



## General Information

Artwork will only be accepted if designed by a professional designer and is supplied in an editable format. This will ensure fast initial order processing and future orders with denomination changes. Additional charges may be incurred if the artwork does not meet the required standard.

## Design Information

- Size of card: 86mm x 54mm.
- Add a 3mm bleed to all artwork edges.
- Do not supply artwork with rounded corners, die marks or lines unless you want it printed.
- EFTPOS cards cannot be portrayed to be like another card schemes' brand (VISA)

## Expiry Date

The expiry date must be 5pt and must appear directly above the EFTPOS logo as per the design. The expiry date is 12 months from the date of printing.

## Design Information

We can only accept the following formats:

- Adobe InDesign
- Adobe Illustrator
- EPS files
- PDF files

*Formats such as Microsoft Word or Microsoft Publisher are not suitable for printing.*

## Colours

We can only accept files that contain CMYK and Pantone colours. Files in RGB cannot be accepted. We print on digital printers so colours may not be a 100% match. We will however endeavour to match colours as best we can.

## Denomination

The denomination must be displayed on the front of the card. It can be displayed anywhere on the card as long as it is clear.

## Images

Images must be at a minimum resolution of 300dpi at 100%. Vector art should remain as editable paths for optimal printing.

## Fonts

All fonts used in the artwork should be either converted to outlines or supplied with the artwork.

## Card Number

The recording of the PAN (card number) is not to be included on the front of the card. All card details are securely printed on the reverse side of the card.

~~1234 5678 1234 5678~~

## Gradients and Vignettes

Due to the uniqueness of printing on plastic, gradients should not be 0% to 100%. If the gradients are created at 6% to 99%, they have less tendency of banding. Ensure all gradients made in Illustrator are set to 2400dpi in attributes and document setup.

## EFTPOS Mark

The EFTPOS Brand Mark must appear on the front of the card (as shown in the example) in the EFTPOS red corporate colour (C8/M 100/Y47/K39 or PMS 1955 C) or in pure white if used on a red background.

## Anystore Gift Card Mark

The Anystore Brand Mark must appear on the front of the card in any colour (pure white if on a clashing background) and location of your choice. The width of the brand mark must be no less than 18mm.

## Logo Overprinted Card

We require a black and white high resolution (preferably vector) 300dpi version of your company logo for this type of order.

## Questions Regarding Artwork

Please contact us via [artwork@anystoregiftcard.com.au](mailto:artwork@anystoregiftcard.com.au) or 1300 785 506 if you have any questions regarding these design guidelines.