

# Artwork Guidelines

AWARD-WINNING REGISTRATION AND BADGING SOLUTIONS



**YOUR EVENT. OUR SERVICE.**

*Full badging & registration solution*

## Printing and Design Specifications:

Cardstock badges are printed in full colour in a single pass. Once printed, the badge folds in half and can be attached to a lanyard or clip.

The Cardstock dimensions are 98mm wide by 134mm high.

For images and text included in the artwork, please maintain a margin of at least 5mm from the edge of the badge.

## Attachment and Layout Considerations:

The top of the badge includes three slots for lanyard attachment. 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.

