Artwork Guidelines

AWARD-WINNING REGISTRATION AND BADGING SOLUTIONS

<ref:tech>

YOUR EVENT. **OUR SERVICE.**

Full badging & registration solution

Printing and Design Specifications:

Peel and Stick (Butterfly) badges are printed individually in full colour on an A5 carrier sheet. The badge peels off the carrier, folds in half, and can be easily attached to a lanyard or clip. The dimensions of the Peel and Stick (Butterfly) badge are 95mm wide by 80mm high. Please include a 5mm bleed in your design. For images and text that are not intended to bleed, maintain a margin of at least 4mm from the badge edge.

Attachment and Layout Considerations:

The top of the badge includes three slots for lanyard attachment. 6mm down from the top of the badge (not including bleed) are two 5mm diameter holes positioned 5mm from the left and right edges, and a centrally positioned euroslot that is 5mm high and 15mm wide

Ensure your design accommodates these slots and avoids placing any logos, text, or important elements within the top 15mm of the badge.

Barcode Requirements:

If barcodes are to be included, they must be printed on a plain white area or on a very light colour tint that is at least 50mm wide by 20mm high. This area should be clear of the edges and slots.

Artwork Preparation:

Create artwork in CMYK colour mode at a resolution of 300 dpi.

Badges are printed with the same artwork for the front and the back (when folded). If different artwork is required for the back, please provide separate files for each side.

File Formats and Submission:

The preferred file format for artwork submission is PDF.

We also accept AI, EPS, TIFF, or JPEG formats. If submitting JPEG files, ensure they are saved at maximum quality with minimal compression.

Important Notes:

Do not include trim marks, cut lines, badge outlines, hole/slot outlines, or any other printing guides in the artwork.
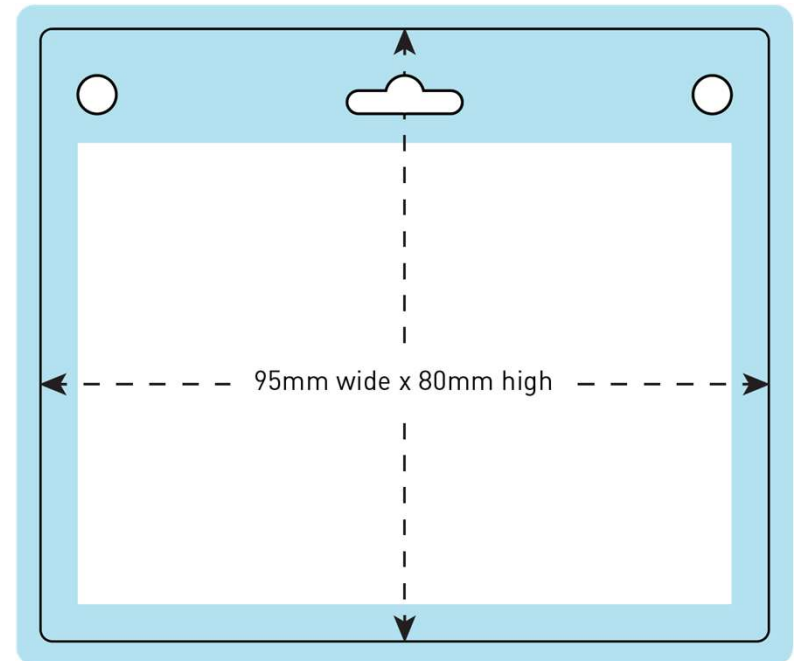
Please include a 5mm bleed on all sides.

95mm wide x 80mm high

Image shown includes bleed