



# PVC Card Design Guidelines

## Step-by-step process for creating your own PVC Cards

### Design Software

To ensure high quality and on-time delivery please download the appropriate PVC Card design file from [GraphicControls.com/Design](http://GraphicControls.com/Design). Our Ticket Team can accept both MAC and PC file formats. Please include all supporting files and fonts.

**Acceptable formats are:**

- Adobe Illustrator (preferred)
- Adobe Photoshop
- Adobe InDesign

### Compression & Archive Submission

All files must be Uploaded in a compressed format. This archive preserves the files during the transportation to our server.

**DesignPortal Upload only accepts:**

- .ZIP    • .SITX    • .GZIP
- .RAR    • .PDF

### File Transfer

Continuous tone images that contain screens need to be no smaller than 300 DPI, or 1200 DPI for line art..

- All photographs need to be converted to CMYK
- RGB files are NOT accepted
- All files placed in applications need to be at 100% Scaling an image will reduce quality Bitmap files can be saved in the following formats:
- EPS
- TIF
- JPEG: Saved at the highest quality setting (12)
- PDF: Only vector based PDF files can be accepted

### Files NOT Accepted

Files sent using applications such as Microsoft Word, Works, Word Perfect, Excel, Publisher and Powerpoint will NOT be accepted.

### Fonts

Please include ALL fonts with your digital files OR use a vector based application and convert fonts to paths/outlines.

- DO NOT use fonts smaller than 5 point
- If you use a font between 5 and 7 points for a reverse out, please make it BOLD

### Recommendations

If you want your image to extend to the edge of the card, a bleed of no less than 1/16" should be used.

- Design Templates found at [GraphicControls.com/Design](http://GraphicControls.com/Design)

### Not Recommended

- Embed placed images in files
- Use of web graphics in designs
- Use type smaller than 5 point
- Flatten artwork files

### Pre-flight

All digital files submitted to Graphic Controls are pre-flight and compared to any hard copy proofs/samples supplied with your artwork. Files are checked for adherence to specification, design templates, size, colors, and separations for accuracy.

**Please send hard-copy proofs for physical color match samples to:**

Graphic Controls  
C/O Ticket Team Pre-Press Department  
400 Exchange Street  
Buffalo, NY 14204

### Proofs

All customers will receive a high-resolution electronic PDF proof for review and acceptance. PDF proofs are not accurate for color. Proof turnaround time is typically 48 hours from usable artwork files.

## Additional Charges May Apply

### Extra Proof Charges

- Additional hard copy color proofs
- Matchprint, Chroma or Iris color match proofs
- Hard copy press proofs

### Extra Design Charges

**\$82 per hour: Additional pre-press time.**

All necessary work outside of set-up and proofing process will be communicated and agreed upon by both parties at the above standard rate. Our customers always retain the right to re-submit any artwork requiring revisions at their own design expense.

**\$193 per hour: Expert Graphic design time.**

Should you need assistance designing your entire card product within your corporate brand standards, look no further than our progressive and cutting edge pre-press Graphic Design Team.