CI CREATIVE INSTINCT
IDEAS + EXECUTION + DETAILS

CUSTOM TRADING CARDS by Creative Instinct
trading card specifications

Custom TRADING CARDS

TRIM AREA:
When your cards are cut they will be 2.5"x3.5"

BLEED AREA:
When you set up the cards, please set your files up at 2.625"x3.625" to incorporate the bleed area. All of the bleed area will be cut off.

LIVE AREA (SAFE ZONE):
Please keep all your important information within this area. Mostly pertains to text elements so they don't get too close to the edge of the card or cut off if a shift occurs during the cutting process.

DOWNLOAD OUR TEMPLATES BY CLICKING HERE.
The templates are provided in the following formats:
Adobe Photoshop CS
Adobe Illustrator CS
Adobe InDesign CS

INDESIGN/ILLUSTRATOR OUTPUT
PRINT READY FILES OUTPUT:

When you submit your files, please send the front and back of the card as a separate high res PDF. Please include crop marks, registration marks, and set the bleed on all sides to 0.125"
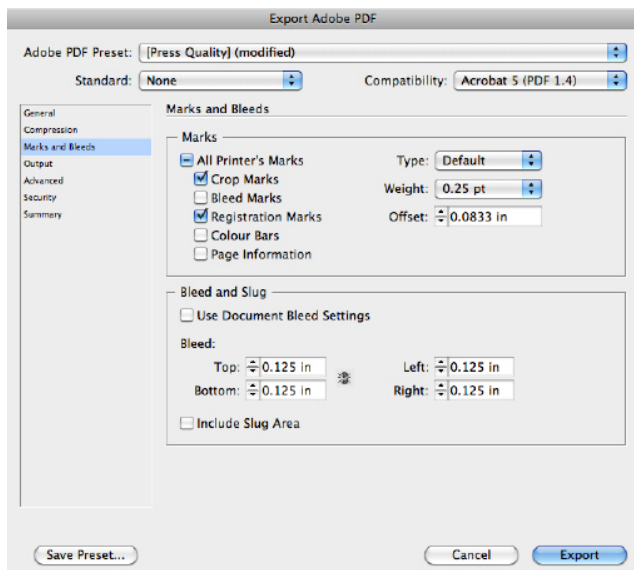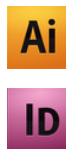
PHOTOSHOP OUTPUT
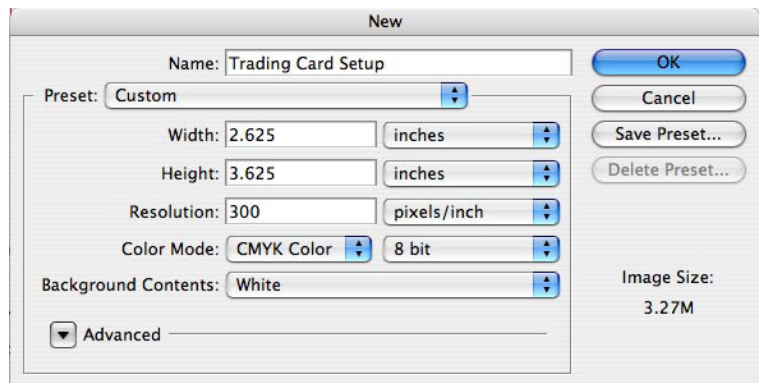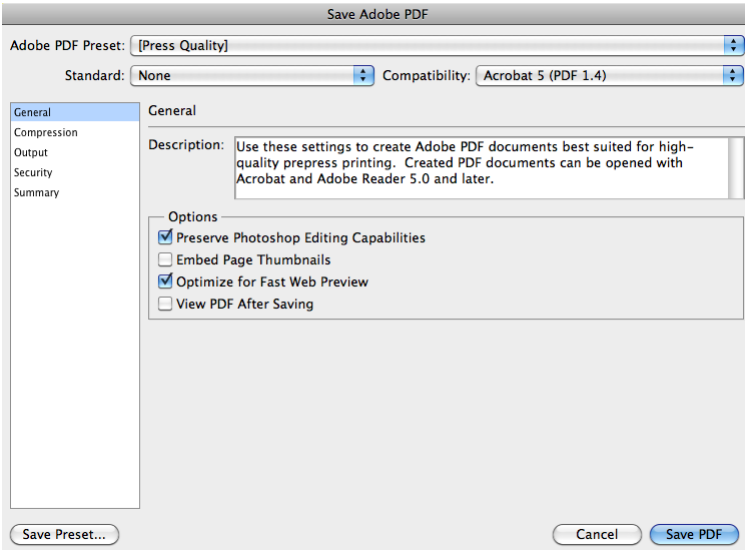Files should be set up at 300 DPI and CMYK

PHOTO INFORMATION:
Please provide highest resolution possible.
300 DPI JPEG files should be 3" or larger.
72 DPI JPEG files are acceptable if they are 9" high or larger.
If you're digital photos are in pixel dimensions,
divide your pixels by 300 to figure out the size in inches.
For example: 3648 pixels divided by 300 = 12.61 inches

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Save Adobe PDF

Adobe PDF Preset: [Press Quality]

Standard: None   Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
Output
Security
Summary

General

Description: Use these settings to create Adobe PDF documents best suited for high–quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Options
- ☑ Preserve Photoshop Editing Capabilities
- ☐ Embed Page Thumbnails
- ☑ Optimize for Fast Web Preview
- ☐ View PDF After Saving

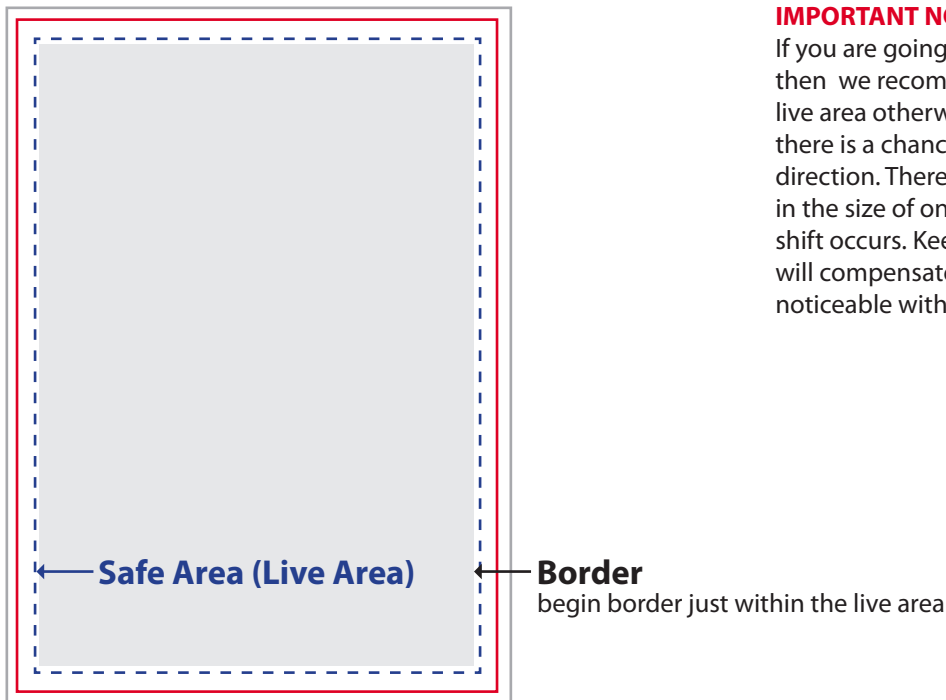Save Preset...   Cancel   Save PDF

VECTOR TYPE FROM PHOTOSHOP FILES:
If you are using Photoshop and want your text to print as crisp as possible, it should be saved as vector data. Here is the process…save as a Photoshop PDF and then click the box that says "Preserve Photoshop Editing Capabilities". Save the PDF at "Press Quality".
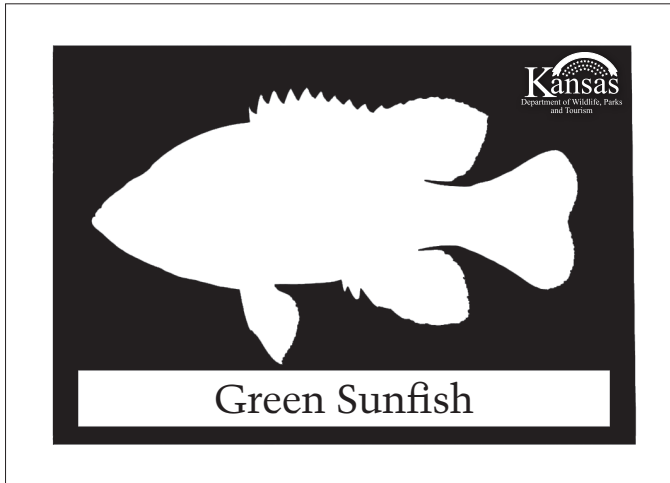
Ps

IMPORTANT NOTE ON BORDERS!!
If you are going to have borders on your artwork then we recommend keeping the borders within the live area otherwise when the cards are trimmed out there is a chance that they will shift up to 1/32" in any direction. There will be a visually noticeable difference in the size of one border vs. the opposite side if this shift occurs. Keeping the border within the live area will compensate for this shift and not be visually noticeable with the human eye.

← **Safe Area (Live Area)** ←— **Border**
begin border just within the live area

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still have a question?
call us at 303.623.1876

Green Sunfish

Kansas
Department of Wildlife, Parks and Tourism

Green Sunfish

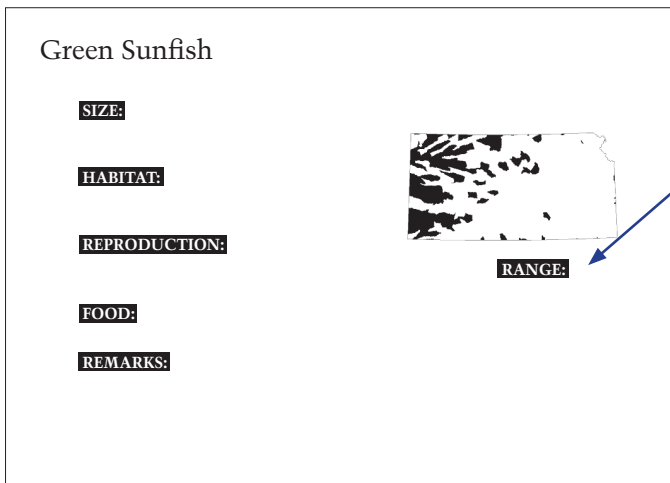SIZE:

HABITAT:

REPRODUCTION:

FOOD:

REMARKS:

RANGE:

SETTING UP FOIL CARDS:
The spot foil areas you want on the card need to be set up as 100% K . This should be a separate file that is named Foil Mask. This application is a liquid foil that is applied first and then you can print ink over top of the foil areas. Lighter colors work best to show off the foil. If you don't have an ink color over the foil areas then the color of the foil will just be silver. Keep in mind that only areas with white under the foil mask areas will display as silver foil.

Foil can be applied to both sides of the cards.

To view a video of this completed card:
https://www.youtube.com/watch?v=dDArf2EULR4

100% K = Foil areas