LAYERS.

- Fonts:
  PC Users - Duplicate all text layers and outline the duplicates. Include all fonts when sending finalized files.
  Mac Users - Duplicate all text layers and outline the duplicates. Include all fonts when sending finalized files.

Submission Methods:

1. FTP
Reach out to your Client Services Specialist to be set up with our Digital Services through CPI Gateway®.

2. U.S. Mail or FedEx
CPI Card Group
ATTN: Prepress Department
Contact your sales representative for correct location address or visit our website at www.cpicardgroup.com

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