



# ORDER FORM

Reference Number

## Contact Information

*Please print clearly.*

Contact Name

Company/Club Name

Address

Phone

Fax

Email

## Order Details

Type of card

Quantity

COLOURS Front \_\_\_\_\_ (full colour) Back \_\_\_\_\_ (usually black)

Do you require artwork?  Yes  No

(YES: Artwork fees are charges at \$100/hour [ex GST]  
Please be sure to check our digital specifications page)

If supplying artwork, we print as CMYK but you may specify pantone colours and we will match as closely as possible. However variations will occur.

## Card Requirements

*please tick the appropriate boxes*

Thermal Barcode  HiCo Magnetic Stripe  Encode  Hot stamping

Signature Panel  Lo-Co Magnetic Stripe  Chip

Sequential Number  from: \_\_\_\_\_ to: \_\_\_\_\_

Special Instructions:

Please note that initial proof of artwork is free of charge. Proofs after this are charged at a rate of \$35 (ex GST) per new proof.

## Signature & Authorization

The signature below represents and warrants that the party signing below is an authorized representative of the company.

Signature

Date

Print Name

Title

Phone Contact

Email

Sales Person



## CORRECT DOCUMENT SIZE

### File Document Size

#### LANDSCAPE

– document size **MUST** be **91 x 60mm**

#### PORTRAIT

– document size **MUST** be **60 x 91mm**

#### TRIMMED

– Size is **85mm x 54mm**

### TIP

Avoid designing borders close to the trimmed edge.

### TIP

Avoid Logos and important title close to edge of the card.

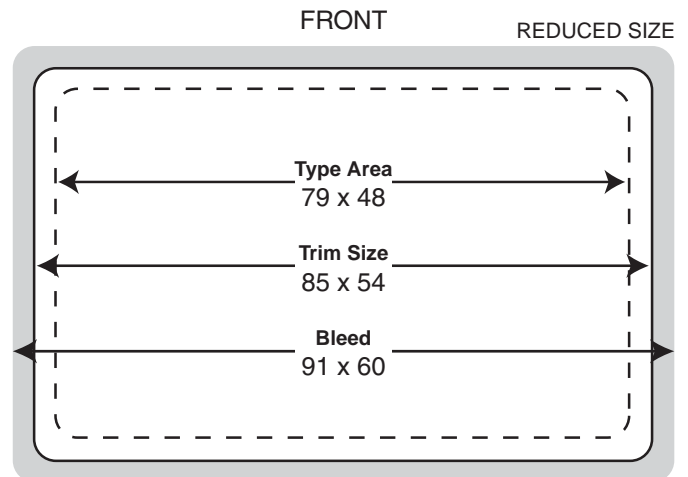
### TIP

Signature panels are usually 12.7mm high but can be any size as long as they are square or rectangle in shape.

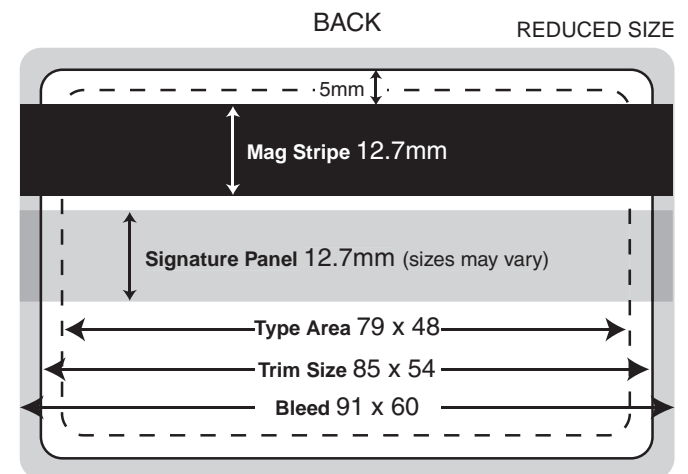
Extra charges may apply for unusual shapes.

No rounded corners or text on the signature panel are allowed.

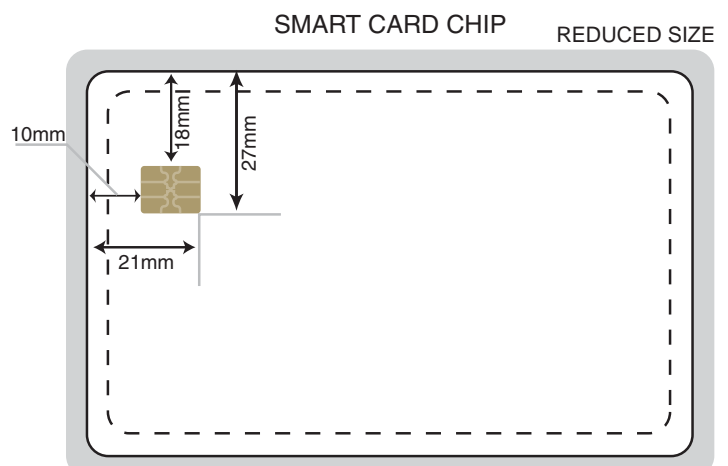
However we can use a clear panel over a printed background for signature panels and writable panels.



Measurements are in millimetres



Measurements are in millimetres





## CORRECT DOCUMENT SIZE

### Accepted software formats (PC Compatible Files only)

**Adobe Illustrator** convert fonts to outlines

**Adobe Illustrator EPS** convert fonts to outlines

**Adobe Photoshop** this file type is not recommended for files including type as it diminishes the quality when printed

**Adobe Photoshop EPS** convert fonts to outlines

**Preferred PDF** high resolution, embed all included fonts

Include all embedded and placed files. For more information on files formats contact Card Serv Artwork department.

### Colours for printing

Files will be accepted in CMYK and Pantone colours only. Files in RGB will not be accepted.

**Pantone Colours** – Ensure your artwork files specify the exact pantone colour names within the file. All pantones must also be included on your order form.

### Images

**Photographs** must be a minimum of 300dpi (resolution) at 100%. NOTE: Photos that are imported into other applications and are enlarged, the resolution should be higher.

Vector Art should remain as editable paths for optimal printing standards.

### Fonts

All fonts used in the file must be supplied if outlines have not been created, including screen and printer fonts. Fonts must be supplied in True Type Format (windows) or Post Script (windows).

We prefer fonts outlined.

### Gradients & Vignettes

Ensure gradients created in Illustrator are set at 2400dpi in attributes and document setup. To prevent banding it is best to create gradients in Photoshop.

Also, due to the uniqueness of printing on plastic, gradations should not be 0% to 100%. If gradations are created at about 6% to 99% they have a tendency of banding.

### Logos

Any logos included in the file must be supplied as vector drawn images, not bitmap or raster. This ensures the image remains crisp and clear. Alternatively, whilst not preferred a high quality logo can be used. If you are unable to supply a suitable logo, we are able to do this for you from supplied artwork at an extra charge.

### General requirements

**Chord marks** must be included in your file.

**Frames/borders** must not be used to mark the trim if you do not want them to be printed.

**Files** can be sent via email to [artwork@cardserv.com.au](mailto:artwork@cardserv.com.au) or by CD.

3½ Floppy disks and Zip disks will not be accepted.

*Following these simple steps and guidelines will help in the production of your printed piece and help maintain the high quality standards of CardServ.*

*This will also help maintain current lead times and deliveries.*

*Please contact us if you have any questions regarding this information.*

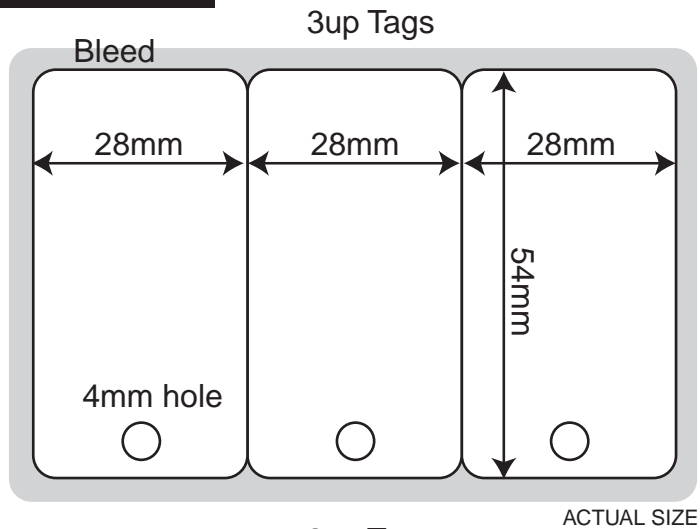


# OTHER CARD TYPES

## 3up Tags

Individual tag size MUST be **28 x 54mm** ensure bleed all round same as normal card.

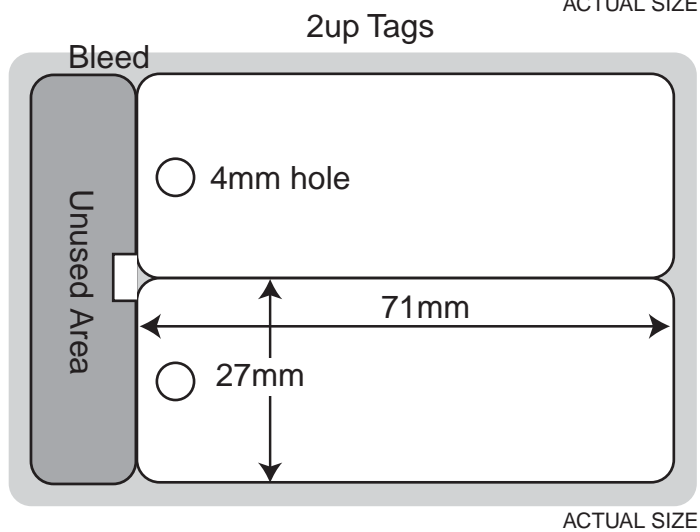
Allow space within tag for the 4mm punch hole.



## 2up Tags

Individual tag size MUST be **71 x 27mm** ensure bleed all round same as normal card.

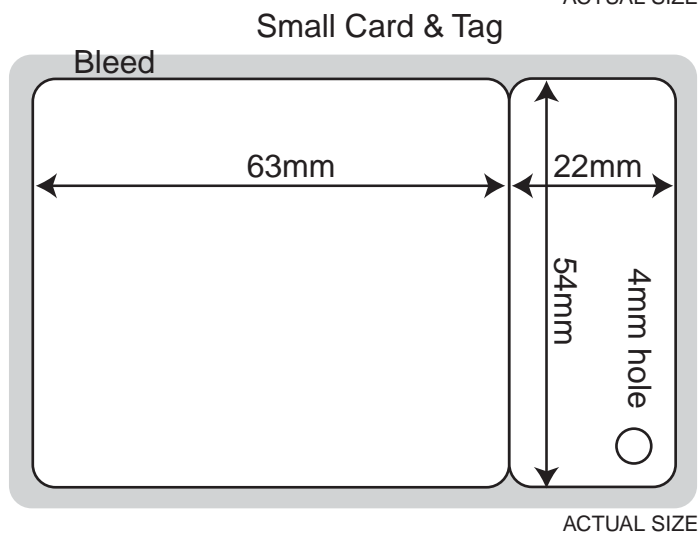
Allow space within tag for the 4mm punch hole.



## Small Card & Tag

Card size MUST be **63 x 54mm** tag size MUST be **22 x 54mm** ensure bleed all round same as normal card.

Allow space within tag for the 4mm punch hole.



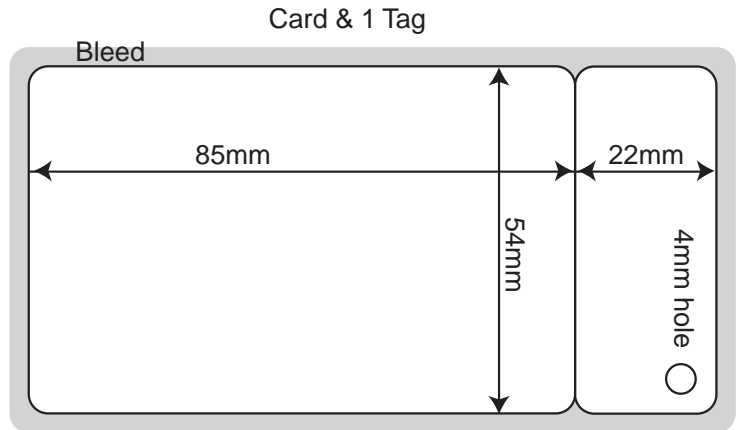
Measurements are in millimetres

# OTHER CARD TYPES *continued*

## Card & 1 Tag

Card size **MUST** be **85 x 54mm** tag size **MUST** be **22 x 54mm** ensure bleed all round same as normal card.

Allow space within tag for the 4mm punch hole.

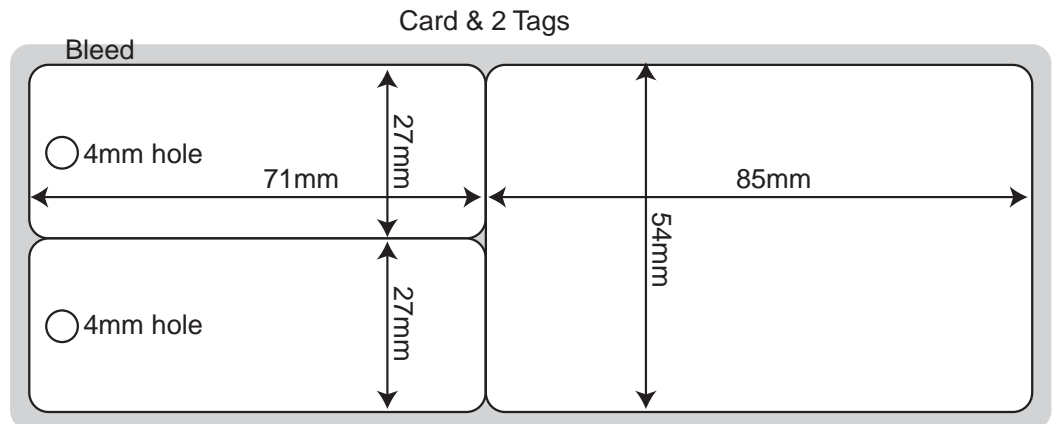


REDUCED SIZE

## Card & 2 Tag

Card size **MUST** be **85 x 54mm** tag size **MUST** be **71 x 27mm** ensure bleed all round same as normal card.

Allow space within tag for the 4mm punch hole.



REDUCED SIZE




## TIP

Make a gradation over the edges of the tags in colour as we cannot always cut the tag exactly on the lines shown in the card layout. Do not use borders.

## Barcodes

Barcodes are a simple and inexpensive way of allowing automatic data capture.

Barcodes can be printed on at time of manufacture. Most barcode readers will read various barcodes. There are three main types used for cards.

EAN 13 Product Barcode	Code 39 (or 3 of 9)	Code 128
<p>Contains 12 numbers plus a check digit</p> 	<p>Contains numbers. Good for short number groups.</p> 	<p>Can be numeric or alphanumeric. Larger number groups.</p> <p>Just ring and we can provide advice to assist</p> 

Please contact us if you have any questions regarding this information  
**Email: [artwork@cardserv.com.au](mailto:artwork@cardserv.com.au)**