

# Graphics Standards

## For Custom Stored Value Wickets

Rev. 06/2008



### File Formats:

Graphics files for Wickets should be provided in one of the following formats (or as otherwise agreed):

- **.ai** = Adobe Illustrator – vector graphics
- **.jpg** = JPEG – compressed bit map

### Graphics Resolution:

Bit mapped graphics should be scaled for exactly **600 dpi** whether the file is a .jpg or contains a .jpg.

### Artwork Dimensions:

All artwork should extend .0625” beyond each edge and any solid colors or graphics that go to the edge of the card should bleed over the card edge to the edge of the artwork such that card die cutting tolerances do not create a problem. All Wickets are the same size as a standard credit card, which is 2.125” by 3.375”. Therefore the full dimensions of the artwork file must be **exactly 2.250” by 3.500” or 1,350 by 2,100 pixels**.

### Edge Margins:

It is recommended that a **0.10” margin** be maintained between the edge of the card and any printing or graphics figures not intended to bleed off the edge of the card. Typical alignment tolerance between printed graphics and die cut card edges is .030” or less, so in certain cases the recommended 0.10” edge margin may be reduced so long as the consequences on appearance variation is understood and accepted.

### Hole Location:

The punched hole in each Wicket is **0.187” in diameter** and is located 0.100” from the nearest card edge(s).

### Registration Marks:

There is a 0.10” radius at each of the corners of the card. A **small cross 0.10” by 0.10”** should be placed in the artwork at each of the four corners just outside of the cut radius location as registration marks. See example below.

### Art Submission:

Submit artwork by email to [sales@idxinc.com](mailto:sales@idxinc.com) (or other email address as provided) indicating your name, company name, and project reference.

### Templates:

To help kick start you on your way for making your own Full-Custom Wicket graphics, you can download templates for both Wicket styles, one with black background, and the other with white background, by clicking the URL below.

<http://www.idxinc.com/downloads/WicketTemplates.zip>

