



## Custom Gift Card Art Guidelines

### Printing:

- CMYK
- 4/1 (full color on the front and black text o the back)

### Acceptable File Formats:

- **Illustrator CC or lower**
- Please outline all text or send us all fonts used
- Do not flatten artwork
- **Photoshop CC or lower**
- Raster artwork must be at least 300 dpi
- Artwork must have editable layers
- Do not flatten artwork

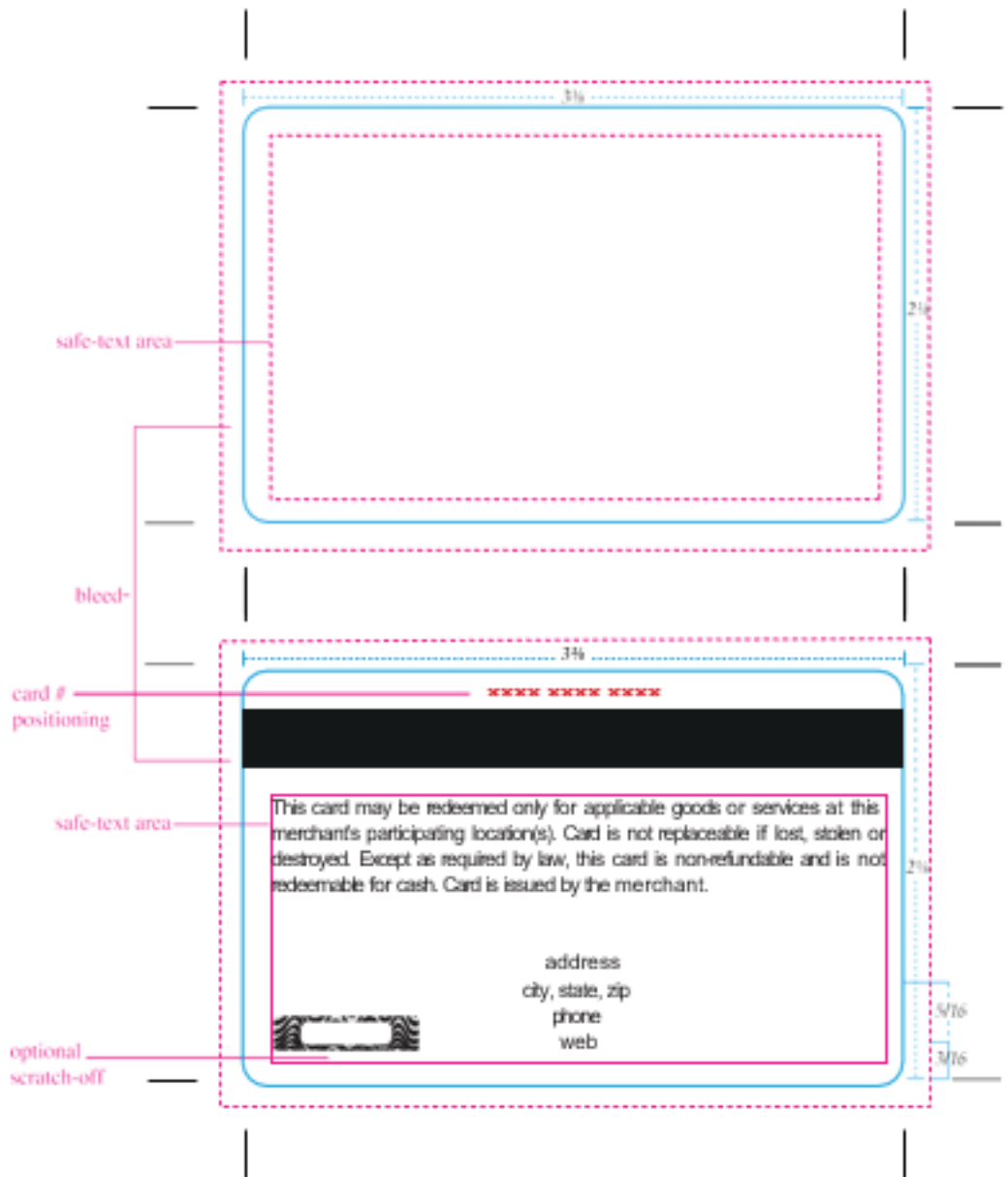
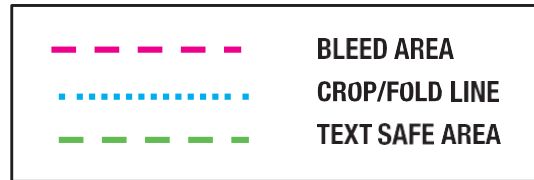
### Acceptable File Extensions:

(.ai) (.eps) (.gif) (.pdf) (.tiff) (.png) (.psd)

**Logos or graphics provided** must be a minimum of 300 dpi (for raster images), or vector artwork. Many logos and graphics that are emailed or downloaded from the internet are only 72 dpi.

**Card Size/Bleed:** Please be sure the card is to size: W 3.375" x H 2.125". If the card has color or images running to the edge of the card, .125" bleed must be included, making the total card size W 3.625" x H 2.375"

**Mag Stripe:** If the card has a mag stripe on the back, please note the mag stripe will sit 3/16" from the edge of the card. The mag is 5/16" tall and runs the width of the card. Please note the small area above or below the mag stripe must be left clear of ink for the imaging of the card number.





**CHARGE  
ANYWHERE**

# Custom Carrier Art Guidelines

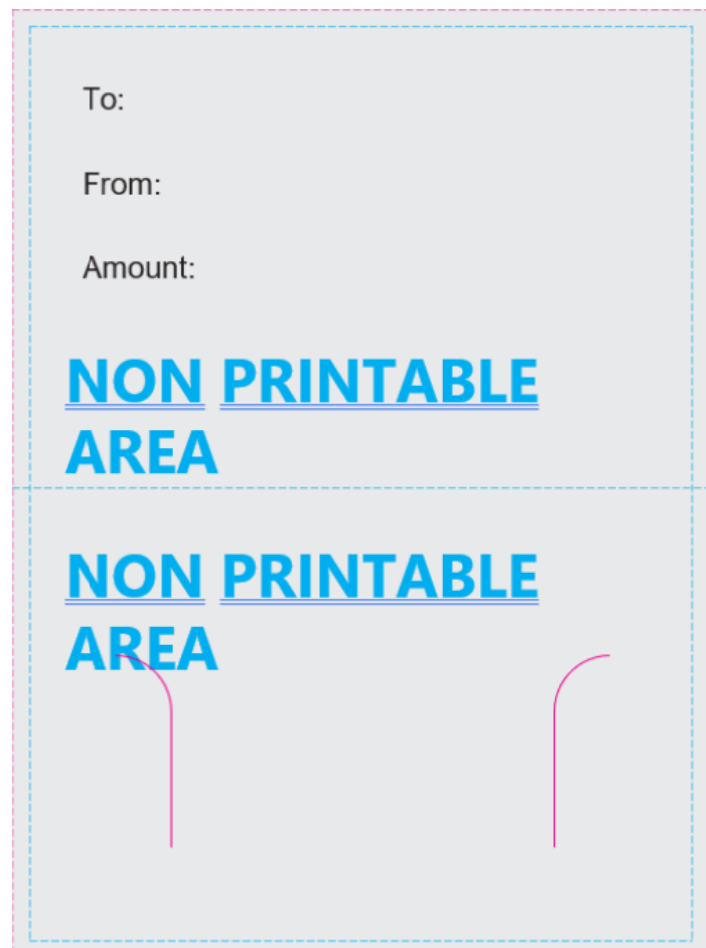
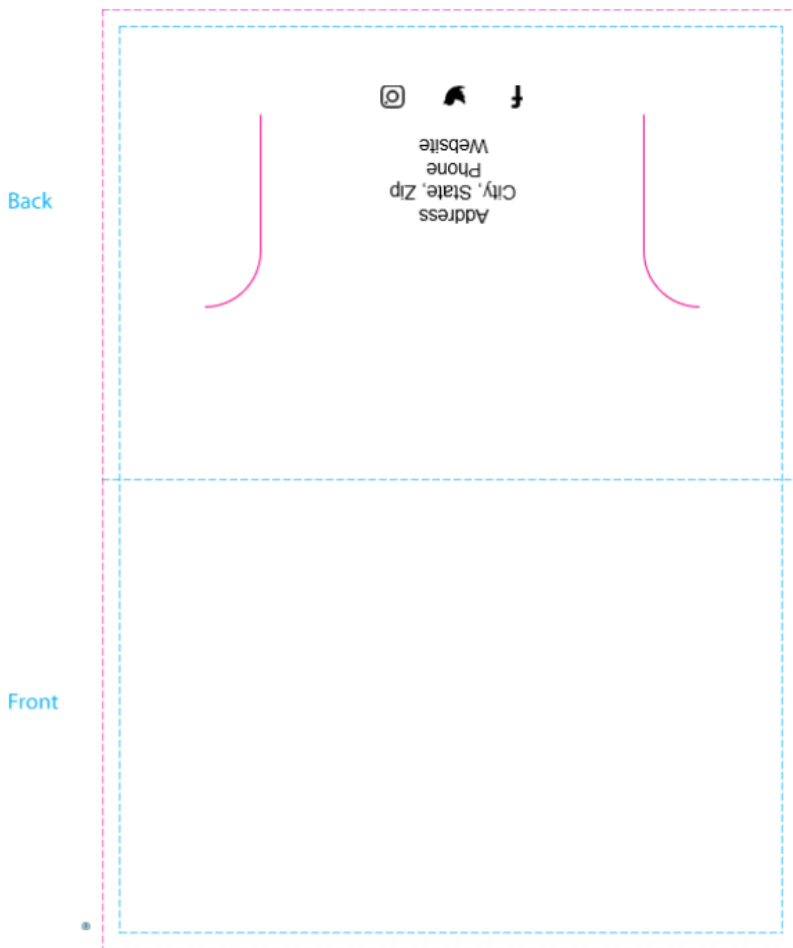
Printing for Custom Carriers follows the same 4/1, File Formats, and File Extensions as the Custom Gift Card specs

- **Size:** The flat size for the carrier is W: 4.75" H: 6.5" (please include at least 0.25" bleed for all sides, including all inside edges for the safe area)
- The final folded product size is W: 4.75" H: 3.25"



CMYK

Black/Grayscale Only



Outside

Inside

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