



New Gift Card Artwork Design Guidelines



Win with Savvy

We are passionate enablers of stored value programs, driving innovation, growth and superior experiences so that everyone wins.



GIFT CARD ARTWORK SPECIFICATION INSTRUCTIONS

- **PLEASE READ CAREFULLY AND FOLLOW INSTRUCTIONS EXACTLY AS INDICATED TO AVOID UNNECESSARY PRINTING DELAYS AND EXTRA COSTS**

YOUR CARD ORDER CANNOT ENTER THE PRODUCTION PROCESS UNTIL:

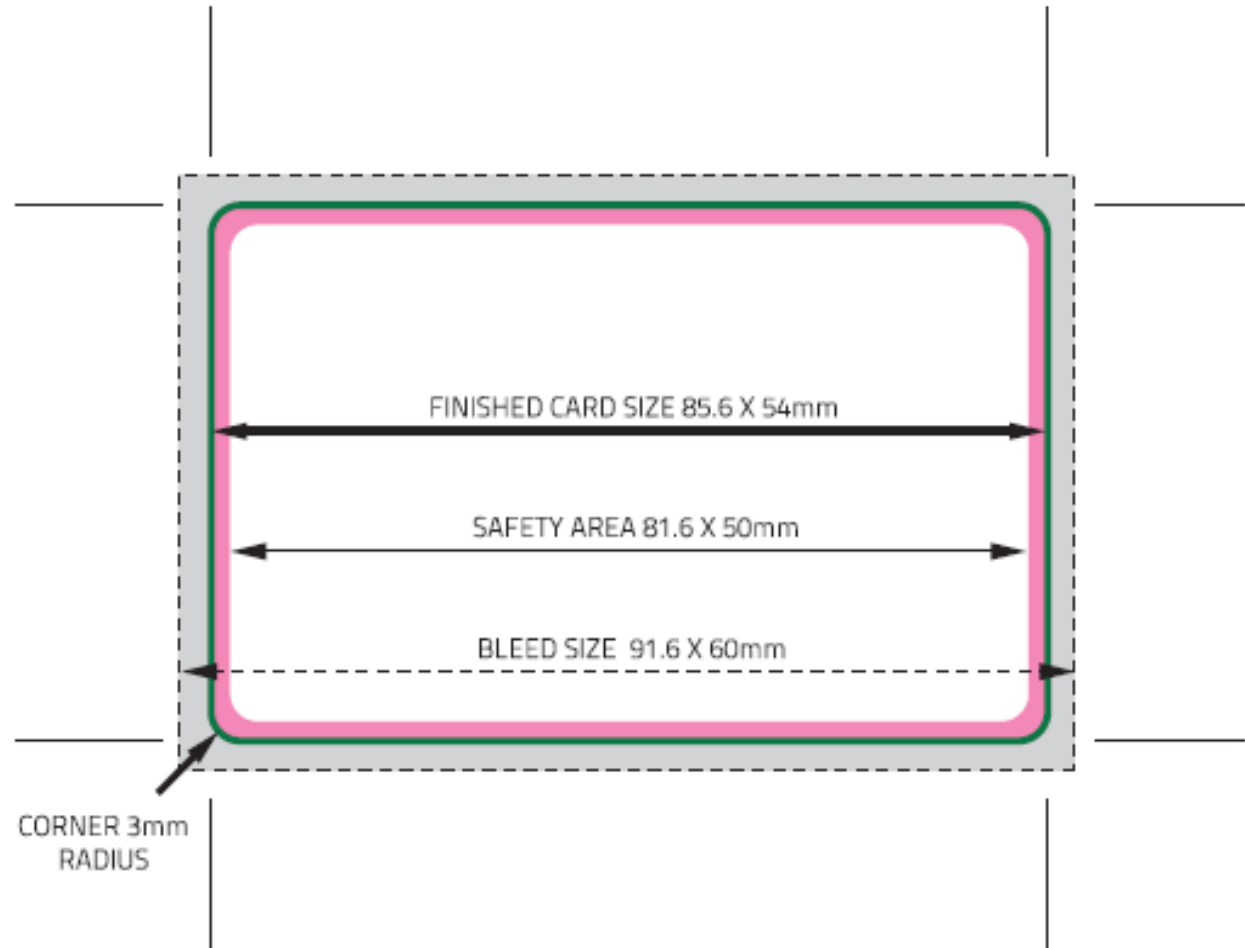
- 1. THE ARTWORK IS CORRECT**
- 2. SOFT COPY PROOFS ARE APPROVED**
- 3. PAYMENT OF YOUR INVOICE HAS BEEN RECEIVED**

Top TIPS in preparing your card artwork:

1. **Please outline all fonts and embed all images on the artwork**, please! This is the most common issue we see every year with new artwork.
2. **Do not send artwork in PDF format**. We can only print from high resolution files, in either .EPS, .AI or InDesign file format. No exceptions.
3. **Ensure a minimum 3mm bleed** for the entire edge of card face and reverse is included, don't be too aggressive with your design, it's the minimum bleed required.
4. You must **allow for the minimum specified space on the card reverse** in this document for card numbering and PIN scratch panel, this should be a white background or white box on artwork.
5. Card imagery, text, and colour selection top tips
 1. **Do not use CMYK values for metallic colours** as they will print extremely dull in the finish and will be off your desired colour. Instead specify gold or silver pantone numbers and these can be printed either using Litho or screen print process, screen will be better option subject to cost implications.
 2. **Do not use CMYK to achieve a specific pantone match**, instead set your artwork up using the specific spot pantones. CMYK plus spot pantones is also fine.
 3. Dark coloured cards tend to scratch during the production and packaging process quite easily. **We will insist on matt lamination finish on all dark coloured cards**
 4. **Avoid using faint imagery for card background**, e.g. light checkerboard effect or similar as this is not suitable when printed on PVC
 5. **Do not use font size smaller than Pt. 5 on any text elements** and avoid using fonts with fine serifs, especially if they are to be reversed out or to be printed with metallic ink.

Standard physical gift card dimensions

1. Finished cards are indicated by the green line (85.6mm x 54mm with 3mm radius corners)
2. Bleed area (grey area) must extend outside the finished card dimensions
3. Safety area (Pink block inside the card) any text must be kept 3mm within the finished card dimensions and must not cross over the edges, i.e. text must not 'bleed' off the edge
4. Ensure fonts are outlined
5. Ensure images are supplied in CMYK format not RGB
6. Minimum font size is 5pt
7. We do not accept high resolution PDFs for print, supply artwork in either EPS, AI or InDesign format



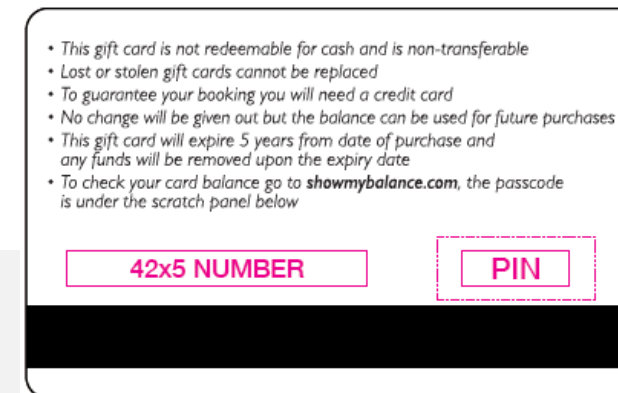
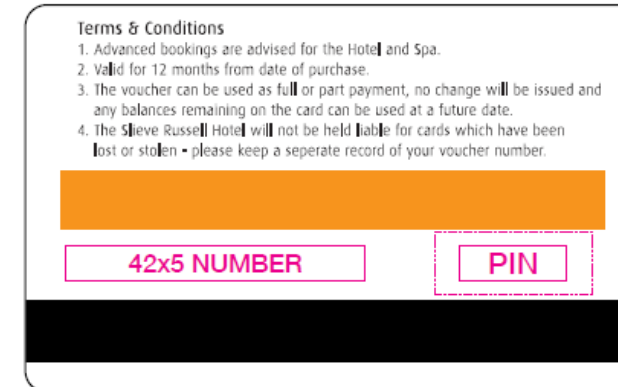
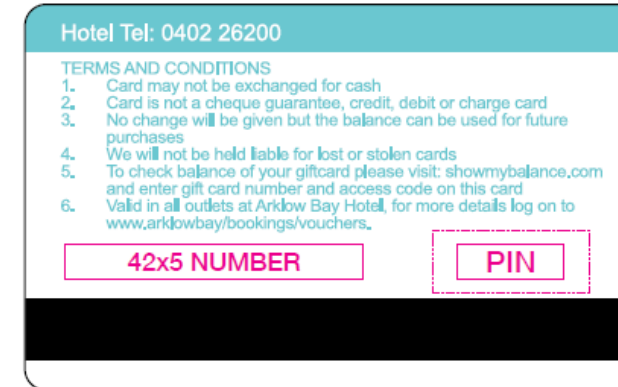
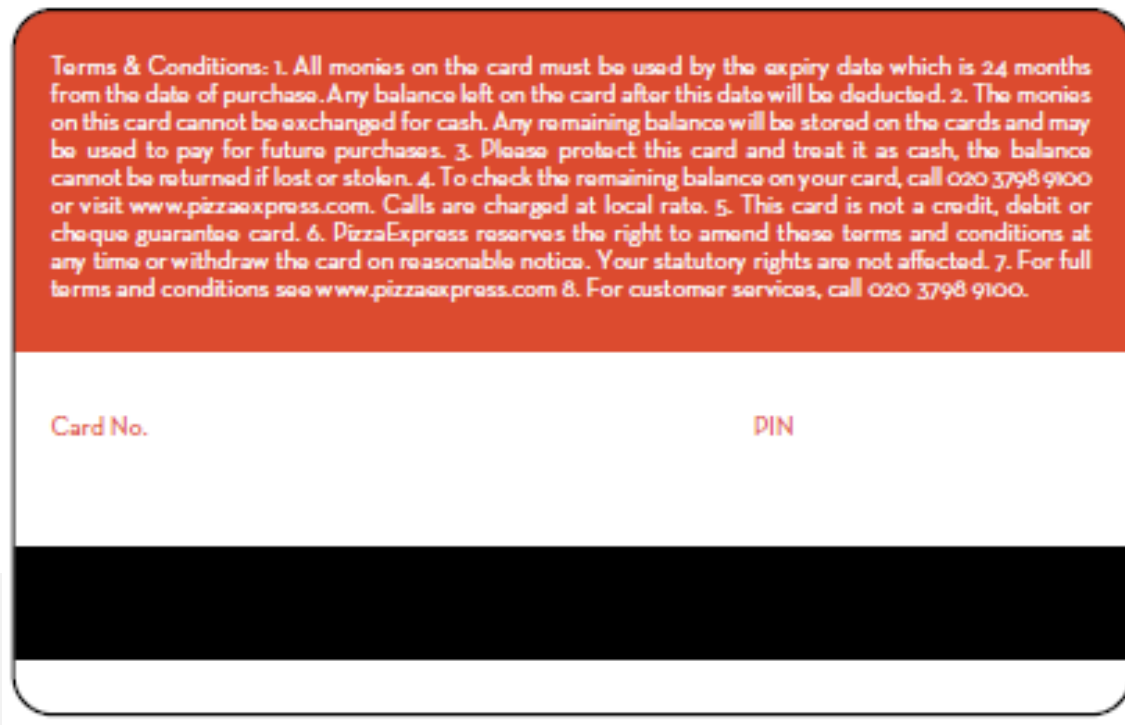
Card artwork imagery

1. Please ensure that any images are embedded in to the artwork
2. All logos and images need to be a minimum 300dpi and should be a vector image
3. Any imagery downloaded from the internet is NOT going to be suitable for printing
4. **PANTONE OR CMYK**
 - We either print spot colours or we print using standard 4 colour process (Cyan, Magenta, Yellow & Black)
 - Your artwork needs to be set to the correct system as your quote.
 - If providing artwork in CMYK do not make Cyan, Magenta, Yellow or Black under 10%, as they usually appear much lighter than they do on the screen and you will be disappointed with the outcome.



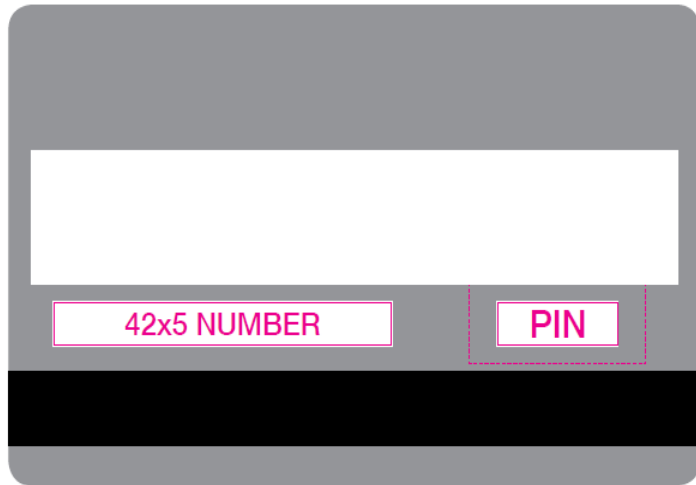
Examples of card reverse terms and conditions

1. You must decide your own terms and conditions and any other relevant content for the cardholder to be aware of
2. Please ensure your expiry date policy is clear and compliant with any relevant legislation in force
3. Font size must be Pt 5 or larger

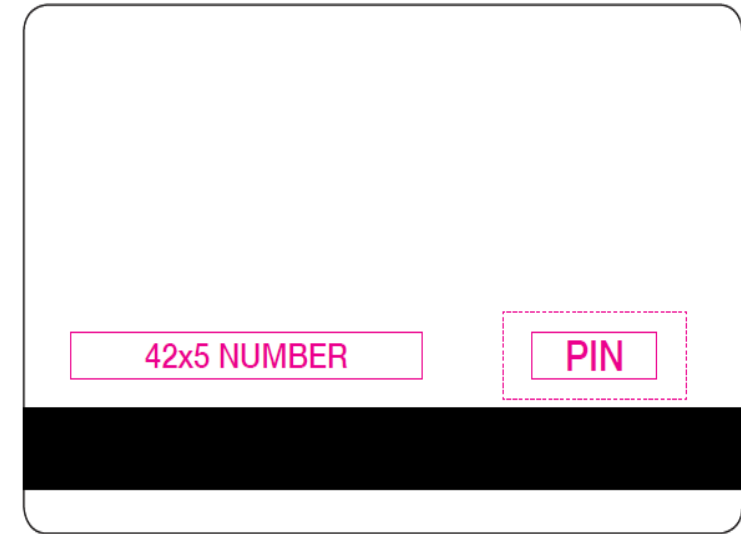


Card personalisation layout

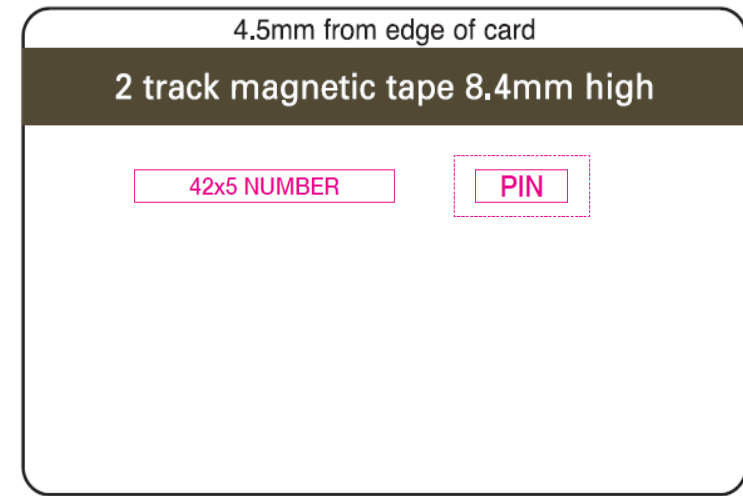
1. The standard 2 track magnetic tape position is **4.5mm from the edge of the card and is 8.4mm high.**
2. Our default position for the magnetic stripe is **at the foot of the card reverse** however it can be positioned at the top of the card as shown.



Recommended positioning.



Alternative positioning.



Card artwork proofing process

1. A soft copy PDF proof will be generated and sent to the client for approval on all orders whether the artwork is new or existing artwork from a previous print run.
2. For complex artwork designs and for new artwork on orders where the volume is greater than 50,000 cards we recommend a full production sample, a 'wet proof'. This can be priced on request.
3. **Changes made to your artwork (at your request) following receipt of the soft copy artwork approval form, will incur further charges on a time & materials basis at £100 / €120 per hour**
4. If cards are ordered to be attached to carriers then please allow in your design for a small amount of movement of the card on the carrier board during this process which is machine automated.
5. Upon receipt of new artwork during the soft copy proofing process, Savvy may make some recommendations on artwork adjustments based on our experience of managing the production of several million gift cards annually for our customers. The client takes full responsibility for the final artwork design and subsequent production finish irrespective of any advice provided during the approval process.

Please read and examine carefully

Job Description: Pizza Express Christmas Card
Date Submitted:
Stock / Substrate: PVC
Card Thickness: 760 Micron

Job #: 6161438
Proof

V1

This proof represents the final design and position of text and graphics on the artwork. Its approval, with a clear link to job number and version number and no amendments, is mandatory prior to printing of the order.

If amendments are required please mark them clearly on the proof and return the document. We will then supply another proof for approval. Additional proofs will be subject to charge.

This electronic PDF, or a hard copy of this proof, are not representative of links on your final cards, as independent monitors and printers are not calibrated to our presses. In the absence of any other colour match being provided, we will print to our standard CMYK densities. However, we will use our best endeavours to match the colour of the finished card against customer requirements, allowing for the constraints of printing on plastic and the effect of lamination on these colours, but accept no liability for colour discrepancy post lamination. Any barcodes on the proof need to be checked that they can be read, are the correct barcode type and the correct number. We cannot accept any liability with regards to errors with the barcode after the proof has been approved and job has been printed.

All Pantone spot colours will be matched to solid (100%) reference patches from controlled Pantone libraries within the constraints imposed by heat resistant pigments.

We accept no responsibility for errors found in connection with this proof after the document has been signed and the order has been printed. Any change or cancellation of the order, once started, will be subject to costs and/or a cancellation fee.

FRONT


REVERSE


Fold along dotted line to check that your card backs up correctly

Face Print Colour
Litho - Black - Grid
Litho - 7597 Red PMS
Litho - 7597 Red Shiner

Reverse Print Colour
Litho - Black - Grid
Litho - 7597 Red PMS
Litho - 7597 Red Shiner

Card Finish Specification

Lamination Matt/Soft	Magetipe 0.4 Black Logo	
Signature Panel Face N/A	Signature Panel Reverse N/A	
After Lam Screen Face	After Lam Screen Reverse N/A	
Fold Blocking Gold Foil		
Hologram No		

Additional Proof Notes

☐ **APPROVED FOR PRODUCTION**

☐ **AMENDMENTS/CORRECTIONS**
(List below)

Signed: _____

Dated: _____

K2043

Should any amendments be required, a further set of proofs will be sent for your approval. Please note that any alterations and/or amendments other than those necessitated by reason of our errors or omissions will be charged extra.

Winning together

Thank you.

