Below are specifications for Custom Gift Card Artwork submission. *Design assistance fees may apply for any necessary changes or adjustments, unless provided. Templates are available within this document.*
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1. Bleed & Safespace

– Provide .125" bleed area on outside edge of the design.

Bleed space allows printing to the edge of the card or carrier design. This adds a total of .25" in Width and Height to the final artwork dimensions (.125" per edge).

Safe space is a .125" margin around inside edges that should be considered for placement of all text, logos and/or important graphics. This creates a margin and prevents imagery from being cut off during the bindery process.
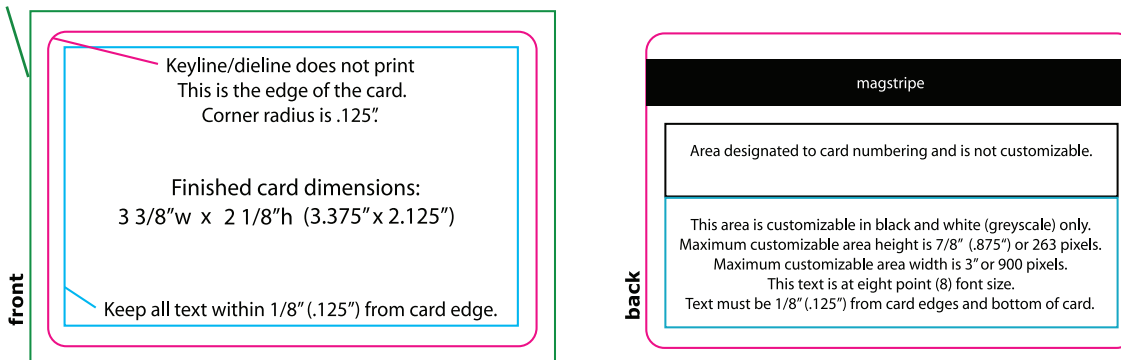
Cards

Finished size in inches: 3.375"w x 2.125"h (swap for vertical layout)

Artwork required (with bleeds) inches: 3.625"w x 2.375"h   pixels: 1088 x 713 at 300dpi

Back of card text or art is limited to: inches: 3"w x .875"h or pixels: 900 x 263 at 300dpi

Artwork size with bleed

front

Keyline/dieline does not print
This is the edge of the card.
Corner radius is .125".

Finished card dimensions:
3 3/8"w x 2 1/8"h (3.375" x 2.125")

Keep all text within 1/8" (.125") from card edge.

back

magstripe

Area designated to card numbering and is not customizable.

This area is customizable in black and white (greyscale) only.
Maximum customizable area height is 7/8" (.875") or 263 pixels.
Maximum customizable area width is 3" or 900 pixels.
This text is at eight point (8) font size.
Text must be 1/8" (.125") from card edges and bottom of card.

Carriers

Finished in dimensions in inches: 4.125"w x 7"h

Art required in inches or pixels: 4.375"w x 7.25"h or 1275 x 2138 at 300 dpi

2. Color Build

Orders for Custom Cards
Front of Card: may submit artwork in CMYK (4 color process) format. Spot colors are not allowed.
Back of Card: may submit artwork in black/grayscale ONLY.

Orders with Custom Cards and Custom Carriers or Custom Carrier ONLY orders must submit CMYK build files for cards and carriers. Custom Carriers cannot be printed with spot colors. They will be produced in/and/or converted to CMYK.

RGB files received will be converted to CMYK. Any color profile conversions made may cause colors to lose vibrancy.

3. Images and Text

Front of Custom Card may only be color. Back of card images may be Greyscale (Black & White) only. Color is not available on the backside of the card. Any verbiage to be used on the back of card may be submitted in a text document (.txt, .doc, attachments or plain text in an email).

Custom Carriers allow for full color front and backsides (CMYK). No spot colors are available on carriers. A standard template indicating: To, From, and Amount, is used when no Carrier backer is submitted. Templates for the corresponding carrier styles, indicating fold, cut, and die lines are in the next pages of this document.

4. Compliant File Extensions

.eps, .pdf, .ai, .psd, .tif, .jpg

Ensure all text embedded in any vectorized document has been converted to shapes. This eliminates need to install fonts that may or may not be compatible with PC or MAC operating systems.
Programs supported:
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat

Any files not on this list may be deemed as non-compliant and may incur design fees to convert.
Non-compliant files types include business cards, faxes, and/or any form of preprinted media. Please email with any questions about other file types.

5. File Naming and Delivery

Files should be named using Merchant Name, such as:
"billsCatering_cardFront.tif", "jewelryStore_cardBack.eps:" or "blueWaterCafé_carryFront.jpg"
Files named "gift card" or "artwork" with no merchant name may be easily misplaced due to volume of jobs being processed.

Please email files as attachments with the Merchant Name and Merchant ID# in the subject line of all correspondence to: GiftCardArt@fiserv.com

Multiple files for delivery may be compressed for delivery into a zip file (.zip).

CR-80 Custom Card Template

Front of Card

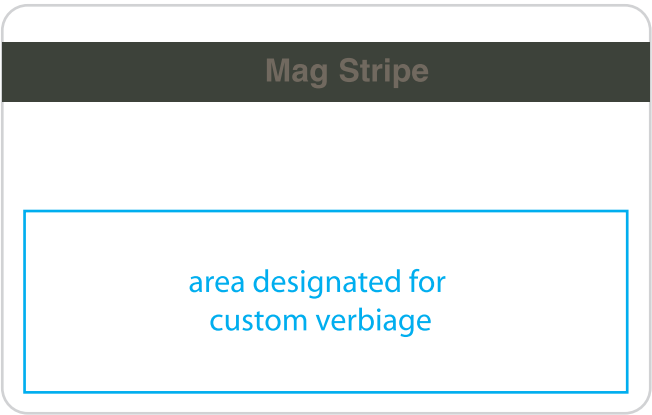**Finished in inches:** 3.375"w x 2.125"h (swap for vertical layout)

Artwork required (with bleeds) inches: 3.625"w x 2.375"h   pixels: 1088 x 713 at 300dpi

C
M
Y
K

3.375"

2.375"

2.125"

3.625"
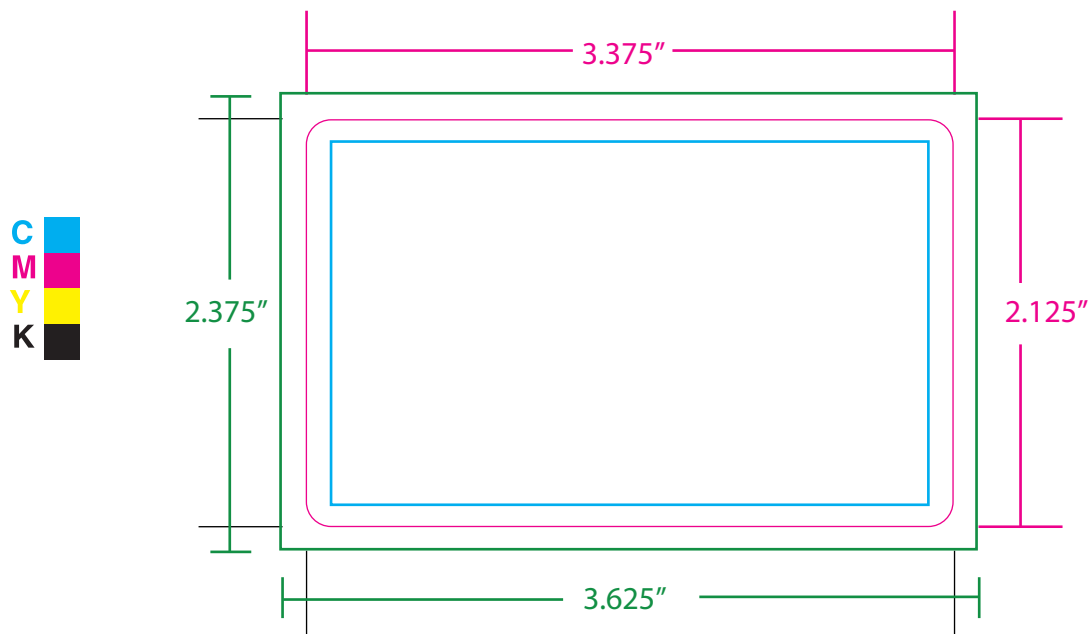
Back of Card

Back of card text or art is limited to inches: 3"w x .875"h or pixels: 900 x 263
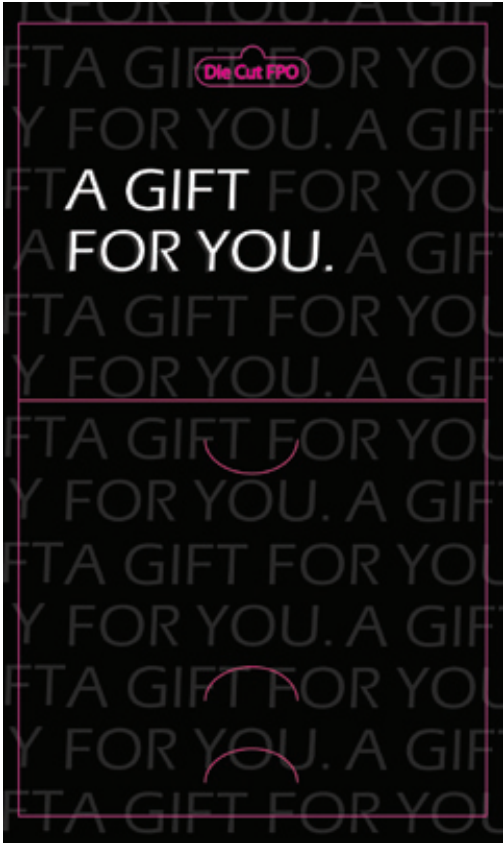
Black

Mag Stripe

area designated for
custom verbiage

—— Allows for Bleed

—— Actual Card Size

—— Live Area (do not place text past this point)

Outside

Inside

Displayed Folded

Folded – Outside Shown

Custom Carrier Template

Outside

7.25″

4.375″

Die Cut FPO

4.125″

7″

Die Cut FPO

Inside
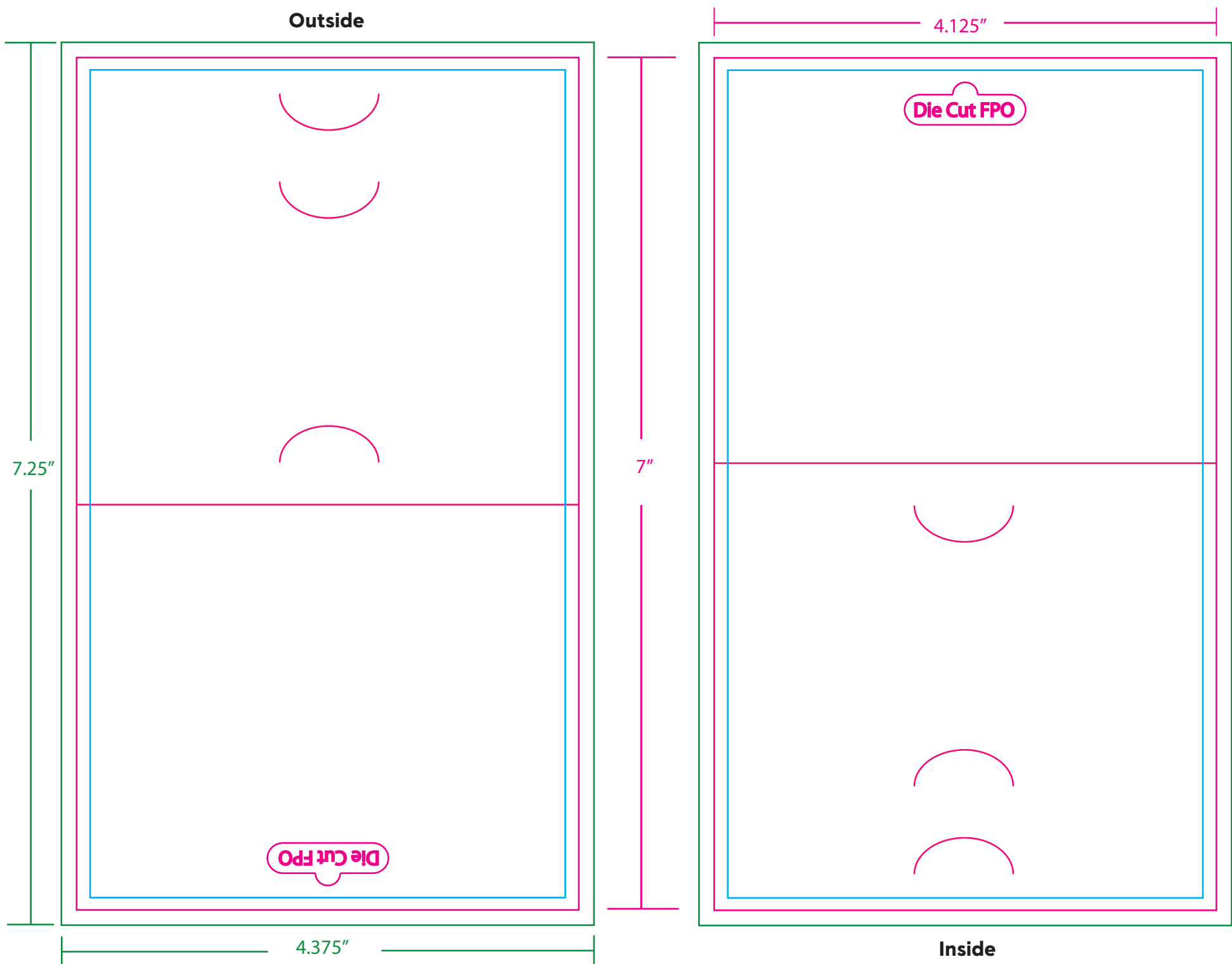
	Allows for Bleed
	Actual Carrier Size
	Live Area (do not place text past this point)

C
M
Y
K

Finished in dimensions in inches: 4.125″w x 7″h
Art required in inches or pixels: 4.375″w x 7.25″h or 1275 x 2138 at 300 dpi