



## Hotel Key Card Sleeve Customer Template

FOR SIMPLE PRINTING

**Product Dimensions:  
2-3/8" x 3-1/2"**

Printing on the backside (optional) is free. However, keep in mind that the printing on back tends to be slightly lighter than the front (unavoidable).

**IMPORTANT: Please refer to the *Pre-press Requirements* and *Simple Printing Guide* included in this PDF document for information and instructions on preparing and submitting artwork for best printed results.**

### How to use this template

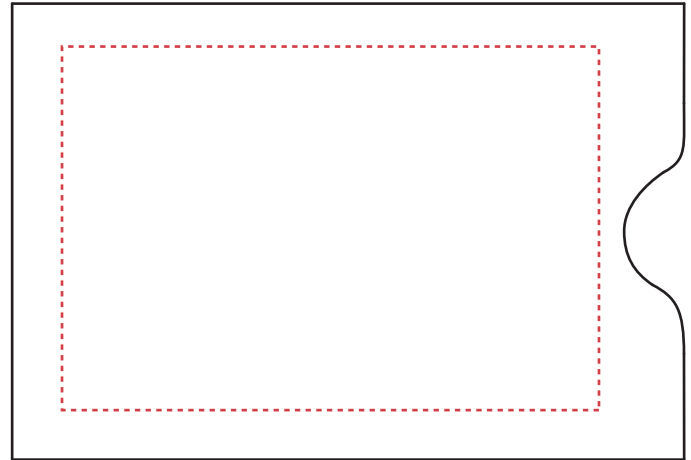
This pdf template was created in Adobe Illustrator CS3 and was saved preserving Illustrator's editing capabilities ("layers"). Using Adobe Illustrator would work best, however, you may use any variety of graphics editing or desktop publishing software with this template as long as the program can:

1. Create vector outlines for any text elements (avoids font conflicts), or format the text as 1200 dpi black and white bitmap TIFF line art.
2. Generate a PDF containing high resolution or vector-based images/graphics
3. Specify PANTONE MATCHING SYSTEM spot color applied to images/graphics where applicable. Please no CMYK or RGB raster images should be used.

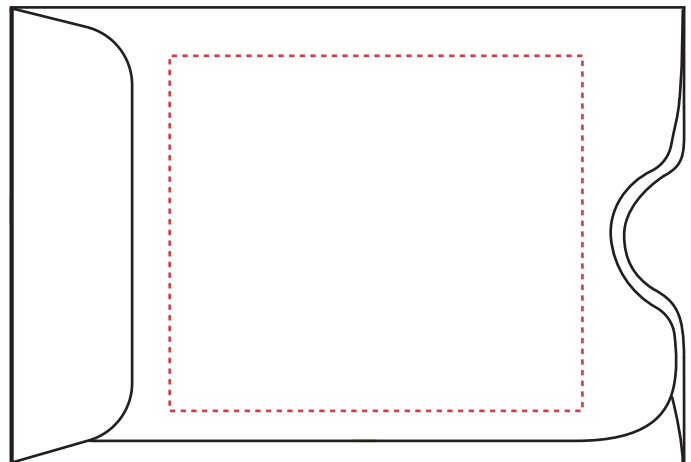
Place/import template into your editing program and use layers mode where available. Always keep template as base layer or, if no layer mode, behind your artwork.

When saving PDF, use no downsampling or compression for any raster images you may be using and check off the box that reads Preserve Illustrator's Editing Capabilities.

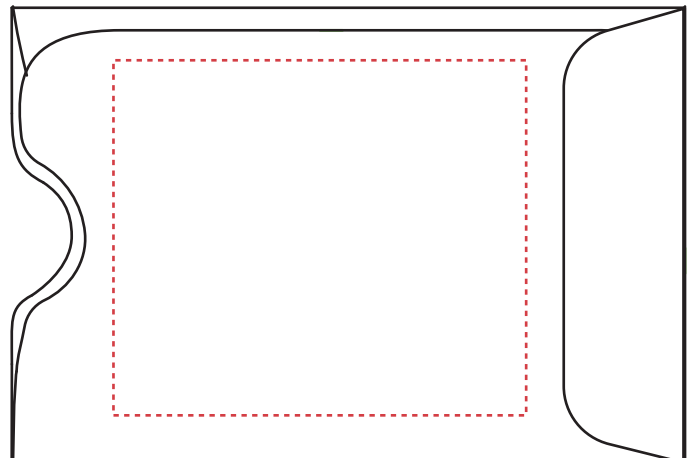
FACE Orientation



BACK Orientation A



BACK Orientation B



### Choosing a Thumbcut Direction for the Back

Thumbcut direction may be important when fitting artwork for the back of the sleeve.

With the thumbcut on the left (A), think of flipping the sleeve over from left to right.

With the thumbcut on the right (B), think of flipping the sleeve over from top to bottom.

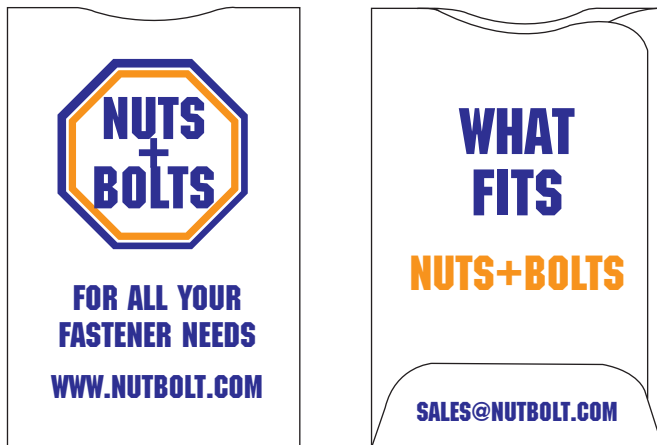
Figure out which way the artwork will be oriented on the back and set it up on the appropriate template.



### WHAT WE MEAN BY "SIMPLE PRINTING" AND HOW TO GET THE BEST RESULTS FROM OUR PRINT-FROM-STOCK PROGRAM

*Although credit card sleeves are used here as a product example, the principles presented are applicable to our other envelope products such as gift card envelopes, remittance envelopes, and doorknob hangers.*

#### ACCEPTABLE



**ARTWORK SHOWN IS SIMPLE COPY**  
Logo and text with no bleeds, no wraps, no large blocks of color, no tight registration, no subtle gradients/tints.



**ARTWORK SHOWN**  
is at least 1/4" in from any edge  
(safe area in red dotted outline)

#### NOT ACCEPTABLE



**ARTWORK SHOWN IS NOT SIMPLE COPY**  
Tight registration, large blocks of color, bleed/wrap. Can be corrected by simplifying logo, removing color block, changing text to solid color.



**ARTWORK SHOWN**  
is too close to the edge  
(safe area in red dotted outline)

**Our Fast Turn Around and Low Cost Program works beautifully when the artwork you submit is simple copy:** Text and/or Logo with No Bleeds, No Wraps, No Large Blocks of Color, No Tight Registration, No Subtle Gradients/Tints; good contrast halftones okay at 5% min/80% max density—no white/solid black areas (we use 110 linescreen); and all content is at least 1/4" in from any edge. **All copy must be approved.**

*Any questions or concerns, no matter how seemingly small, please contact us.*



## Prepress Requirements

*For best custom-printed results, please consult our "Simple Printing" guidelines and follow template instructions.*

### ACCEPTABLE FORMATS:

The most time and cost effective formats for artwork submission are Adobe Illustrator files (native ".AI" must be compatible with Mac OS) saved as either .AI, .EPS, or .PDF with all text converted to vector outlines. Graphics/logos may be vector or raster format. If raster format, please adhere to these resolution settings:

**Bitmap**—1200 dpi for black and white line art and graphics containing textual elements. Note that "Bitmap" format is not the same as "BMP" format. Only supply black and white "bitmap" format files if you choose this format for your artwork.

**TIF/TIFF**—300 dpi for grayscale graphics. If the graphic contains text, increase resolution to 600 dpi minimum.

**JPG/JPEG**—300 dpi for grayscale graphics (do not submit JPG/JPEG images in CMYK/RGB). If the graphic contains text, increase resolution to 1200 dpi minimum.

If you cannot supply an Adobe Illustrator .Ai, .EPS, or .PDF, we can work with the following applications, but their use incurs a \$50 reformatting charge:

**InDesign (Mac OSX):** If your InDesign file contains text, convert text to vector outlines, or provide fonts (Type 1 Mac OSX or Open Type). Also provide any linked images/graphics.

**Adobe Photoshop (Mac OSX .PSD):** Use "gray-scale" color space (not CMYK or RGB). If your PSD file contains text layers, please provide Mac OSX or Open Type fonts. Or convert text layers to raster images (be sure the image resolution is 1200 dpi before rasterizing).



## SETTING UP YOUR ART FILES FOR COLOR OUTPUT

For imprinting (unless it is a litho conversion) we use black and the PANTONE MATCHING SYSTEM (up to 2 SPOT colors). If black is one of your colors, you may add one additional SPOT color.

Please make sure that your PDF or EPS artwork has been specified with the correct color(s), and please include this information in your correspondence with us.

## SENDING YOUR FILES

Artwork in an electronic format may be emailed to your CSR and to art@sheppardenvelope.com (Sheppard Envelope's Prepress Department). Please include in your email the name of your Shepco CSR, and the purchase order number associated with your order.

Please include a PDF of what the artwork looks like (our CSRs cannot read any other graphic formats) or fax a hard copy of what the artwork looks like to 508-754-3108. Electronic artwork may also be snail mailed or shipped on CD/DVD to Sheppard Envelope, ATTN: Prepress Dept., 133 Southbridge Street, Auburn, MA 01501.

Artwork that needs to be scanned should be mailed/shipped in protective packaging to Sheppard Envelope, ATTN: Prepress Dept., 133 Southbridge Street, Auburn, MA 01501.

**Artwork re-worked/rebuilt at Sheppard:** If our prepress department determines the art it receives must be re-worked to be imprintable, we will let you know. If you decide to have Sheppard Prepress re-work your supplied art, the fee for this service is \$50 per hour (\$30 minimum).

Any questions or concerns, no matter how seemingly small, please contact our pre-press department at 800-325-6622, or 508-791-5588, and ask for Prepress. Email: art@sheppardenvelope.com.

***Thank you for your business!***