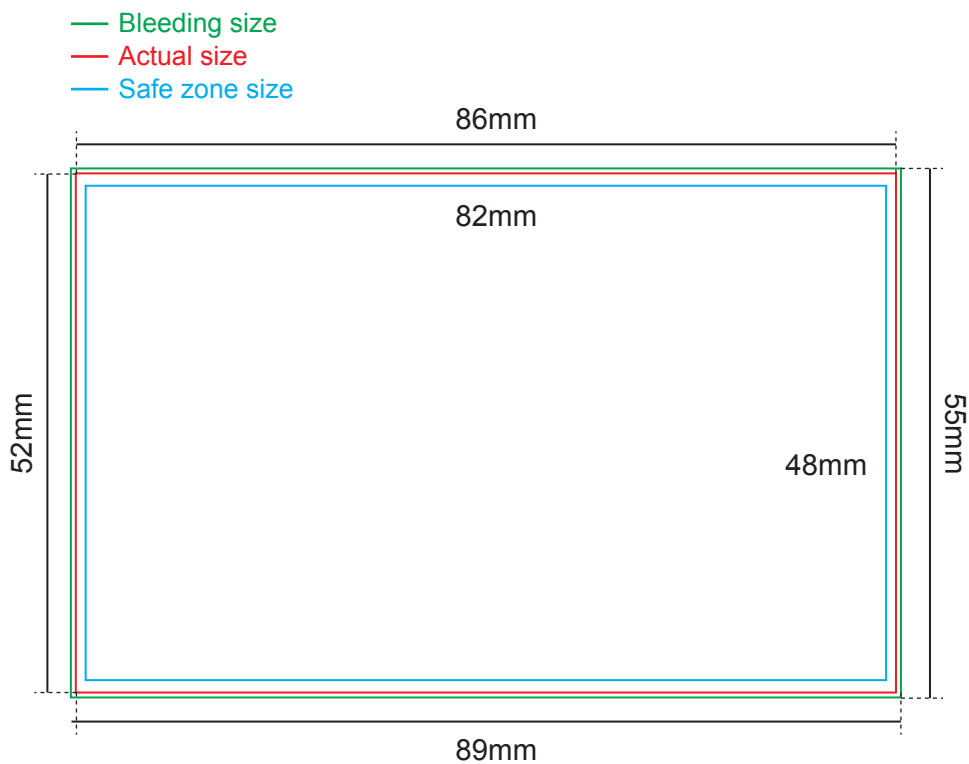


- Artwork Dimension : (Refer to diagram)
- Bleeding : **1.5mm each side**
- Margin (Safe Zone) : **2.0mm each side**

Example	Bleeding Size	Actual Size	Safe Zone Size
Business Card size 86mm x 52mm	89mm x 55mm	86mm x 52mm	82mm x 48mm



FILE FORMAT

Adobe Acrobat Document (*.pdf)

Provide better printing quality

JPEG Image (*.jpg / *.jpeg)

Provide fairly good printing quality if the file is converted under certain specification but text or vector images appear less sharp compared to PDF file format.

JPEG file format : Set resolution at or above 600dpi

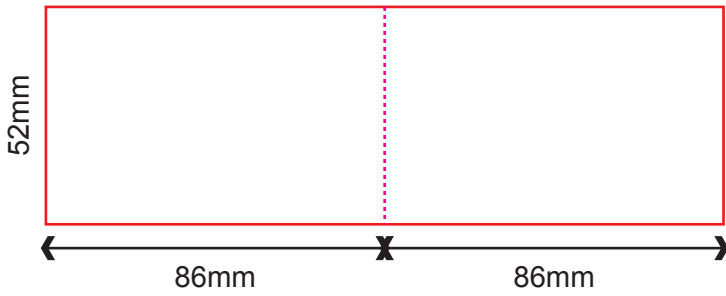
CREASING FOR THIN FOLD AND FAT FOLD

- Only 1 creasing line
- Customized creasing are acceptable, minimum 10mm by the edge

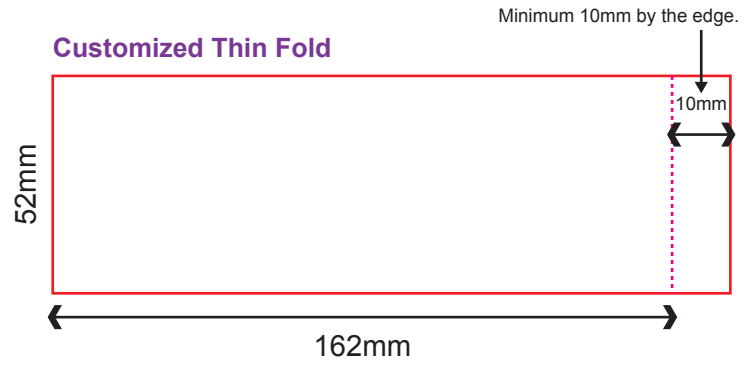
THIN FOLD OPEN SIZE

- Example : 52mm x 172mm

Standard Thin Fold



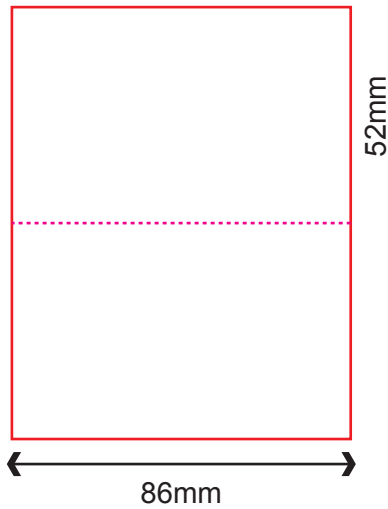
Customized Thin Fold



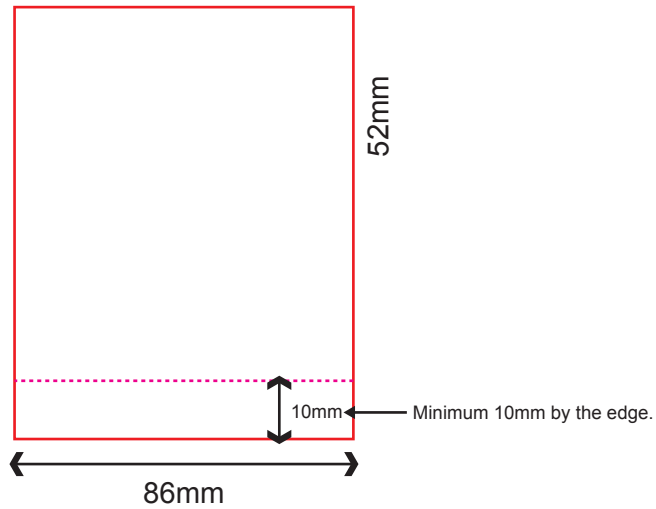
FAT FOLD OPEN SIZE

- Example : 86mm x 104mm

Standard Thin Fold



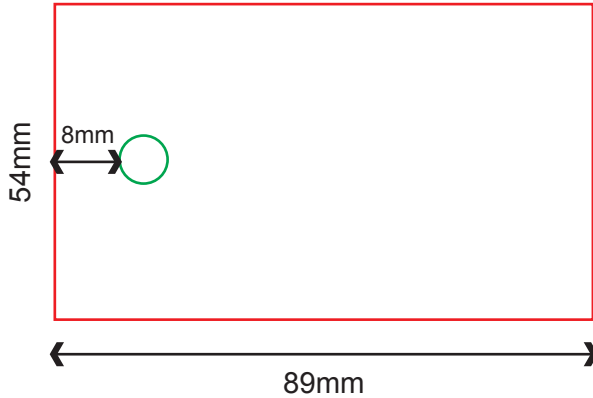
Customized Thin Fold



HOLE PUNCHING

- Diameter 3mm / Diameter 5mm
- 1 Hole at fixed position (Shorter side) at Centre of Top
- Not applicable for Thin Fold and Fat Fold

Example :



ROUND CORNER

- Radius 6mm
- 15 types of options
- Not Applicable for Thin and Fat Fold
- The round corner position if follow exactly as shown in ordering page diagram for either portrait or landscape.
- No rotation required.



ARTWORK

- Artwork is prepared in our Product Size Templates
- Background design expand to Full Bleed size
- Vital elements are within Safe Zone
- No crop mark are applied

DESIGN

- All images have been exported / converted : Background, design effects, photos, images to TIFF files (not including text / vector images)
- Never manipulate images in layout program
- Resolution : 300 dpi
- Color Mode : CMYK color mode

MARKING & TRAPPING

- Remove all the crop mark or guide lines before submit the artwork.

FILE FORMAT

- PDF File Format
Artwork is saved in required file format : **Adobe acrobat Document (*.pdf)**
Resolution : **300 dpi**
Color Mode : **CMYK color mode**
Total File Size (front and back design) : **smaller than 20 MB**
- JPEG File Format
Artwork is saved in required file format : **JPEG file format (*.jpg)**
Resolution : **600 dpi**
Pixels Dimension : **2100 x 1300 pixel**
Color Mode : **CMYK color mode**
Total File Size (front and back design) : **smaller than 20 MB**

FINISHING

- For full details of how to prepare your artwork for finishing such as
 - Spot UV
 - Hot Stamping
 - Round Corner
- Kindly refer to the General Guidelines at our website.

FONTS

- No fonts of less than 4 pts
- Curve / Path / Create outline all fonts

LINE WEIGHT

- No lines are less than 0.25pts
- Color : CMYK mode

ARTWORK PREPARATION FOR FROSTED PLASTIC CARD

- For order with 4C + White
Page 1: White artwork with Process Black Colour (K100)
Page 2: Printable artwork only (CMYK)
- For order with 4C
Page 1: Printable artwork only (CMYK)

White Base Artwork followed by Full colour Printing.

1st page - White Base Artwork



2nd page - Full colour Printing



IMPORTANT NOTES IN PREPARING WHITE BASE ARTWORK

-Fill the artwork with black (K100) to indicate the area for white base.

-Rename colour to precisely **"White"** to indicate the area of white base instead "WHITE" or "white"

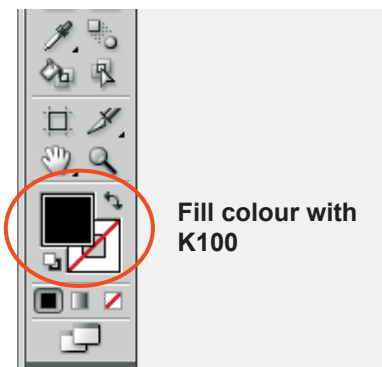
*Excard will not held responsibility on any wrong white spot colour naming error.
(eg. "WHITE" or "white")

-Only use Adobe Illustrator to prepare the white base artwork.

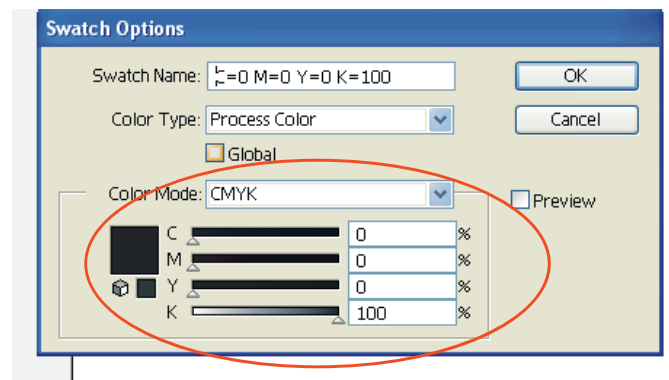
Rename the color swatch name by using Adobe Illustrator

1. Fill colour with **K100**
2. Double Click the colour at Swatches
3. At Swatch Option Choose Color Mode to **"Spot Color"** and rename the Swatch Name to **"White"**.
4. Double confirm by checking the artwork is filled with **K100** with **"White"** swatch name.

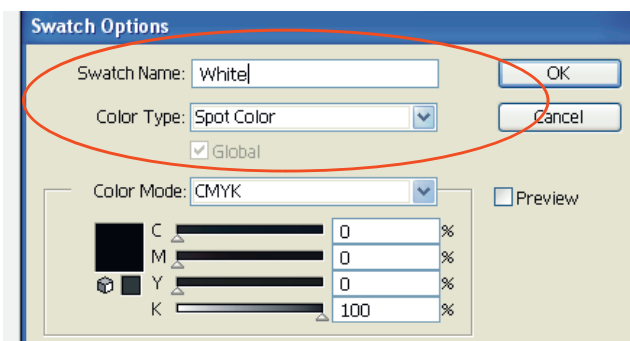
STEP 1



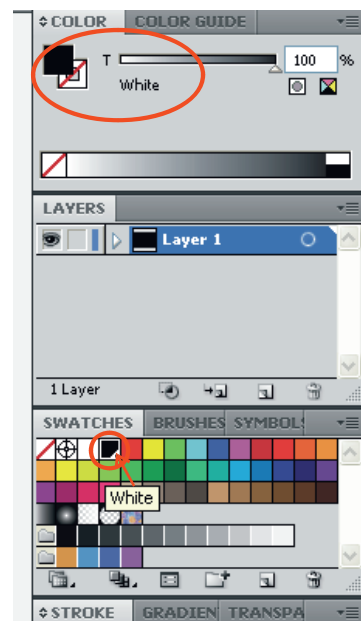
STEP 2



STEP 3



STEP 4



ARTWORK PREPARATION FOR CUSTOM DIE CUT BUSINESS CARD

■ Front

Page 1: Overview artwork (CMYK + Die Line)

Page 2: Printable artwork only (CMYK)

Page 3: Die Line only

*Die-line must ONLY in a single line with colour (C100,Y100)

■ Back

Page 1: Printable artwork only (CMYK)

IMPORTANT

- 1. Safe Zone:** Vital elements of artwork MUST BE within the Safe Zone, 2mm from all sides of die-line.
- 2. Full Bleed:** Expand your background design (bleeding), 2mm from all sides of Artwork Height & Width dimension.
- Please refer to the example below how to determine your Artwork Size, Safe Zone & Full Bleed.

SAFE ZONE, BLEEDING, DIE LINE

Example:

Input the artwork actual size at Ordering Page when you place order.

Let's say your artwork = 54mm x 89mm

Actual Artwork Size

▶ 54mm x 89mm (Input at Ordering Page)

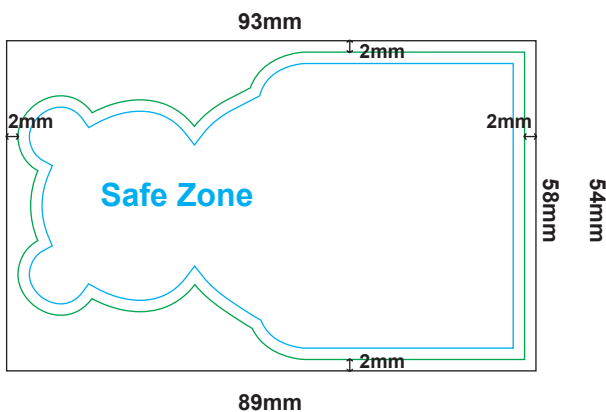
Full Bleed Size

▶ 58mm x 93mm

Safe Zone

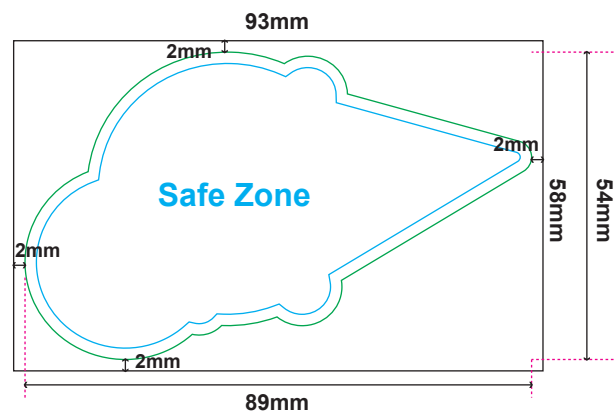
▶ 2mm from all sides of die-cut edge

EXAMPLE 1



Die-line (Actual Artwork Size)

EXAMPLE 2

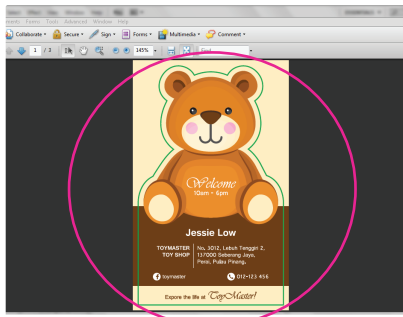


Safe Zone

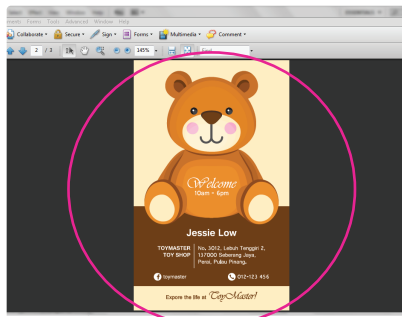
Full Bleed

PREPARING FILE FOR BUSINESS CARD WITH DIE LINE ARTWORK SPECIFICATION

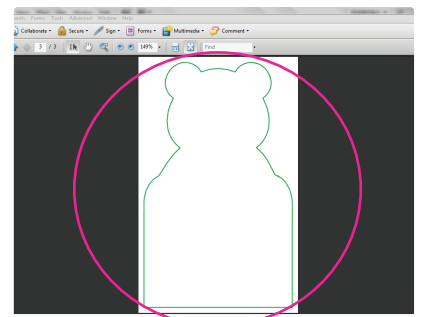
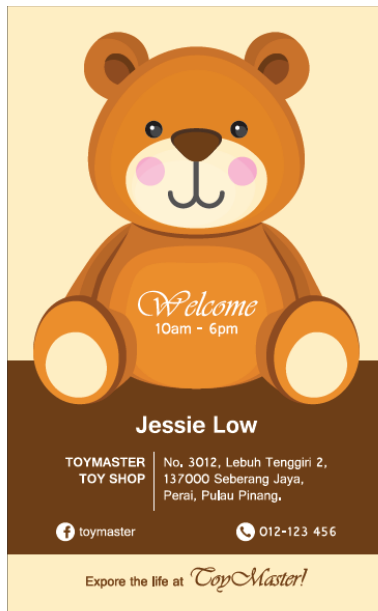
Step 1



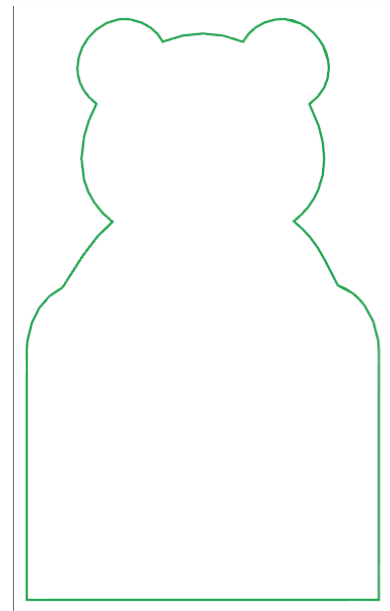
File 1:



File 2:



File 3:



File 1: Full artwork with artwork and die line for die-cut.

File 2: Artwork to be printed only.

File 3: Die line with transparent background. (JPEG file not accepted).

Note:

- Ensure die line is positioned accurately (as per File 1) to avoid mis-registration.
- You MUST fill the Die Line in PROCESS COLOUR (C: 100, Y: 100, M: 0, K: 0) & Line Stroke: 1.0pts.
- Save your file with transparent background.

Step 2



Zip all PDF files together (In zip format)



Combine and save into 1 PDF file (3 pages)

Step 3

Upload your artwork to place order.

DIE LINE PRECAUTIONS

Cutting Edge Tolerance: + - 1mm


Below are mis-registration scenario that can be happen during the die-cut process when die line is not correctly placed,

► **Scenario 1:** What happens when die line falls exactly on the artwork line.


<p>When die line is exactly on artwork line, the result is, die cut may not align accurately during the die-cut process.</p> 	<p>Solution : Allow min. 2mm between artwork line and die-cut line.</p> 
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► **Scenario 2:** What happens when die line is exactly on different colour background.

When the artwork is prepared with the die line as shown below, the final outcome may look like the picture shown on the right.



Solution :
(a) Fill the background with White **OR** (b) Fill the background with Red



- * Member is advised to revise artwork when these problems are detected.
- * Excard shall not be held liable for any of defect in printing outcome due to artwork sent not correctly prepared as advised.

GAP BETWEEN MULTI-EDGES DIE LINE

How to define "Multi-Edges Die Line" - More than 5 cutting edges within 10mm.

Shown below is the correct and incorrect multi-edge die-line edges:

