

CR 80 Plastic Card Design Aid.

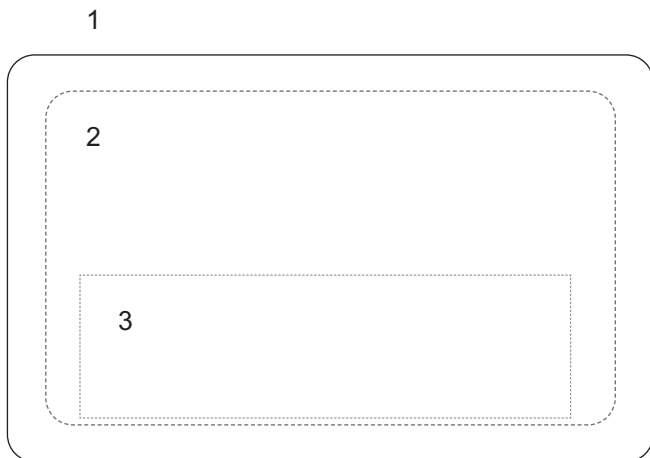
Colours Printed

4 Colour Process

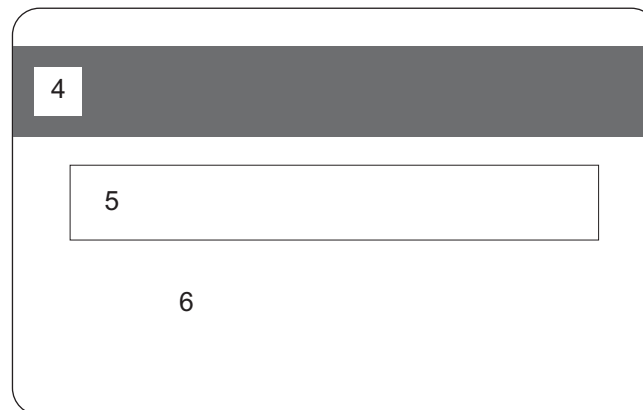
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Notes

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Front



Reverse

Colours Printed

4 Colour Process

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Notes

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- 1: Nominal card dimensions are 85.59mm x 53.97mm (3-3/8" x 2-1/8"). Camera ready art and copy, if supplied should be 200% of card size. It is preferable to submit artwork in the following programs, QuarkXPress, Adobe Illustrator, Adobe Indesign, High resolution .pdf - CMYK. (Macintosh / IBM).
- 2: All printed text should be within this border on both front and reverse of card.
- 3: Embossed Area To conform to ISO & Australian standards, embossing of cardholder details (i.e account number, name & expiry date) should appear in this area, a maximum of five lines is available.
- 4: Magnetic Stripe This area is reserved for a Magnetic Stripe, if required. Standard size is 12.5mm deep (3 track). Please specify HiCo / Lo Co stripe. If a Magnetic Stripe is not required, print can appear in this area.
- 5: Signature Panel Standard size produced is 70mm x 10mm. Other sizes can be produced to your specification
- 6: Reverse of Embossed Area This area is available for printing, however, it should be remembered that indentations from the embossing on the front make small type faces difficult to read.



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