

Design Guidelines and Production Timeline

Proof and Production Timeline:

Once our art department receives your art, it takes approximately 2 business days to create a pre-production proof, which is then sent back to you for approval. If you require changes to the pre-production proof, it will take an additional 1 to 2 days for the changes to be made and another pre-production proof to be sent to you. Once the pre-production proof is approved, it takes 1 to 2 days for the final production proof to be returned for your final approval. Once the final production proof has been approved, the art department will immediately create plates for the production phase. On average, the entire art production process takes 4-6 days.

Pre-Production Proof	2 Business Days
Pre-Production Proof Changes	1-2 Business Days (usually 1)
Final Production Proof	1-2 Business Days (usually 1)
Final Production	4-6 Business Days

Art Guidelines:

Programs Accepted
Photoshop CC or lower
Illustrator CC or lower
InDesign CC or lower
Illustrator Files Preferred

Files Accepted
Photoshop CC or lower
Illustrator CC or lower
In Design CC or lower

Media Accepted
Cd-Rom
Email
Upload to FTP site (for files over 5MB - email for our ftp in

Raster Images
CMYK
Monotone, Duotone, Tritone
300 Pixels/Inch (PPI)

Vector Images
CMYK
Defined PMS

Card Dimensions and Specifications:

- **Logos or Graphics provided must be a minimum of 300 dpi** - Many logos and graphics that are emailed or downloaded from the internet are too low of a resolution (72dpi) to use. Some logos can be recreated from these files, but that will be determined on a case-by-case basis. Photos cannot be recreated.
- **Card Size/Bleed** - Please be sure the card is to size w 85,6mm/3.370" x h 53,98mm/2.125". Corner radius is 3,18mm/0.1252". If the card has color or images running to the card edge, a 1,0mm/0.040" bleed must be included, making the card w 86,6mm/3.410" x h 54,98mm/2.165".
- **Mag Stripe** - The mag is 12,7mm/0.5" tall and runs the width of the card. PLEASE NOTE: The small area above the mag stripe must be left clear for the text "Made by Sustainablecards.com"
- **Linked Images/Fonts** - Please include all fonts and images used in the job. If the art is created in Illustrator, and no changes are anticipated, fonts should be outlined.

Tips for Printing on Wood

While any color or image can be printed on wood, based on our experience, we have a few suggestions to keep in mind to achieve the best printing results to showcase the natural wood grain. If your graphic standards require your logo to be printed on white or that you use a specific PMS color, we can print the wood partially or completely white so that it is identical to printing on white PVC or plastic. If you choose to have the natural wood color and grain as your card background, then please note that certain colors will not be as visible or readable. They are various hues of yellow and brown, most notably beige. In short, it is helpful to remember that when you are printing on wood, you are printing on a light beige or very light yellow background rather than pure white. Please feel free to ask our Art Department for their recommendations for achieving the best results for your artwork.



If you have any questions concerning art or formatting, please call 877-651-8817 or email us at info@sustainablecards.com

www.sustainablecards.com

Card Template and Dimensions

