

Technical Reference

Custom Graphics for AWID Proximity Cards Procedure & Guidelines

Customized printing and graphics can be applied to AWID's CS, GR and GRMAG cards, and to PW proximity wafers.

Procedure

1. Send proposed artwork to artwork@awid.com. Submit raster files using raster (JPEG, TIFF, BMP, PCX, GIF, PSD, PNG) or vector (EPS, WMF, EMF, CDR, PDF) format. Please include the following
 - a. PMS color numbers.
 - b. Side of the card to be printed.
 - c. Slot location (if any)
 - d. Card orientation – landscape or portrait
2. AWID will return a digital file in the same format, with a proposed layout for the graphics inside the outline of a card (2-1/8 inches by 3-3/8 inches).
3. Send approval of the proposed layout, or request desired changes.
4. Send your purchase order to AWID for the job, including both the cards price and charges for custom graphics.
5. AWID will produce a few cards with the approved graphics, and will send these samples to the customer for approval by the end user.
6. Send the end user's approval for the printed graphics to AWID in writing, either by fax or by e-mail.
7. AWID will produce the full order of printed cards, and will ship the cards as instructed in the purchase order.

Design Guidelines

1. *Graphics* may include a logo, a design element, and type.
2. Make the *size* of these graphic items suitable for good appearance, clarity, and artistic balance.
3. *Typeface* style and size are important for legibility. A block of text is acceptable if it is at least 1/10 of an inch tall.
4. Keep the design *simple* – clean – neat. Keep it uncluttered.
5. Use the *smallest* number of colors that result in clarity and good appearance.
6. Surround each colored area by *white* (the background). Do not abut two dark colors directly. Do not place a colored area within an area with another color.
7. Use no *graduated* colors or intensity or screen density. Each printed area must be the same color and intensity and density throughout. Dark edging around colored areas is not acceptable.
8. *Reversed* color is OK. Use a solid background with white areas inside the background, if desired.
9. *Scale* the graphics for best appearance on the card. Leave a margin unprinted around the edge – for GR and GRMAG cards, about 1/16 inch – for CS cards, about 1/4 inch minimum.
10. Remember the *slots*. Every CS card has a slot molded into one of the short edges. The installing dealer may punch a slot in GR and GRMAG cards. The slot is 5/16 inch (0.31 inch) in from the edge of the card, and 9/16 inch (0.56 inch) long parallel to the edge of the card.
11. Either submit a digital file to AWID with *resolution* of at least 300 dpi (dots per inch) in real size; or send AWID a high-quality, large printing of the artwork, up to an 8-1/2 inch by 11 inch sheet, for scanning. If the graphics consist of several pieces of artwork and/or typesetting, you may submit each graphic as a separate file.
12. Use the PMS (Pantone Matching System) numbers to specify all *colors*. Use either 3-digit or 4-digit numbers. Omit glossy or matte instructions. If PMS numbers are not available, send color samples to AWID for visual matching.
13. Tell AWID where the graphics will be *located* on the card ...
 - Which side of the card? “Front” is the side on which AWID prints the code data line.
 - Centered on that side of the card? Or offset toward one of the edges? Or in one of the corners?
 - Provide a sample of the artwork layout if possible (a real card or a digital file).
14. Special for CS *cards* only:
 - Printing is on the “label” side only, not on the molded side.
 - Margin around the edges is larger than on GR and GRMAG cards.
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