

**Hanging Card New!**



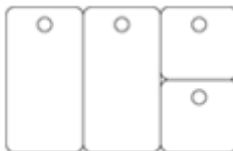
**CR80**



**CR80 / 1 Key**



**CR80 Partial / 1 Key**



**2 Key / 2 Dog**

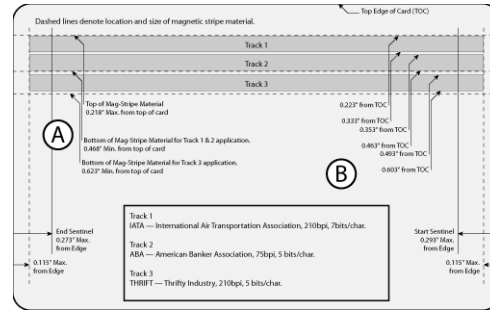
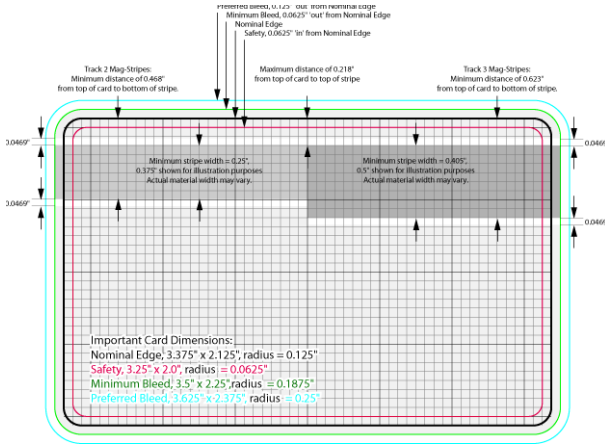


**3 Key**



**Mini Card**

## Plastic Card Specifications: CR80



**Nominal Edge:** This line defines the actual size of the card. A CR80 card has a “nominal” size of 3.375” x 2.125”.

**Safety (Shown in Red):** The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card. The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be “off” the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

**Minimum Bleed (Shown in Green):** Artwork that bleeds off the card must extend a minimum of 0.0625” ‘out’ from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

**Preferred Bleed (Shown in Blue):** This is double the amount of Minimum Bleed (0.125” instead of 0.0625”). Ideally, all bleed elements extend this far ‘out’ from the Nominal Edge.

**Magnetic Stripe Considerations:** The ISO specifications for magnetic stripes define minimum magnetic stripe material widths, a maximum distance between the top of the card and the top of the stripe, and minimum distances between the top of the card and the bottom of the stripe. As a result, the width and position of the magnetic stripe on a finished card can noticeably vary and still fall within ISO specification.

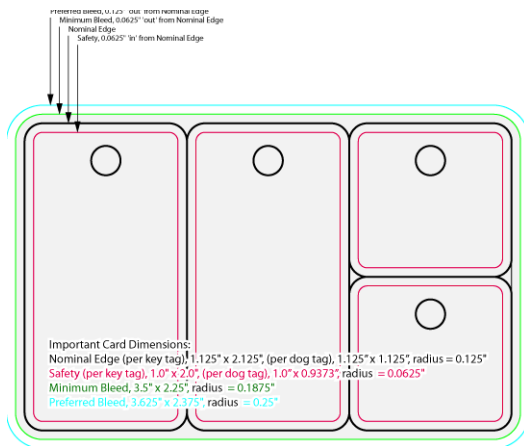
**For Track 2 Magnetic Stripes:** Magnetic stripe has minimum width of 0.25”

**For Track 3 Magnetic Stripes:** Magnetic stripe has minimum width of 0.405”

### For Both:

The diagram shows a white area which should be clear of artwork if the artwork is intended to be visible (i.e. not obscured by the magnetic stripe). Due to positional variations that are part of the manufacturing process, artwork (including signature panels) that is closer than 0.0469” may be covered by the magnetic stripe. For additional safety, artwork (including signature panels) should be 0.0625” (1/16”) or more away from the mag-stripe.

## Plastic Card Specifications: 2Key / 2Dog



### Nominal Edge:

This line defines the actual size of the card. Each key has a “nominal” size of 1.125” x 2.125”. Each dog tag has a “nominal” size of 1.125” x 1.125”.

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be “off” the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

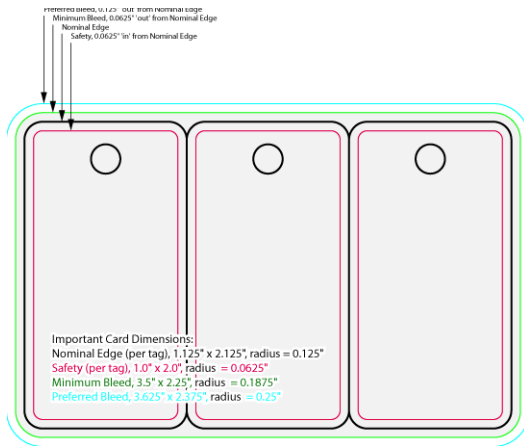
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625” ‘out’ from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125” instead of 0.0625”). Ideally, all bleed elements extend this far ‘out’ from the Nominal Edge.

## Plastic Card Specifications: 3Key



### Nominal Edge:

This line defines the actual size of the card. Each key has a "nominal" size of 1.125" x 2.125".

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be "off" the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

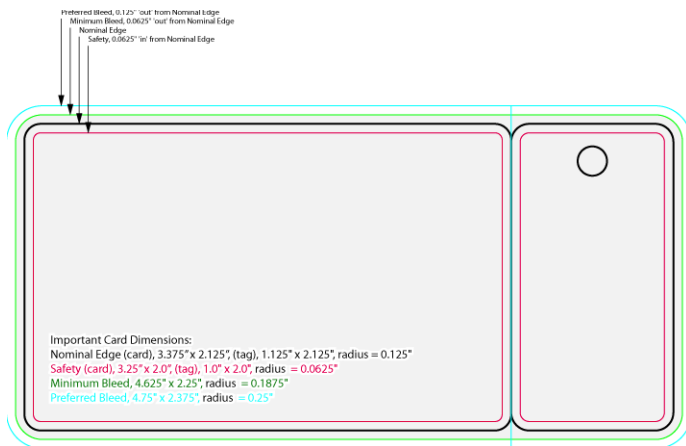
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625" 'out' from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125" instead of 0.0625"). Ideally, all bleed elements extend this far 'out' from the Nominal Edge.

## Plastic Card Specifications: CR80 / 1Key



### Nominal Edge:

This line defines the actual size of the card. A CR80 card has a “nominal” size of 3.375” x 2.125”. A key tag has a “nominal” size of 1.125” x 2.125”.

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be “off” the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

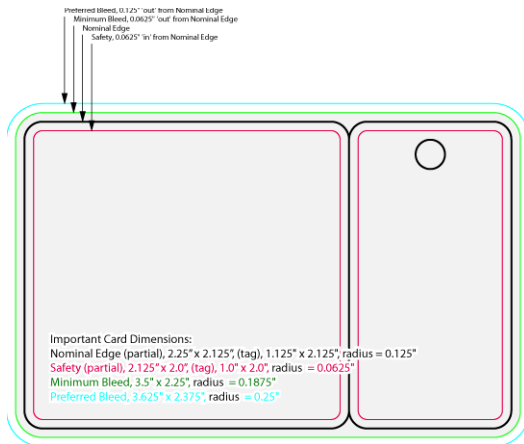
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625” ‘out’ from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125” instead of 0.0625”). Ideally, all bleed elements extend this far ‘out’ from the Nominal Edge.

## Plastic Card Specifications: CR80 Partial / 1Key



### Nominal Edge:

This line defines the actual size of the card. A CR80 partial card has a "nominal" size of 2.25" x 2.125". A key tag has a "nominal" size of 1.125" x 2.125".

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be "off" the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

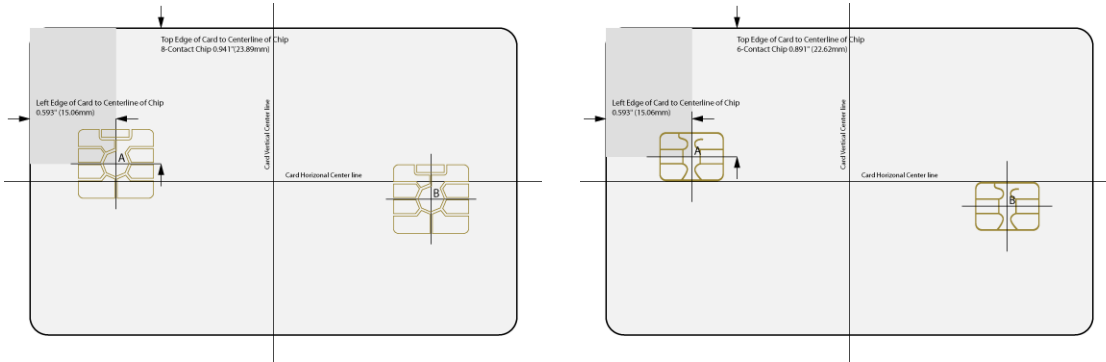
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625" 'out' from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125" instead of 0.0625"). Ideally, all bleed elements extend this far 'out' from the Nominal Edge.

## Plastic Card Specifications: Smart



### Nominal Edge:

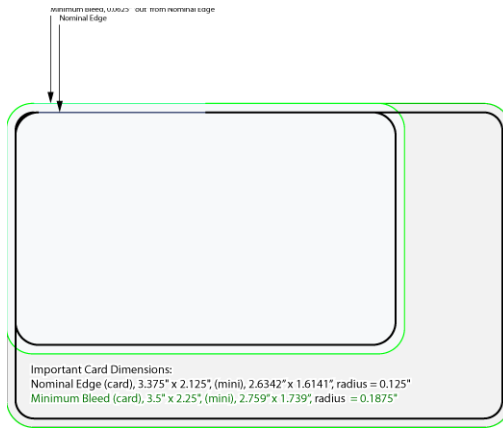
This line defines the actual size of the card. A CR80 card has a “nominal” size of 3.375” x 2.125”

### Smart Chip Placement

The Smart Chip must be centered on the indicated point in the upper-left quadrant (A) or the bottom-right quadrant (B). The Smart Chip cannot be positioned anywhere else on the card.

The exact position of the chip will vary slightly with the size of the chip but you can use the diagrams below to determine rough placement of your art relative to the chip.

## Plastic Card Specifications: Mini



### Nominal Edge:

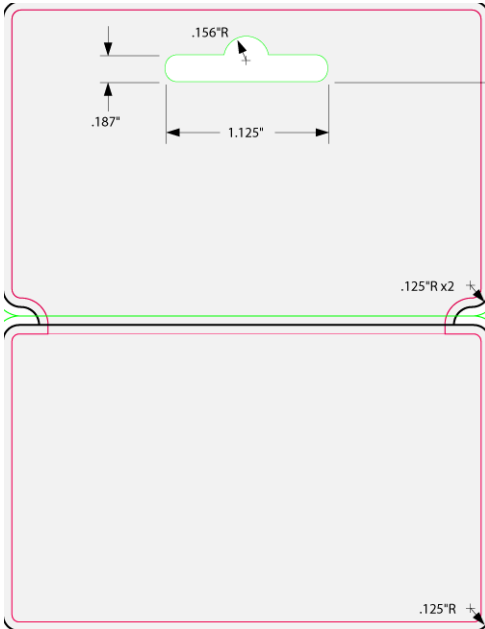
This line defines the actual size of the card. A mini card has a “nominal” size of 2.6342” x 1.6141”.

### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625” ‘out’ from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.



## Plastic Card Specifications: Hanging



### Nominal Edge:

This line defines the actual size of the card. The top portion of a display card has a “nominal” size of 3.375” x 2.25”. The bottom portion of a display card has a “nominal” size of 3.375” x 2.125”.

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be “off” the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

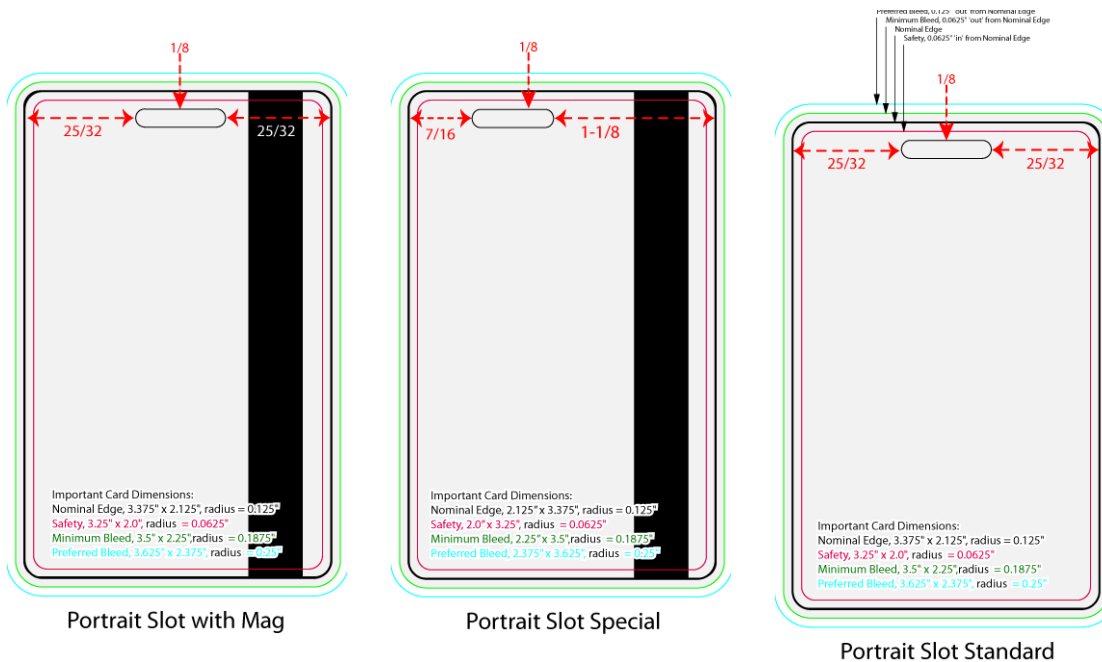
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625” ‘out’ from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125” instead of 0.0625”). Ideally, all bleed elements extend this far ‘out’ from the Nominal Edge.

## Plastic Card Specifications: Portrait Slot



### Nominal Edge:

This line defines the actual size of the card. A CR80 card has a "nominal" size of 2.125" x 3.375".

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be "off" the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

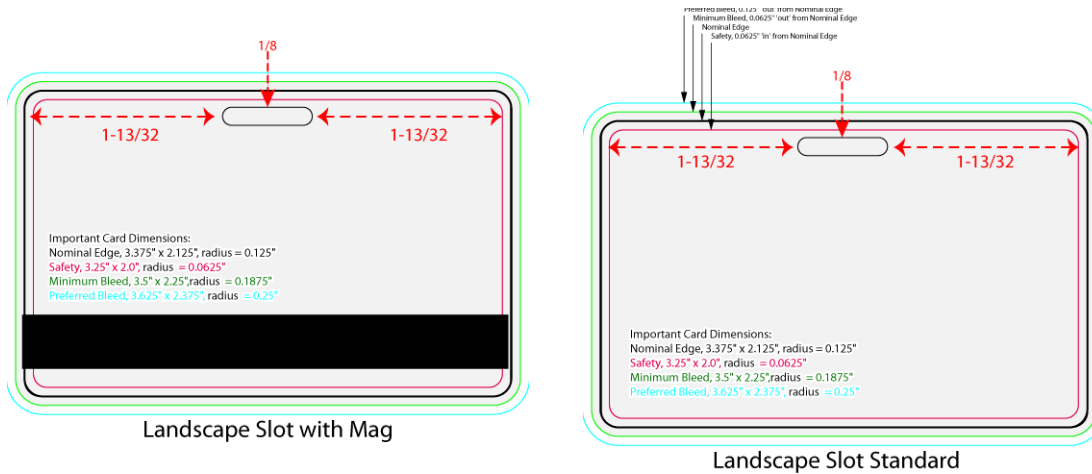
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625" 'out' from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125" instead of 0.0625"). Ideally, all bleed elements extend this far 'out' from the Nominal Edge.

## Plastic Card Specifications: Landscape Slot



### Nominal Edge:

This line defines the actual size of the card. A CR80 card has a "nominal" size of 3.375" x 2.125".

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be "off" the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

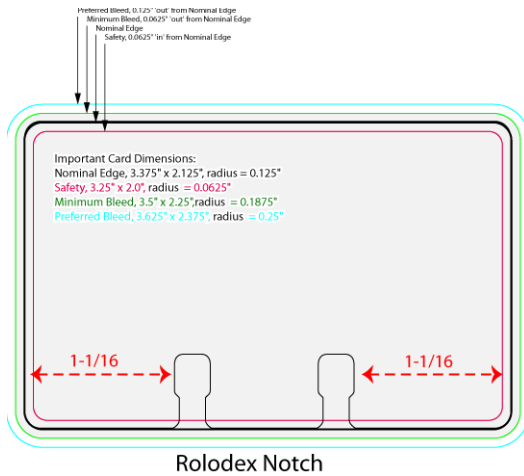
### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625" 'out' from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125" instead of 0.0625"). Ideally, all bleed elements extend this far 'out' from the Nominal Edge.

## Plastic Card Specifications: Rolodex



### Nominal Edge:

This line defines the actual size of the card. A CR80 card has a "nominal" size of 3.375" x 2.125".

### Safety (Shown in Red):

The safety line encloses the area of the card within which the artwork will reproduce entirely on the reduced (trimmed or punched) card.

The area of the card outside the enclosed area may be subject to positional variations in printing, lamination, and/or card reduction that may cause some of the artwork to be "off" the card and thus not visible. Artwork that must appear on the card must be confined within the indicated area.

### Minimum Bleed (Shown in Green):

Artwork that bleeds off the card must extend a minimum of 0.0625" 'out' from the Nominal Edge. Insufficient bleed may result in some cards appearing to have undesirable white edges due to the normal positional variation that are part of the manufacturing process.

### Preferred Bleed (Shown in Blue):

This is double the amount of Minimum Bleed (0.125" instead of 0.0625"). Ideally, all bleed elements extend this far 'out' from the Nominal Edge.