METAL GIFT CARD GUIDELINES

ACCEPTED FILE FORMATS

Adobe Illustrator (Ai) | Adobe PDF (PDF) | Corel Draw (CDR) | Encapsulated PostScript (EPS)

NOTE: All submitted art files must be created in full vector format and all live fonts must be outlined (made into objects).

DESIGN IN COLOR SWATCHES

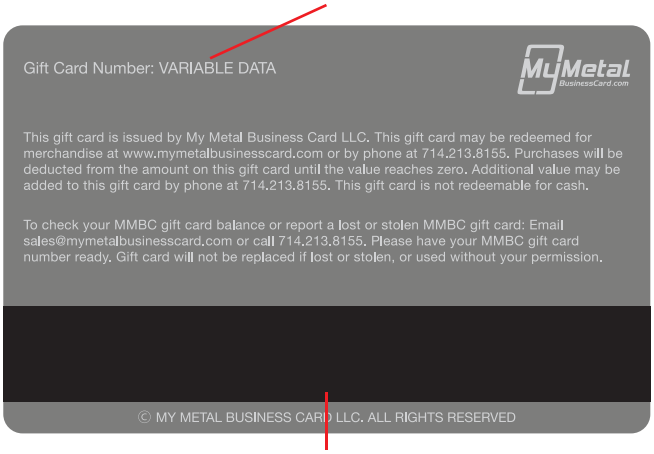
Stainless Steel Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Black Metal Surface	Laser Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Copper Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Brass Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Rose Gold Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
White Metal Surface	White Etched Area	Cut-Through Area	Your Color (If applicable)

NOTE: If you are using a white spot color and cutouts, please make all cutout areas magenta and note the process with our team.

10% ETCHED + COLOR FILL (WITH YOUR COLOR)

10% ETCHED AREA

VARIABLE DATA



MAGNETIC STRIPE

MAGNETIC STRIPE

- Magnetic Stripe will be etched down 50% into the card and embedded.
- Magnetic Stripe must be .03” from any cut-through, surface etch, and color fill areas.
- Magnetic Stripe must be the exact dimensions & location as provided in the template.
- Magnetic Stripe - Dimensions: 3.37” x 0.5“ or 3.5” x 0.5”
- Magnetic Stripe can be located at the top or bottom, but must be exactly 0.16” away from the top or bottom of the card.
- Magnetic Stripe can be encoded with your information for an additional cost.

CUT THROUGH

- Chemicals will be used to etch through your card where specified.
- Cut-through areas must be minim .02” in diameter.
- Cut-through areas must be minim .03” away from the card edge.
- Add tie-bars (minimum .02”) to any ‘floating’ material. (Frequently seen in letters).
- Convert all fonts, strokes and outlines into vector objects.
- Please remove all clipping masks and hidden objects.

COLOR

- Design with actual colors - Pantone preferred, though we will accept CMYK.
- Please label color values within your artwork.
- Color fill into 10% etched areas must be minimum .008" thick.
- Color fill into 10% etched areas cannot meet – they must have a .02" gap.
- Colors screen printed onto surface can touch/overlap.
- Please remove all gradients, drop shadows and transparencies.

10% SURFACE ETCHING

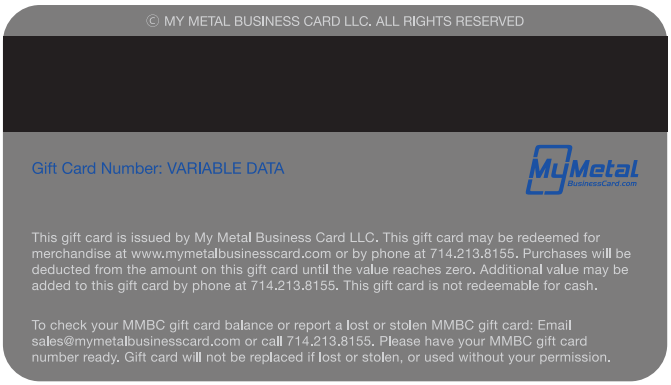
- Chemicals will be used to etch 10% into the surface of your card.
- Any 10% etched areas must be .03" or more from the card edge.
- Any 10% etched areas must be .02" from any cut-through areas.
- Convert all fonts, strokes and outlines into vector objects.
- Please remove all clipping masks and hidden objects.

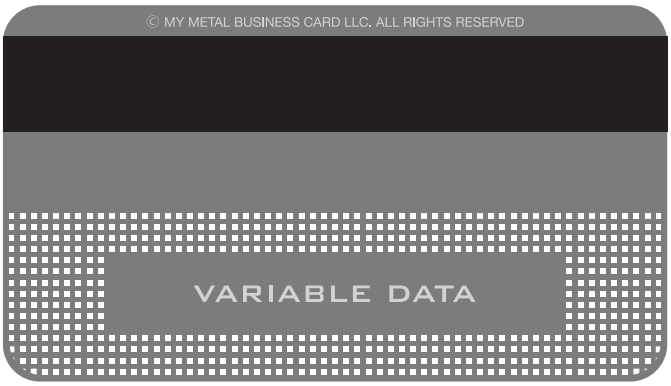
VARIABLE DATA

- Cards can be labeled individually with numbers, coupon codes, and etc.
  (For Example: 001...002...099...100).
- Variable Data can be silver laser etched or screen printed in color.
- Please provide us the variable data in an excel sheet, the font file, and font size that you would like the variable data to be so that it can be set up for production.
- Variable Barcodes are available to be screen printed onto the cards.

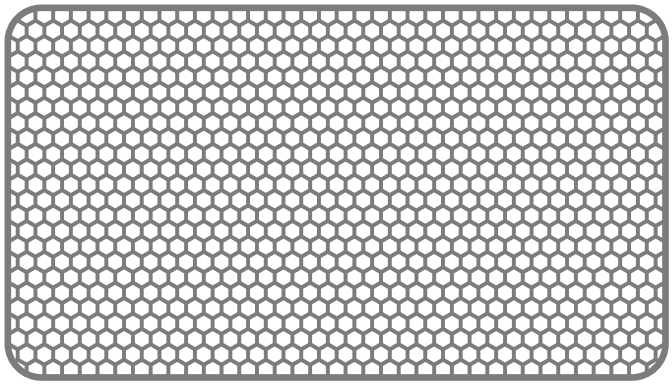
CARD SHAPE

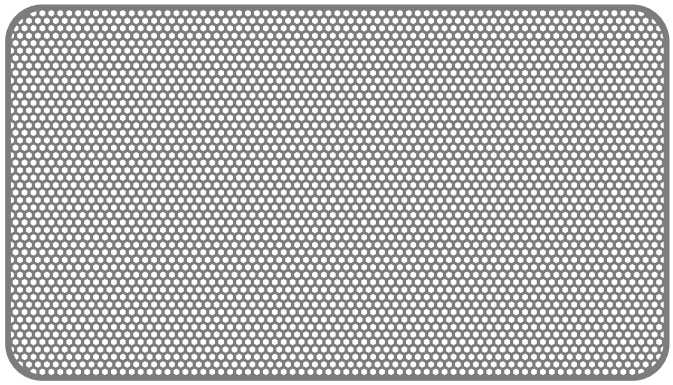
- Cards can be either 3.5X2" (standard) or 3.37X2.12" (CR80 - Credit Card).
- Custom shapes acceptable within product dimensions.
- Please keep corner radius .1" or greater.
  (Right angles not accepted due to safety concerns).

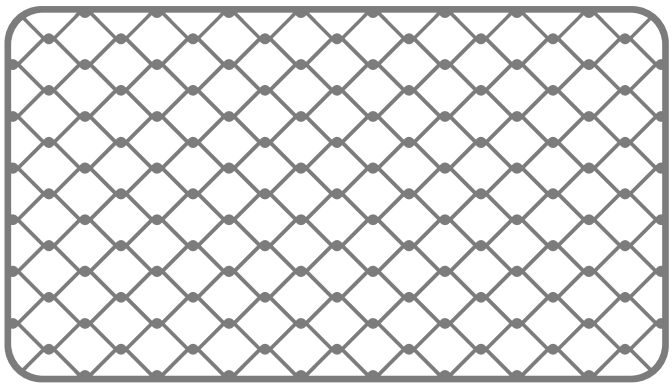


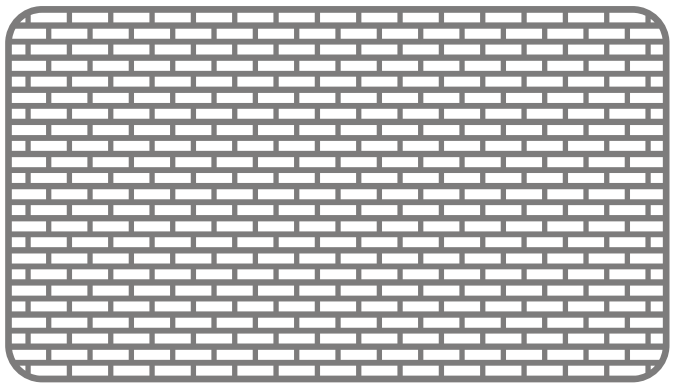


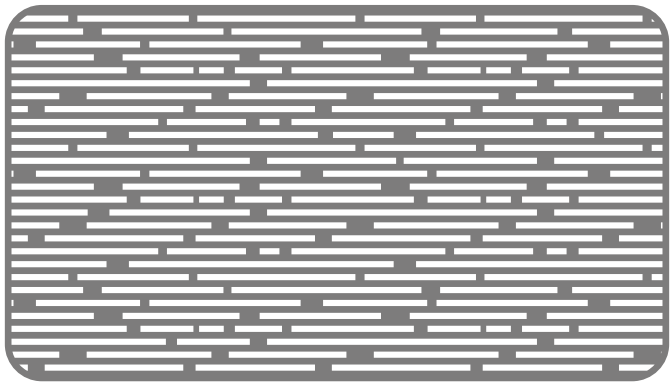
CUT OUT PATTERNS

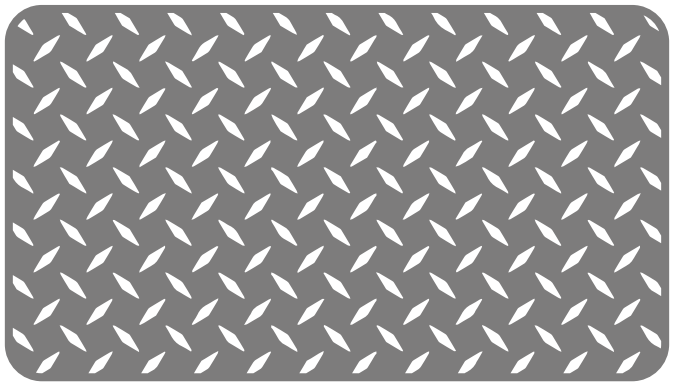


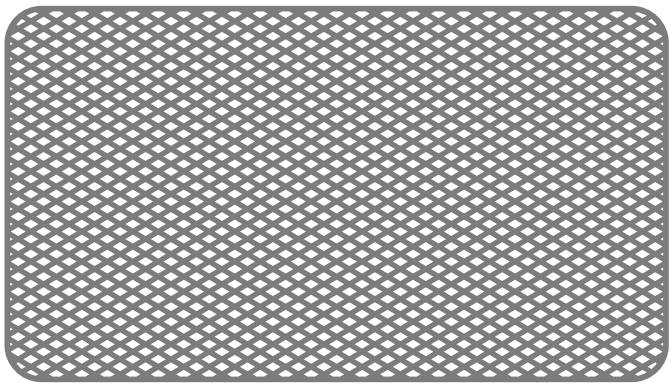


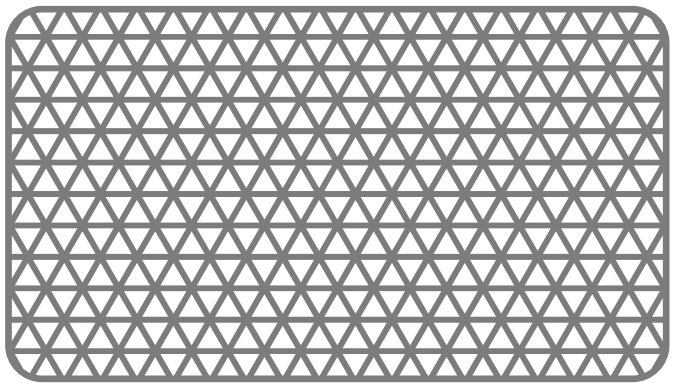




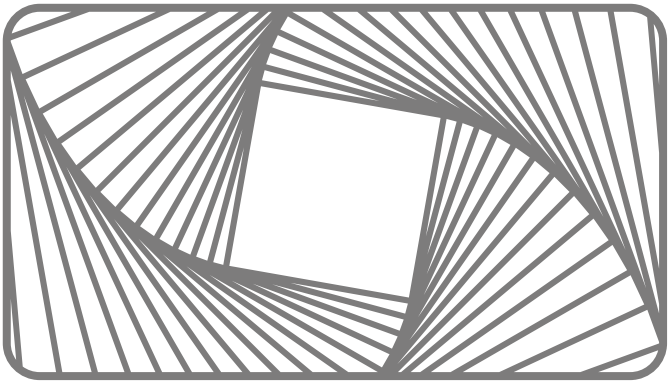


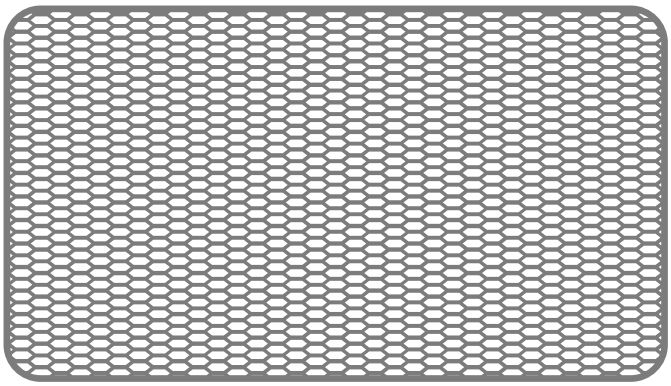






DESIGN RESOURCES





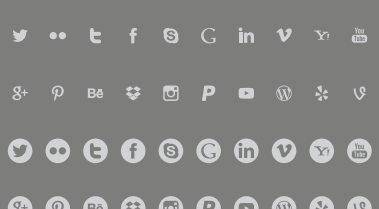
MAGNETIC BACKING

ADHESIVE BACKING

BARCODES

MAGNETIC STRIPE PLACEMENT
(LO-CO OR HI-CO AVAILABLE)

STANDARD BUSINESS CARDS
DIMENSIONS: 3.37 X 2.12"



MAGNETIC STRIPE PLACEMENT
(LO-CO OR HI-CO AVAILABLE)

CREDIT CARD (CR80) DIMENSIONS: 3.37 X 2.12"

SUBMITTING ARTWORK

All finished? Simply visit our website at www.mymetalbusinesscard.com to place your order and submit your artwork.
Have a question? Call us at 714.213.8155 or email us at artwork@mymetalbusinesscard.com

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