

PureMetalCards®



ARTWORK GUIDELINES

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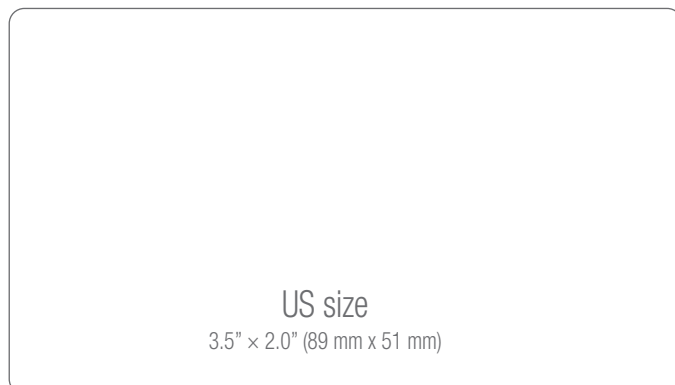
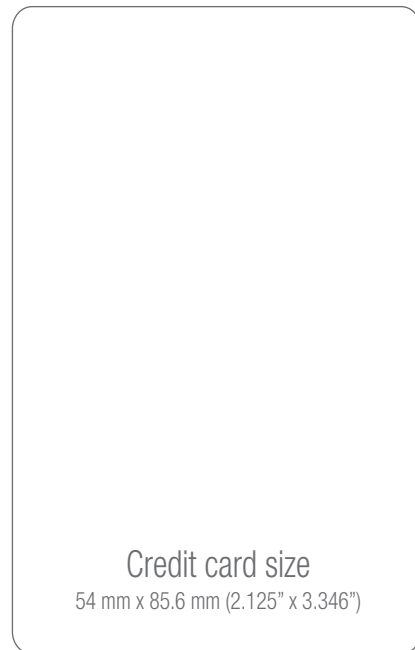
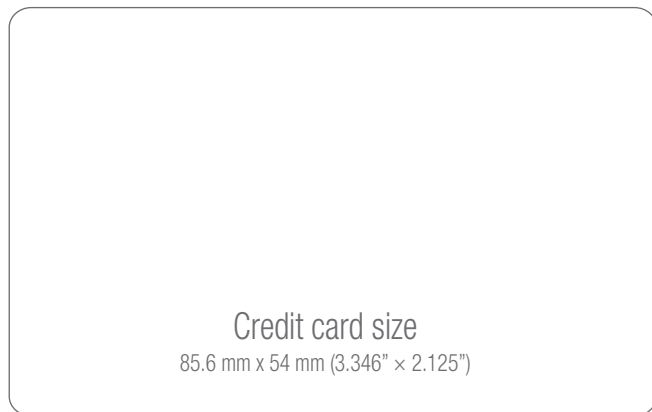
CARD SIZES

We can produce your metal membership cards in any size required for your custom business cards or member cards. Do consider how your member will store the card though. We generally recommend you use the standard card sizes:

85.6 MM X 54 MM (3.3" X 2.2") - CREDIT CARD SIZE*

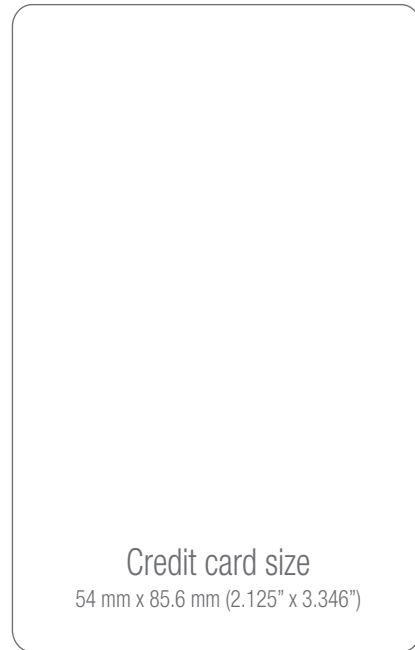
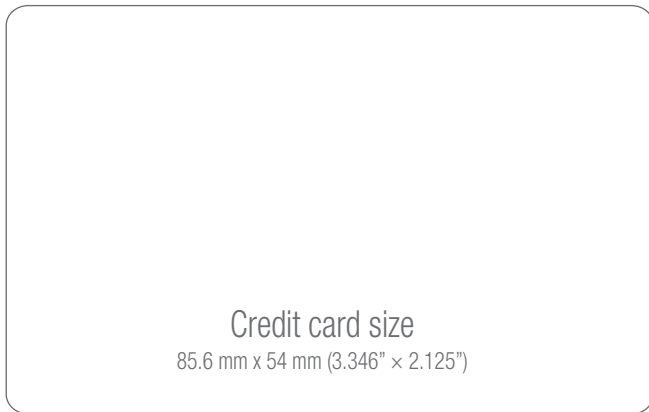
89 MM X 51 MM (3.5" X 2.0") - USA AND CANADA SIZE

* We suggest that we make your card slightly smaller than a credit card to 85.0mm x 54.0mm (3.35" x 2.1"), to enable it to be easily inserted or removed from a wallet or purse.

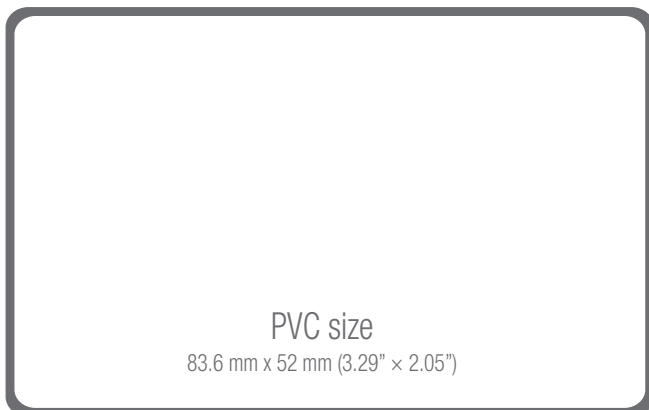


RFID/NFC CARD TEMPLATE

FRONT



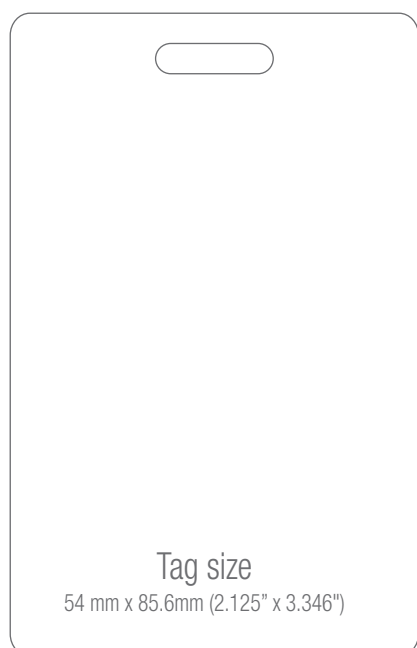
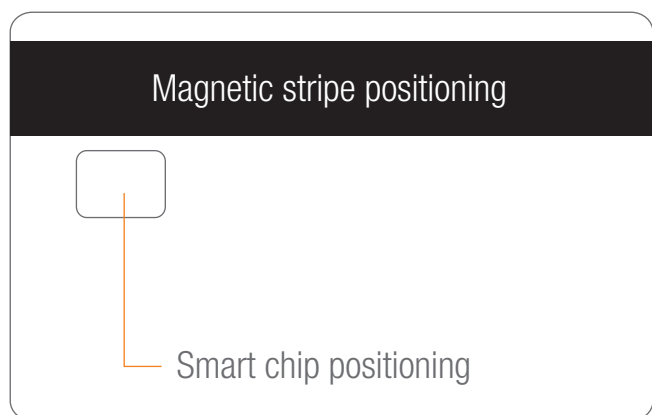
BACK



CARD TEMPLATES

To see the standard size of business cards for your country please refer to the table below:

COUNTRY / STANDARD	DIMENSIONS (MILLIMETERS)	DIMENSIONS (INCHES)
UNITED STATES, CANADA	88.9 x 50.8	3.5 x 2.0
UK, IRELAND, ITALY, FRANCE, GERMANY, AUSTRIA	86.6 x 54.0	3.346 x 2.17
THE NETHERLANDS, SPAIN, SWITZERLAND, BELGIUM, SLOVENIA	74 x 52	2.913 x 2.05
ISO 216, A8 SIZED	85.6 x 54	3.370 x 2.13
ISO/IEC 7810 ID-1, CREDIT CARD SIZED	90 x 55	3.54 x 2.17
AUSTRALIA, DENMARK, NEW ZEALAND, NORWAY, TAIWAN, SWEDEN, VIETNAM, INDIA, COLOMBIA	91 x 55	3.582 x 2.17
JAPAN	90 x 54	3.543 x 2.13
HONG KONG, CHINA, SINGAPORE IRAN	85 x 48	3.246 x 1.89
SRI LANKA, ARGENTINA, BRAZIL, CZECH REPUBLIC, CROATIA, ESTONIA, FINLAND, HUNGARY, ISRAEL, KAZAKHSTAN, LITHUANIA, POLAND, ROMANIA, RUSSIA, SERBIA, MONTENEGRO, SLOVAKIA, UKRAINE, UZBEKISTAN, BULGARIA, LATVIA, MEXICO AND SOUTH AFRICA	90 x 50	3.543 x 1.97

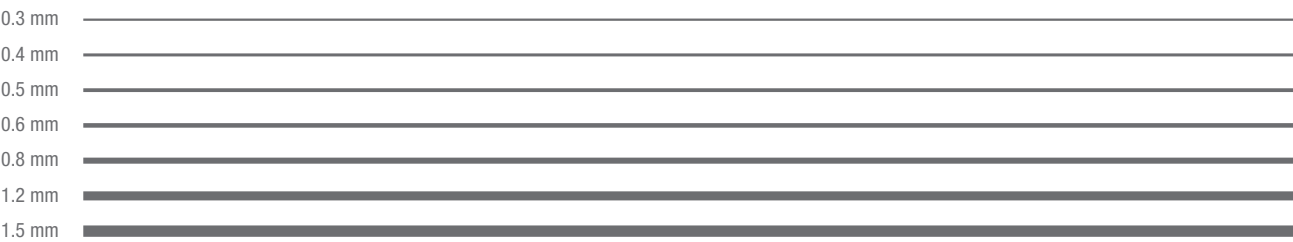


METALS AND FINISHES

	STAINLESS STEEL	BRASS	COPPER	TITANIUM	TUNGSTEN
STANDARD			×	×	×
MIRROR				×	×
PRISM				×	×
FROSTED				×	×
BRUSHED					
CONTOUR				×	×
MATT BLACK		BRASS	COPPER		
MATT BLACK PRISM		×	×	×	×
MATT BLACK FROSTED		×	×	×	×
MATT BLACK BRUSHED		×	×	×	×
MATT BLACK CONTOUR		×	COPPER	×	×
MATT BLACK VELVET			×	×	×
MATT BLACK PIXEL			×	×	×
ANTIQUE	×		×	×	×
WHITE			×		×
COLOR		×	×	×	×
PHOTO		×	×	×	×
IRIDESCENCE		×	×	×	×
GOLD PLATED		×	×	×	×
SILVER PLATED		×	×	×	×

CARD THICKNESS

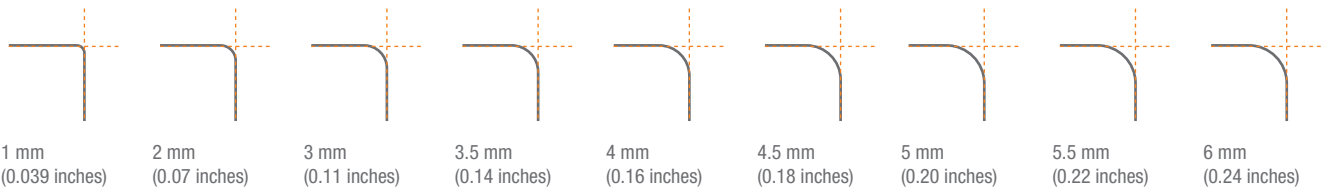
Pure Metal Cards are available in a variety of thicknesses from paper thin 0.3 mm to credit card 0.8 mm thicknesses. We use 1.2mm card thickness for carbon fibre luggage tags and 1.5mm card thickness for metal bottle openers.



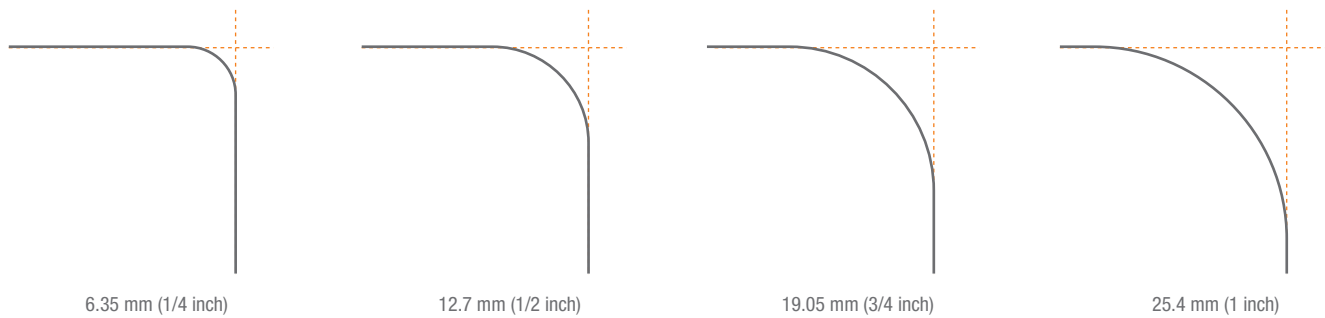
CORNER RADIUS

We can create a card in any shape or size you require. To differentiate your design we can change the corner radius. We don't recommend using a traditional paper card square corner, as this can be quite sharp and potentially dangerous to the cardholder.

STANDARD SIZES



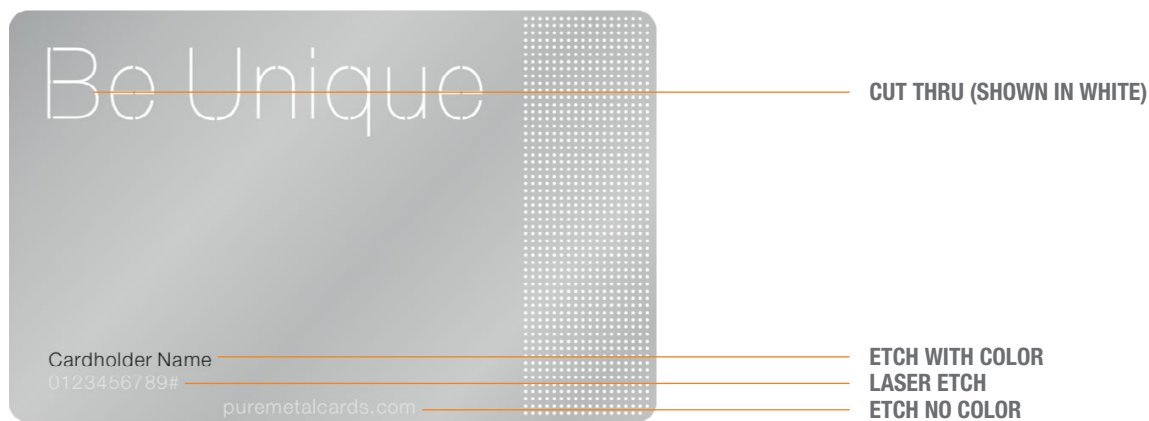
LARGER SIZES



CUT THRU (DIE CUT)

We can cut thru (die cut) any detail on your cards. There is no additional charge for this feature. The minimum cut out size is 0.12mm. The distance between the two cut out places should be more than 0.5mm. Cutting thru (die cut) the metal is another way to make your card truly distinctive. We can help with changing your existing design work on metal. We can deboss lettering into the card but cannot emboss to make raised characters or numbers.

CARD THICKNESS	MINIMUM WIDTH OF CUT THRU LINES	MINIMUM WIDTH OF SUPPORTING STRUTS
0.3 mm	0.25 mm	0.5 mm
0.4 mm	0.42 mm	0.55 mm
0.5 mm	0.55 mm	0.6 mm
0.6 mm	0.65 mm	0.65 mm
0.8 mm	0.85 mm	0.85 mm
1.5 mm (bottle opener)	N/A	N/A



FONT SIZE

While a small font may look great it is sometimes difficult to read. Try to keep your font size legible and use a point size of six or above. We can print and etch below 6pt but it can be hard to read.

COLOR

Etching without any color looks great but in dim light or at night time cards may be harder to read. This is especially the case for our matt black cards and mirror cards. Please provide the Pantone or CMYK color code if you have one. We try to match colors as closely as possible but some colors tend to be slightly darker on metal cards. Please ensure to remove all gradients, drop shadows or transparencies.

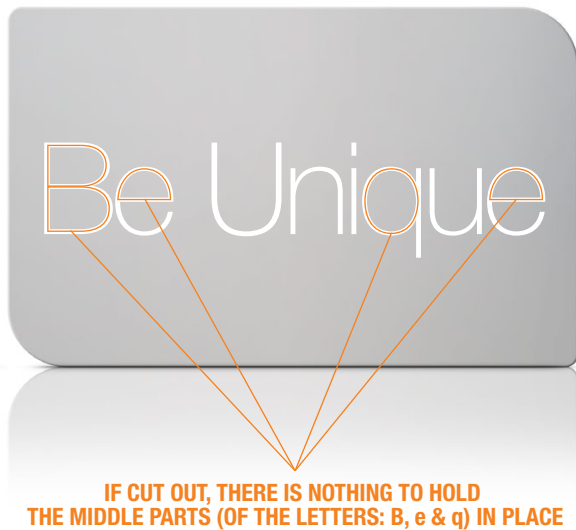
PRINTING ON BOTH SIDES

We do not charge extra to print on both sides. In fact we encourage putting content on both sides to make the card stand out. If you would like to laser cut through your card, bear in mind that any letters or logo will appear reversed on the back of the card.

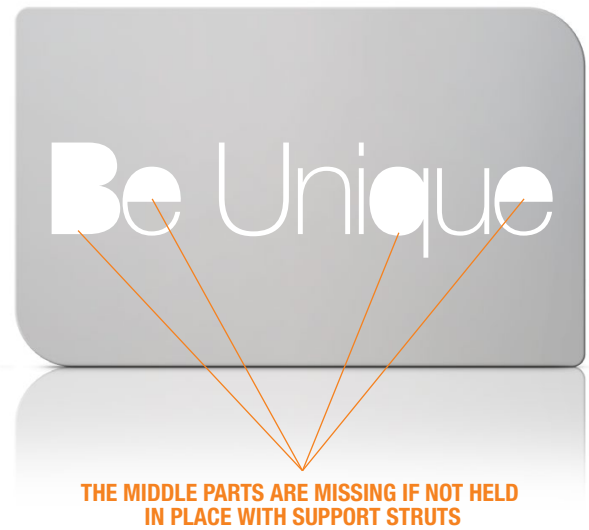
SUPPORT STRUTS

We can cut thru most designs or logo's but may need to make some minor modifications. For example, with our Pure logo we added a support strut to the 'P' and 'e' as shown in this metal card design. Please remember than when we cut thru the card the detail on the rear side will be reversed.

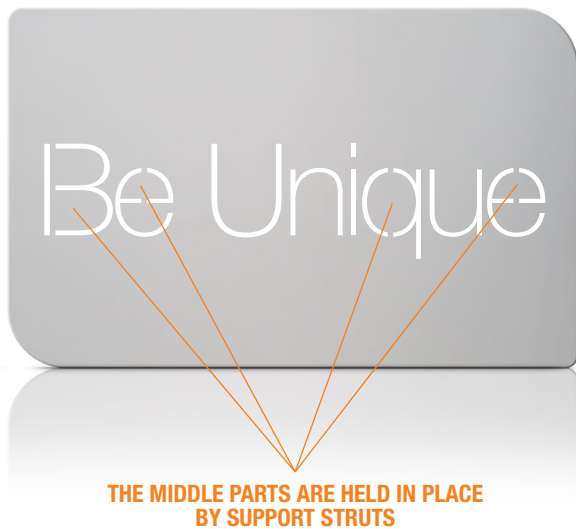
LOGO SET TO BE CUT-THROUGH



LOGO AS CUT-THROUGH WILL APPEAR



FRONT: CUT-THROUGH LOGO WITH SUPPORT STRUTS



BACK: FLIPPED CUT-THROUGH LOGO WITH SUPPORT STRUTS



OAK WOOD BOX TEMPLATE

Oak wood box lid size
Trim Line
124 mm x 94 mm (4.882" x 3.701")



CARDBOARD PACKAGING TEMPLATE (1)

OUTER PACKAGING FOR CARDBOARD CASE

Black contour box lid size

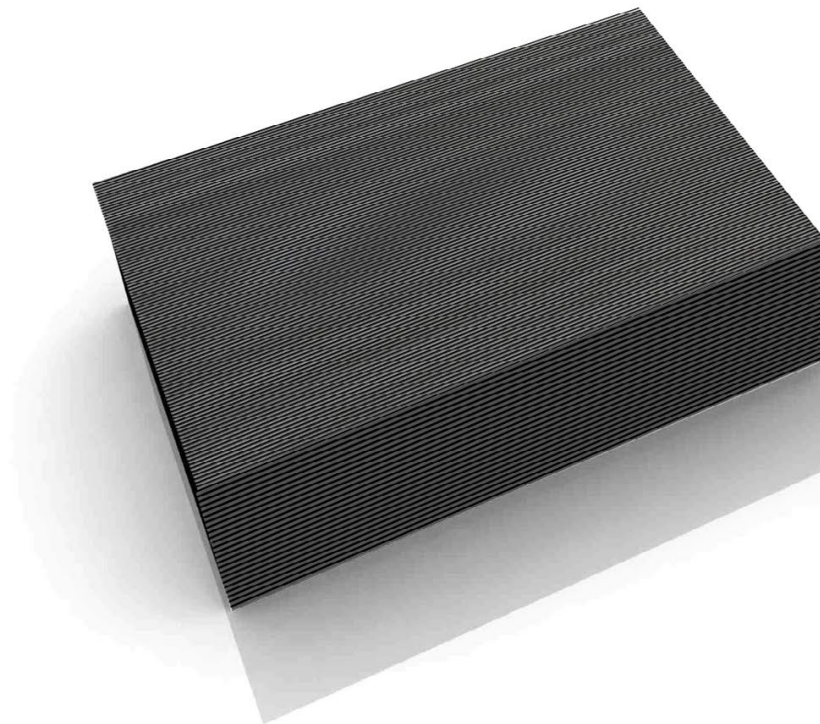
Trim Line

119 mm x 90 mm (4.685" x 3.543")

TOP



REAR



CARDBOARD PACKAGING TEMPLATE (2)

CARDBOARD CASE (CLOSED)

Black cardboard box lid size

Trim Line

115 mm x 85 mm (4.528" x 3.346")



CARDBOARD PACKAGING TEMPLATE (3)

CARDBOARD CASE (OPEN)

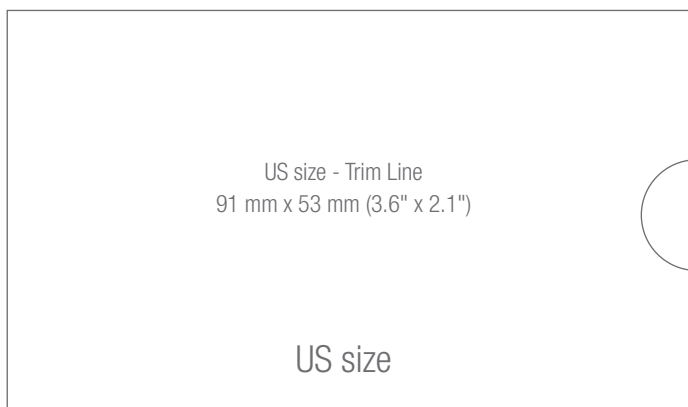
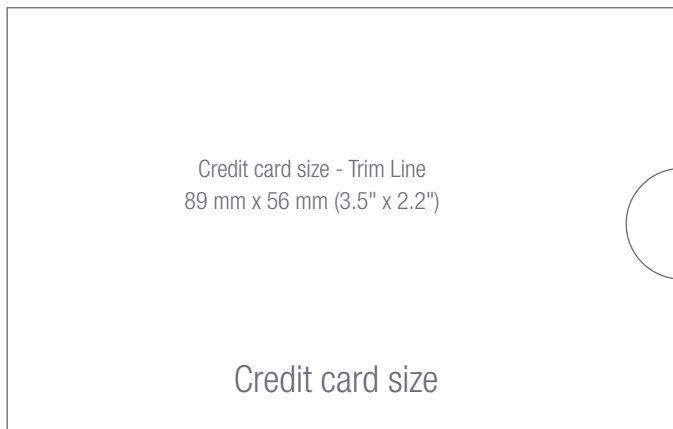
Black cardboard flap size

Trim Line

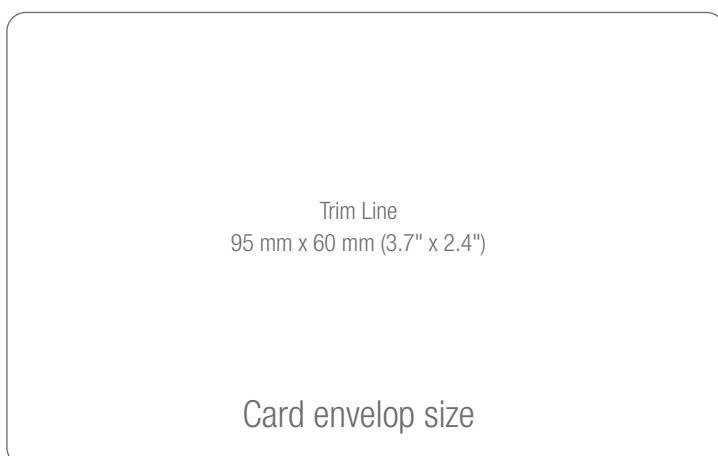
106 x 77mm (4.17" x 3.03")



CARDBOARD CARD SLEEVES TEMPLATE



CARD ENVELOP



ARTWORK FILES

Please provide files with both the front and rear design for your card.
Please remove any crop lines. You can provide your artwork files in any of the following formats:

- Adobe Illustrator (.ai) with fonts outlined
- Hi resolution PDF with fonts outlined
- A vector file (.eps) with fonts outlined
- Photoshop files (.psd) with fonts outlined

We require artwork to be at least 300 dpi (dots per inch) to create crisp and accurate designs.

CONTACT US

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