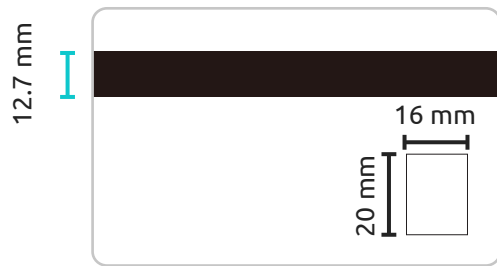
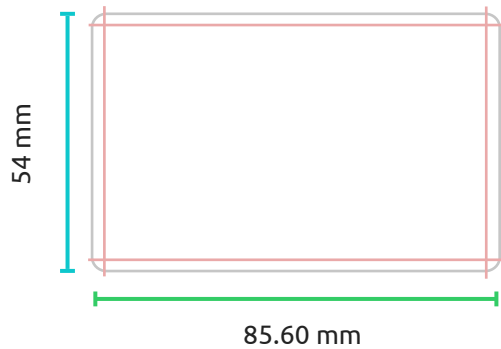


GIFT CARDS ▶ Design Guidelines



Card Size

Width: 85.60 mm

Height: 54 mm

- ▶ Please leave a bleed of 3mm around edges. The bleed area should only have the background, do not put any artwork or text in this area.

Back of the card

Magnetic strip:

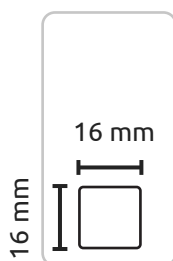
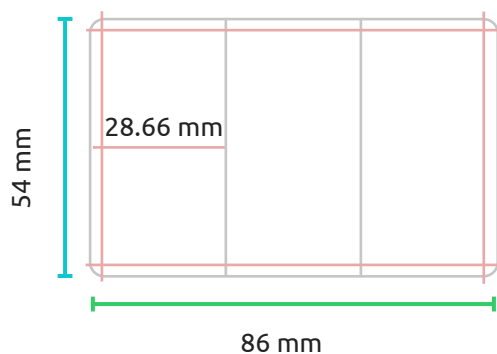
Height: 12.7mm

should spread across the width of the card.

QR code box:

Dimension: 16mm*20mm

KEY FOBS ▶ Design Guidelines



▶ QR Code on Back of Fob

Card Size

Width: 86 mm

Height: 54 mm

- ▶ Please leave a bleed of 3mm around edges. The bleed area should only have the background, do not put any artwork or text in this area.

Back of the card

QR code box:

Dimension: 16mm*16mm

- ▶ We recommend to include “Download LoyLap” logo in order to get the most out of your gift card system. Your customers will be able to link their gift card to their companion mobile app.
- ▶ All designs should be **300 dpi minimum and embedded (if linked)**.
File format: **.pdf**
Colour space: **CMYK required**

- ▶ Colour tints: **Minimum colour recommended is 5% for CMYK**
Bleed: **3mm**
Fonts: **Convert to outlines**
Text size: **Minimum of 7pt**
Text safe: **Minimum 5mm, minimum 3mm from edge of bleed line**
Borders: **Due to movement when the cards are punched to size no borders should be used**
Fine lines: **Fine lines no less than 0.25pt size**