

XEROX
DOCUCARD®

THE NEXT DIMENSION
OF CARD SOLUTIONS



ARTWORK
SPECIFICATION SHEET
FOR PRE-PRINTED
DOCUCARDS®

KEEP THE CONVERSATION GOING.
SHARE THE KNOWLEDGE.



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PROGRAMS SUPPORTED (Mac programs preferred)

- **Macintosh and PC Programs Supported**
QuarkXpress, Pagemaker, Photoshop, Illustrator and FreeHand. QuarkXpress, Pagemaker, Photoshop, Illustrator and FreeHand. **Please do not send Corel Draw, word processor or spreadsheet program files.**

PAGE LAYOUT

Create a 210 x 297mm file for the letter portion of the document. Be sure to include an extra 3.175mm bleed area around the outside of the document (if applicable).

Create another file for the card portion of the document to the size of the card you are ordering (listed below), adding 3.175mm for bleed around the outside edge (if applicable):

- Standard: 86 x 54mm
- TwinCard: 86 x 108mm

INK

Prepare your file as it will be printed, using spot (PMS) or process colours as applicable.

TYPE FONTS

Adobe Type 1 PostScript Fonts Only. Do NOT use True Type fonts. Send all printer **and** screen fonts with the job.

TRAPPING

We will trap all files. Be sure to send us the original source files from QuarkXpress, Pagemaker, FreeHand, Illustrator and Photoshop.

SCREENING

Maximum of 20% screen density on cards in toner image area. All screens should be saved at 300 dpi or greater.

GRAPHICS

All scanned line art must be scanned at 600 dpi or greater, and at the largest size to be used in the file.

All grayscale or colour images must be scanned at 300 dpi or greater and at the largest size to be used in the file.

Line-art images should be created and saved in either Illustrator or FreeHand. They should be built out of the appropriate colours, whether spot or process.

Grayscale and colour images should be created and saved in Photoshop. Colour images should be CMYK, not RGB.

DESIGN CONSIDERATIONS

When designing for DocuCard®, DO:

- Keep in mind that variable data cannot be imaged on the card within 6.25mm from the edge of the card.
- Indicate special card placement in your document or written notes.
- Use drawing programs to create graphics, and page layout programs for typesetting and final assembly.

When designing for DocuCard®, DON'T:

- Position type within 2.3mm of the die-cut edges of the card.



ACCEPTED MEDIA

- CD
- Zip
- Floppy
- Syquest
- Jaz
- DAT

THREE STEPS TO SUCCESS

- Step 1** Send your electronic file, including all fonts, following the guidelines outlined on this sheet.
- Step 2** Send a complete written directory of all files.
- Step 3** Send a printed sample of the file showing colour breaks, along with the most recent hard-copy printouts (composite and separations).

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