

Artwork
Specifications

www.cardimpulz.com

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Artwork Specifications

The Cardimpulz designers can work with various types of files, but to get the best possible results, and to avoid additional design costs, we ask you to do the following:

Your Artwork needs 'bleed' of at least 3mm on all 4 sides (figure 1). Please clearly indicate the font type since there are many different types. Should we not have the exact font then we will ask you to send it to us, or we will match it with our own font types. Common font file extensions include .OTF, .TTF, and .FNT. For your logos and artwork we need a minimum resolution of 300dpi and vector graphics are preferred. Standard card measurements are 85.5mm x 54mm with a thickness of 0.76mm.

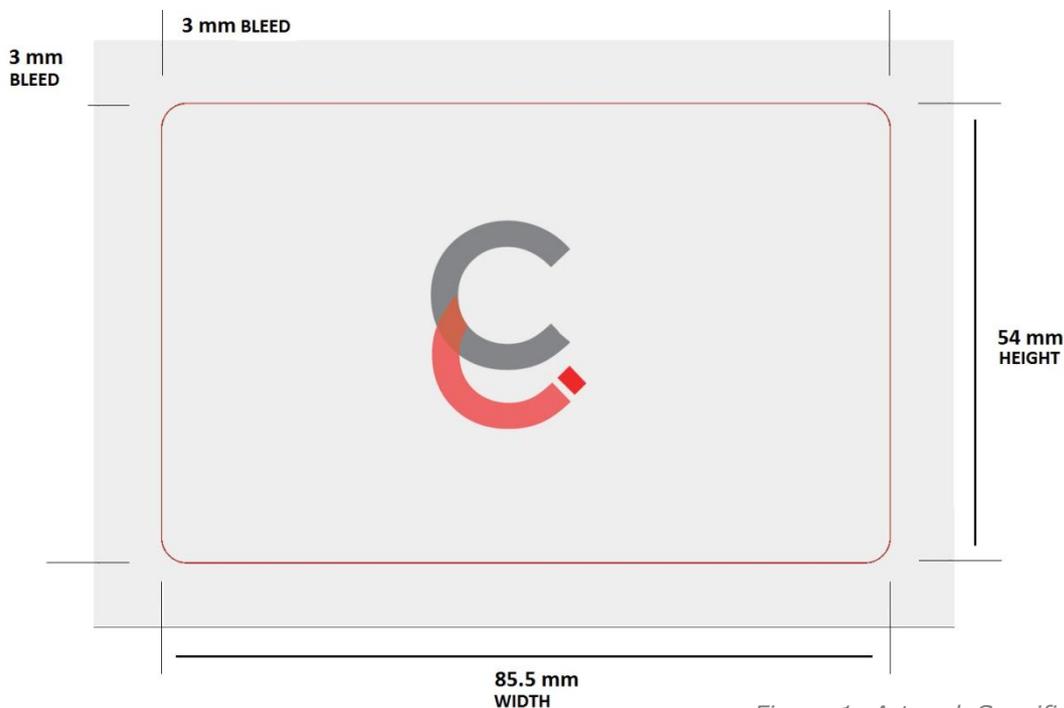


Figure 1: Artwork Specifications

Our designers can work with the following computer programs:

- Adobe Photoshop CS3 (MAC or PC) or lower
- Adobe Illustrator CS3 (MAC or PC) or lower
- Quark Express version 7.0 or lower
- Adobe PageMaker version 7.0 or lower
- Corel Draw 12.0 (PC only)

We advise you not to use pictures of standard images (.jpg, .jpeg, .pict, .gif, etc.). In that case we are unable to guarantee the quality of the end result.

Please be sure to check your spelling, layout and further specifications. Our proof sheet is a confirmation of your supplied artwork.

Personalization

CardImpulz can design printed or blank cards, personalized with your desired data. To give you a clear picture here are some examples of what CardImpulz can do for you:

- Increasing sequential numbers
- Unique codes (generated by you or us.) (Figure 2)
- Barcode (all standard types)
- QR Barcode
- Encoding the magnetic stripe (track 1, 2 or 3)
- Encoding a RFID & Contact chip
- Name and address details (Figure 3)
- Photo ID (see page 6)



Figure 2: Personalization

Our standard personalization colour is black, for example CardImpulz

can also offer personalization in red, white, blue, green and even gold or silver. However the barcode can only be supplied in black, due to the fact that most readers only recognize black. Keep in mind that the best quality read is achieved when the background of the barcode is white. Personalization can be offered on both sides of the card.



Figure 3: Barcode

Data delivery

The delivery of data can be done in several ways, but CardImpulz prefers an Excel spreadsheet (e.g. .xls or .csv) which clearly indicates what is what in each column. Please be reminded that Excel automatically removes the 0 at the beginning of a number. To prevent this from happening, format your cells as text.

	A	B	C	D	E	F
1	Number	Barcode	Name (Embossing)	Magnet stripe encoding	Track (1, 2 or 3)	
2	10001	10001	Smith	;00010001	Track 2	
3	10002	10002	Jones	;00010002	Track 2	
4	10003	10003	Williams	;00010003	Track 2	
5	10004	10004	Brown	;00010004	Track 2	
6	10005	10005	Taylor	;00010005	Track 2	
7	10006	10006	Johnson	;00010006	Track 2	
8	10007	10007	Thomas	;00010007	Track 2	
9	10008	10008	Evans	;00010008	Track 2	
10	10009	10009	Davies	;00010009	Track 2	
11	10010	10010	Robertson	;00010010	Track 2	
12						

Figure 4: Excel Spreadsheet

Personalization options

Cardimpulz can among others offer the following personalization options:

- Thermal printing
- Inkjet printing
- Embossing
- Laser engraving
- Encoding

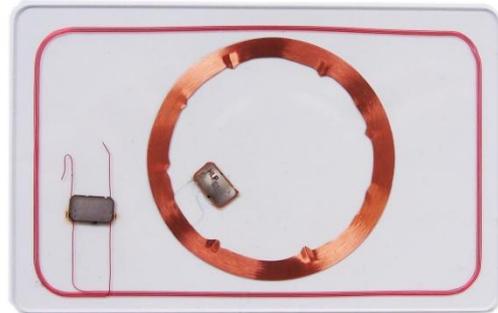


Figure 5: RFID Chips - Encoding

Thermal Printing

Thermal printing is a digital printing process which can produce a personalization code by selectively heating coated thermo chromic paper when the plastic card passes over the thermal print head. The coating turns black in the areas where it is heated, producing a number, digits or even a barcode. The printer uses an uploaded data Excel file. It will then personalize 1 line of each card. For more information about delivery specifications please visit our [artwork and personalization page](#).

Inkjet printing

Inkjet printing is a personalization process which creates a digital image on the cards by propelling droplets of ink onto it. Right after the cards are personalised the ink will dry immediately.

Embossing

Embossing is done with a prescribed combination of pressure and heat on the ductile; in printing, this process is done with a letterpress. For example on your credit card you will find a golden or silver text. (See digits Figure 6)



Figure 6: Embossing

Laser engraving

Laser engraving, and laser marking, is the personalization process of using lasers to engrave or mark cards. This technique is a bit more complex than other personalisation options, therefore it is also a bit more expensive. [Cardimpulz](#) suggest this kind of personalization only for production of chip cards or metal cards.

Encoding

Encoding is the process by which information from a source is converted into symbols to be communicated. This is when data is programmed on a chip or magnet stripe. (See Figure 5)

Should your preferred method not be listed, please contact the sales department (sales@cardimpulz.com)

Personalization measurements

Please notice whenever you want personalization on your cards these should be within the below standing measurements. (Figure 7)

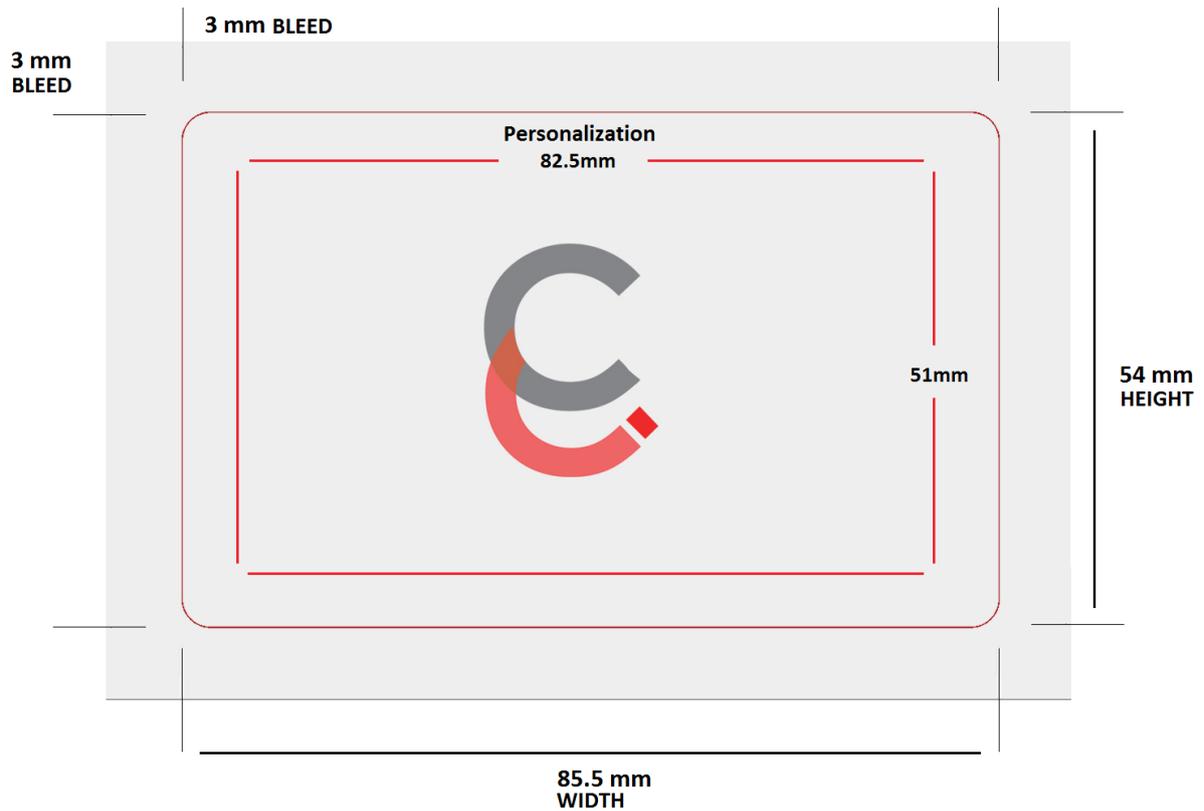


Figure 7: Personalization measurements

Photo ID Card Artwork

How do you get the best result when you choose to print the photo ID card yourself?

Photo

One of the most important aspects of a Photo ID card is the picture. Cardimpulz recommends you to set the resolution of your camera at 640 x 480 pixels.

Furthermore you can use a card design program, for example Adobe Photoshop or Illustrator, to insert the picture on a blank card with all the necessary information. (See figure 8)

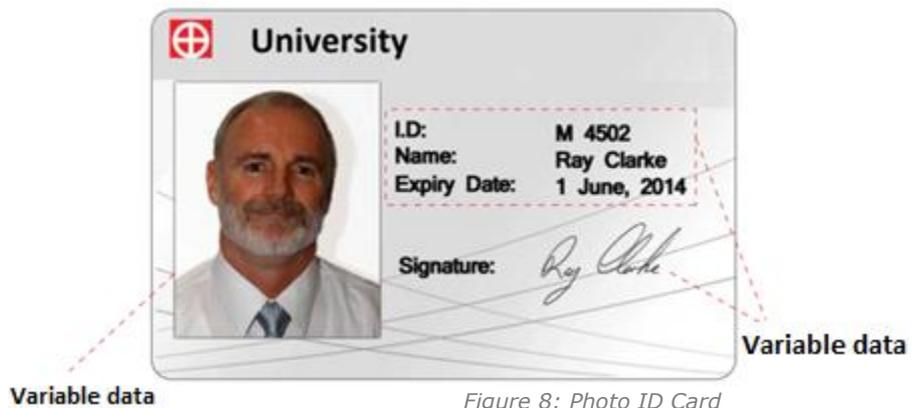


Figure 8: Photo ID Card

Lighting

The quality of the picture largely depends on the lighting used when taking the picture. Natural light is usually the best, but also geodesic halogen lighting gives an excellent result. CardImpulz advises you not to use fluorescent lamps such as fluorescent tubes which contain no full spectrum and will therefore not give a correct representation of the face.

Identification cards

Cardimpulz also has the capacity to produce identifications cards. This type of printing is done by a print technique called Re-Transfer. Re-Transfer printing is uses a great technology that print full colour and full bleed images in perfect colour without the pitfalls of traditional dye sublimation card printing.

Hot stamping

Cardimpulz can also produce a personalised hologram. Hot stamping is a dry printing method in which a heated die and foil are used to apply graphics to a surface. This is one method of security printing.



Figure 9: Hologram

Contact

The CardImpulz facilities can be found in Shenzhen:

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Would you like to contact our sales team or customer service? Please send an email to one of the following addresses:

Sales: sales@cardimpulz.com
Customer service: info@cardimpulz.com
Live support: [CardImpulz](#) (Skype)

If you are a card and/or printing reseller you qualify for our reseller price list. Please contact our sales department (sales@cardimpulz.com)

Comments and remarks

We are at all times working to improve our products and services. This is where we need you. If you have any comments about our service, website or products, please let us know and send an email to info@cardimpulz.com