

## Technical specifications

STid Tag Service carefully checks your files, in order to optimize the final outcome. However, it is vital to follow our recommendations to achieve the best possible result.

STid Tag Service checks:

- order description and your comments,
- file type,
- file size,
- file resolution,
- bleed area and safety margin.

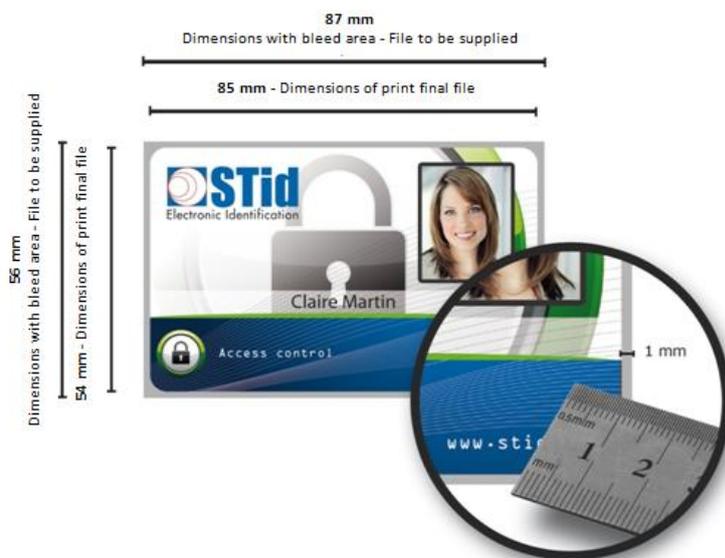
Always check compliance with the technical specifications to ensure optimum quality for your customized product.

We strongly recommend that you use graphic design software to create your files. There are various free or paid solutions, such as the ADOBE suite (Photoshop, Illustrator, InDesign, etc.), Coreldraw or Gimp. Only this type of software will ensure that you can fully meet our technical specifications.

We check your order and any comments you may have left in the relevant areas. We will contact you if we have even the slightest doubt - our primary goal is to meet your needs!

## Graphic design

### I. Card format



The final card format is:

**85mm x 54 mm.**

However, in order to ensure the visual is not damaged when the card is cut, a **1mm bleed area** is required, with the same graphic features as the rest of the card.

**Integrating a technical drawing and caption:**



Please note that the bleed area should not be left white. It must include the information from your picture. Do not include a grid or outline.

## II. Supported file types

We accept the following formats for printing your design onto the cards:

- 300 dpi PDF (vector graphics only, including character fonts).
- 300 dpi EPS (vector graphics only, including character fonts).
- 300 dpi AI, PSD, IND with vector fonts.  
All images in the files must be at least 300 dpi (photos, drawings, logos, etc.) and inserted as overlays. Attach a JPG.
- 300 dpi JPG.
- 300 dpi TIFF.



You can send us your files by CD-ROM or e-mail.

For digital orders, you can request a customized sample (press proof) to validate your order. €50 supplement (excl. VAT), including delivery across mainland France.

## III. File resolution

### Required resolution: 300 dpi

There is no need to use more than 300 dpi as this makes your file very large and sometimes leads to oversized images and processing difficulties. However, a file with resolution lower than 300 dpi will result in a pixelated image.

## IV. Selecting the correct color model

### CMYK / 8-bit only



These letters refer to a document's color model. RGB (red/green/blue) is for on-screen use, producing colors by mixing light. However, CMYK (cyan/magenta/yellow/key - black), is used for printing, mixing four inks together to create all printable colors.

The transition from RGB to CMYK mode can sometimes have surprising results. We recommend that you always select CMYK mode for files that you intend to print. In addition, please note that the colors displayed on screen may not always be the same after printing. RGB files will be automatically converted into CMYK mode, resulting in less vibrant colors.

**V. Text-free zones**

There must be no writing in the following text-free zones on the card:

- 3 mm within the cutting edge
- 3 mm around the magnetic stripe (if this option has been selected)

 **3 mm within the cutting edge without any text**



 **3 mm within the cutting edge and around the magnetic stripe without any text**



## VI. ID photos

ID photos must be saved in JPEG format.  
They must be named to match the database you provided while placing your order.

 **All image files must have been same aspect ratio to avoid distortion during printing.** For your information, standard ID photos are 35 x 45 mm with an aspect ratio of 9:7.

Please specify where you would like ID photos to be printed onto the card while placing your order (special area reserved in the print file or physical location on a badge without background).



You can send your files over the internet (max. file size 6 MB) or by CD-ROM (PC format).

 **Please check all files before sending them (format, image dimension/file size).**  
**Do not begin file names with 0.**  
**File names must not exceed 8 characters.**

## VII. Numbering

Badge numbering consists of printing a physical number (chip no.) or sequence number (database reference no.) onto the badge. A lookup table may also be used.

Select your numbering font, character size, location (front or back, top, bottom, center, left or right, etc.), and starting/ending number.

Please specify your preferences when placing your order. Otherwise, numbering will be placed on the bottom right-hand corner of the badge by default (Arial, font size 10).

## VIII. Rules for contract proof correction

- Minor corrections: syntax errors, etc. - a second contract proof is sent free of charge once the changes have been made.
- Major corrections: picture, overall design, etc. - a €50 fee (excl. VAT) is applied if you require another contract proof to be sent.



#### IX. Limitations and reservations

- By default, STid uses thermal transfer printing for small and medium print runs. The same printing technique must be used for any subsequent reprints of badges printed in this way (e.g. to add an ID photo or logo, etc.).
- The RFID chip in your badge may alter the printing quality if located in a printing area.
- The screen proof is provided in order for you to validate the position and dimension of your logos and photos, and also the spelling, size and position of your text.
- A screen proof may contain differences in color between the colors displayed on screen and the ones that will be printed on your badge. You can order a final mockup of the badge or card (press proof) to see the finished product after printing.
- Printing on one side only may cause the badge to bend.
- If the same design is reprinted at a later date using the same files, the colors printed may not be exactly the same as the initial print.
- Clients own all rights to the information sent to STid in order to process their order (texts, fonts and images) Under no circumstances may STid be held liable for copyright infringements of information provided by the client.
- By signing the contract proof, the client accepts liability for the document's contents. Under no circumstances may STid be held liable for any defect that was not brought to its attention during the contract proof (format, text spelling, correct telephone/fax numbers, e-mail/postal addresses, color distribution, image quality, etc.), or if no contract proof was returned to STid, or if the client refused to sign the contract proof.
- Our graphic designers check and validate your files upon receipt (size, resolution, color mode, etc.). If your files are not validated, we will send you an e-mail, clearly outlining the reasons why, so that you can make the necessary changes before sending them to us again.
- After our services have validated your files, you will receive the proof version by e-mail in PDF or JPG format. Once you have validated and returned the proof, your order will be sent to print.
- Thermal transfer printing uses a color-mixing technique based on CMYK panels. The final color result may differ from the color initially defined.
- The type of card used may alter the final result.

## Electric customization / Database

Please attach your database for individual card customization and/or numbering, bar codes or magnetic stripe encoding.

The following database formats are accepted: **Access, Excel, semicolon separated text files, SQL databases, Oracle databases.**

Tables must have a header row in BLOCK CAPITALS. Before sending your databases, please check the text presentation carefully (upper or lower case, special characters) as all text will be printed as shown.

For any other questions, please contact our Tag Service.