



DESIGN REQUIREMENTS

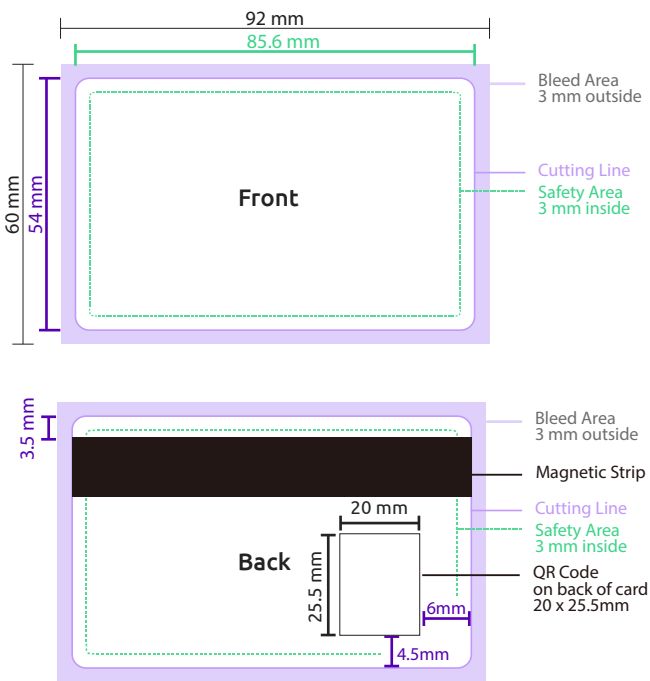


For your card to be suitable for print, you must adhere to the following requirements, designs without the following requirements will be rejected.

- ▶ 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**

- ▶ All designs should be **300 dpi minimum and embedded (if linked)**.
File format: **.pdf**
Colour space: **CMYK required**
- ▶ 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.

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.
- ▶ Please do not add any design within 3mm of the edge and design within the Safety Area.

Back of the card

Magnetic strip:

Height: 12.7mm

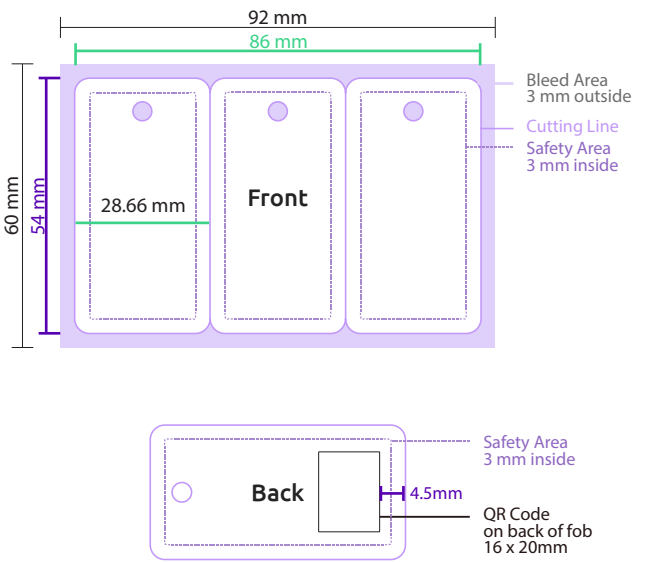
- ▶ The Magnetic Strip should spread across the width of the card. Placement should be 3.5mm from the top.

QR code box:

Dimension: 20mm*25.5mm **Colour:** White

- ▶ Placement of QR code box should be 4.5mm from the bottom and 6mm from the edge of the card.

KEY FOBS ▶ Design Guidelines



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.
- ▶ Please do not add any design within 3mm of the edge and design within the Safety Area.

Back of the card

QR code box:

Dimension: 16mm*20mm **Colour:** White

Placement of QR code box should be 4.5mm from the bottom and 4.3mm from the edge of the card, centrally inline with the punch hole.