

ACCEPTED FILE FORMATS

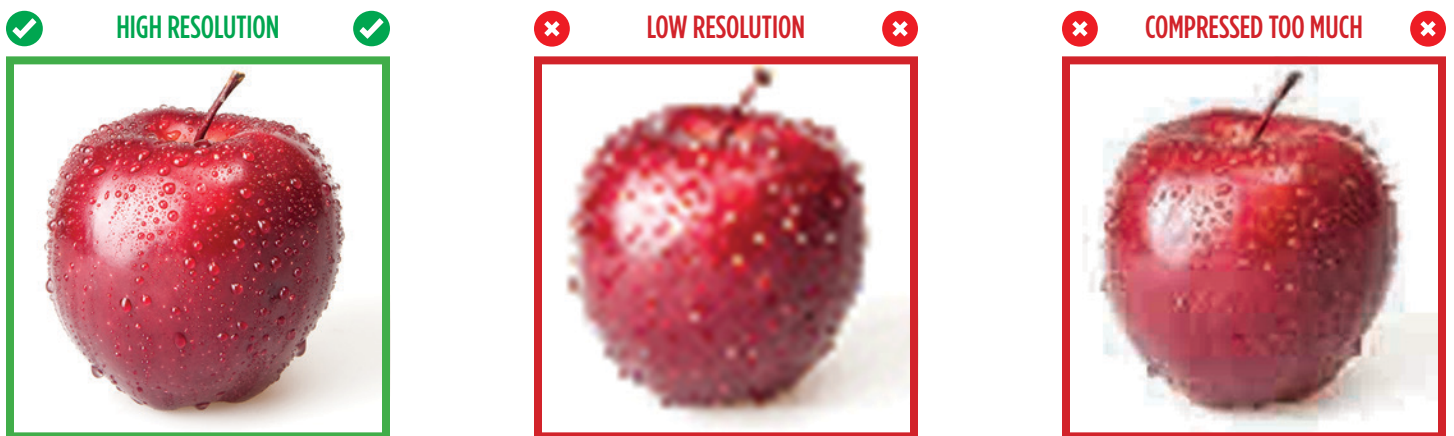
Native layered files from Adobe Illustrator, Adobe Photoshop, or Adobe InDesign are preferred. Make sure to package up Illustrator and In Design files to include all links and fonts. If fonts and images can not be provided as links be sure images are imbedded and all text is outlined. In addition to layered files we accept high resolution .JPG, .PNG, .TIF, and .PDF files.



FILE RESOLUTION AND SIZE

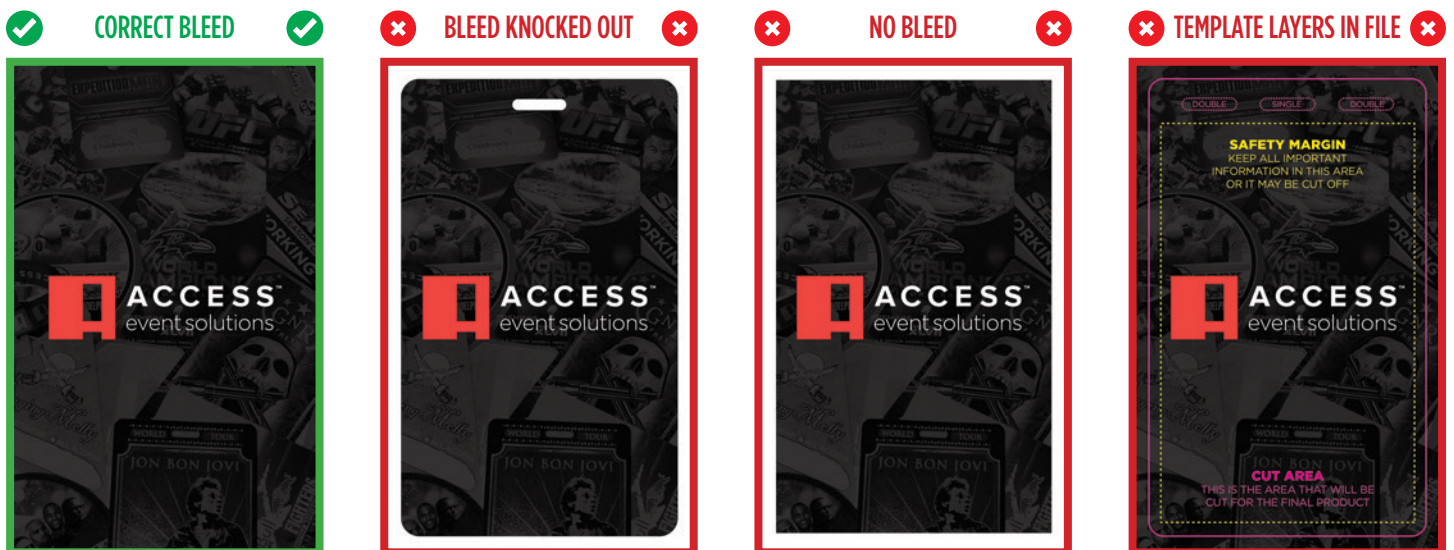
For the best quality results, make sure all images are set to inches for unit size and **300 DPI(Dots per Inch) in CMYK format**. Please, keep in mind that low-resolution images such as JPEG and GIF files will not reproduce well as they are compressed and can show imperfections when printing. Web images at 72 DPI will print pixilated and should be avoided.

Artwork will look different from one monitor to the next so color perception will differ considerably. Please, be aware that printed material may not match emailed proofs exactly.



BLEED

Most products we offer use a standard 1/8" bleed added to the artwork on all sides. Submitted art should always have an 1/8" bleed added to it's final size however please note the templates should always be used in place of creating art to a specific size. Please make sure all sides have equal bleed and do not have the template layers knocked out as in the below example. Be sure all important information is within the safety margin, 1/8" inside from the cut line, please see page 2 for Safety Margin specifics. Please be sure to remove all Printer's Marks and Crop Marks before submitting.



FREQUENTLY ASKED QUESTIONS

Why do I need to add bleed to my art files?

Artwork needs to be cut down to product size once everything has been printed to the paper/substrate. During this process it is possible for the blade to shift slightly, and if it shifts past the edge of the printed artwork it will show the paper. We add bleed to the outside of the artwork edge so that your artwork will never appear with white on the edge unless it was intended to be there. The majority of our products use a bleed size of 1/8" on all sides from the outside of the final product size. If your final product size is 3" x 4" for example, your submitted artwork should be at a size of 3.25" x 4.25" or 3 1/4" x 4 1/4".

Why do I need to remove Crop Marks or Printer's Marks?

Printer's marks and crop marks are great when you need to see the actual size of products or where things line up over artwork that has bleed or has not been cut down yet. However these files are typically generated by someone who has all of the layered artwork at their disposal and are added later to show a customer. If we can't remove them they will show up in your printed artwork or will require your artwork to be scaled up until they no longer fit within the border. Files with printer's marks and crop marks can also increase the bounding box of artwork which can cause accuracy issues when placing the art in templates for printing.

What does it mean when I'm told to "remove the Die Line"?

Die lines are used in our templates to show the shape of the final product and any punches to receive lanyards like slots. These elements are helpful to artists when designing the look of your credential but will show up when printed if not removed. All our templates include the die lines as a layer to be removed before submitting, hiding the layers will work but deleting them entirely is best practice. When final artwork is submitted it should never include any kind of guides or elements that are not to be printed, some cases like Foil Stamping, and special toners can be included but must be removeable layers.

What is a Safety Margin?

Where bleed is added to the outside of the final product size the safety margin is subtracted from the final size. If the blades shift slightly during the cutting process the safety margin will prevent any text or important information from being trimmed in the same way the bleed prevents the white edge of the paper from showing up. Art violating the safety margin can still be printed upon special request. The majority of our products use a safety margin of 1/8" on all sides from the inside of the final product size. If your final product size is 3" x 4" for example, your submitted artwork's Safety margin is 2.75" x 3.75" or 2 3/4" x 3 3/4".

What is the best way to ensure my colors match when printed?

We use the CMYK color process for all laminates, satins, and tags. Pantone, Lab, and RGB color profiles will be converted to the closest CMYK matched color. Rich blacks above 275% total coverage will be reduced on all products that receive lamination unless otherwise requested. Digital proofs sent from Access Event Solutions should always be reviewed on a computer monitor and it is recommended to use a full PDF viewer like Adobe Acrobat rather than a preview tool or a thumbnail.

What does it mean when I'm told to "Package up Illustrator/InDesign Files"?

Adobe Illustrator and InDesign both use links to support non vector images in layered files. If the original raster files are not included when the InDesign or Illustrator file is submitted the artwork will appear broken or pixelated. To ensure all links and fonts are included in your submission go to File > Package and follow the prompts.

What if I have a very specific font I need to use?

We accept most fonts but prefer Adobe Typekit and Google Fonts whenever possible. Be sure when submitting the artwork you include the licensed font package for use with all versions of the family you would like included. If you have a design but do not have the fonts that are used in the artwork be sure to outline all fonts before submitting. For more information regarding Variable data and fonts please see our Variable Data Guidelines!

How do I know if my image is High Resolution?

We recommend having all artwork at 300dpi (Dots per Inch) so any image that will appear at 1" x 1" should be a resolution of at least 300px x 300px. If your product size is 3" x 4" for example your artwork should be at least 900px x 1200 px.

What makes something "1 up"?

An "Up" in our world is how many badges appear on a single page. If 4 products appear on one page we would call this "4 up". Typically we prefer to receive artwork as a 1up file for the Front and Back that is sized to the final product size with bleed. If there are multiple versions of the same product we would ask that you include them as 1 up in separate files or a single file with separate pages. Customer's submitting "1 up" variable data files should consult our Variable Data Guidelines for more information on preparing files to be printed "1 up".