Oomph!

HOW DO I? GUIDE 2013

READ ON...

FANTASTIC WITH PLASTIC.
CARDS WITH CLOUT MADE BY OOMPH!

CardMarque®

HOW DO I

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AVOID DISAPPOINTMENT?

100% Oomph promise

At Oomph!, when we say 100% we really mean it. 100% quality focus – 100% service delivery –100% reliability – 100% expertise – 100% creativity. In short: 100% satisfaction guaranteed. That's why we've also developed the CardMarque® seal of approval to raise standards within the industry. We guarantee everything, even our lead times. 99% just isn't Oomph! Put us to the test and 'try before you buy' – grab your free sample pack.

Zero disappointment guaranteed or its on us!

If you're not happy do you think we are? No. That's why no customer leaves disappointed. They'd rather return with all their friends.

All our products are protected by CardMarque® to ensure excellence across five key areas:

QUALITY	Ensures the validation and integrity of our raw materials, production process and supply sources
MANUFACTURE	Ensures only extensive, modern production facilities are used to guarantee professional product and service
DELIVERY	Ensures your order will arrive via traceable courier
PERFORMANCE	Ensures our team fully understands your business requirements, and delivers your expectations
SUPPORT	Ensuring that Oomph's outstanding reputation for customer service and after sales support is continued and improved on

ISO quality managed manufacturing

We only work with manufacturing partners who have ISO manufacturing credentials. Assessed regularly we ensure our obsessed quality guidelines are met.

When cards are finished they are checked and packed by a member of the quality inspection team. This is the final check. No problems should be identified at this stage due to previous quality checks.

Internal assessment

As well as external quality management CardMarque® is in place to assess and maintain our own internal quality standards. To this end the process we have developed in line with our manufacturing partners ensures seamless order management.

GET COLOUR RIGHT?

CMYK is our preferred print specification

We like to keep things simple and to that end print our cards using **CMYK four colour process**. We have this type of set-up so that we can offer the **most competitive pricing**.

Matching colour

If you want us to match a colour to 'something' then send that 'something' in to us. Please be aware that **colour changes when printing onto different materials, such as paper, plastic, wood and metal**. There will always be a slight colour variation, this is unavoidable. The colour of a plastic card sheet will change once it has been laminated. It can go **darker** or **lighter** depending on the colour.

With the modern era comes digital printing presses. Digital printing is now very widely used. This again can cause colour matching issues, especially when the item sent for matching has been printed on a litho press or vice versa.

Colour variation

The two main causes of colour variation are conversion from spot to four colour process, this is illustrated oppostie.

As you can see matching to a PANTONE spot colour using CMYK four colour process causes a variation in colour which is unavoidable. However, the cost advantages of using CMYK process for print can outweigh exact colour match benefits. For those new to print, PANTONE is an internationally recognised colour matching system that ensures colour is standardised throughout the world. Call today for your **free colour chart**.

Tints, gradients & vignettes

We would recommend no less than 15% tint of any colour. Any less and you may not be happy with the final result. Vignettes and gradients are best avoided at all costs as 'banding' of colour can occur making the print look dreadful. Simple design works, keep this in mind.

Rich black or single colour black

Is there a difference? Oh yes. We recommend using **single colour black** for any small areas, such as text or logos. For large background areas over 2cm in size we suggest to use **rich black**. Adding **cyan** ink into the mix helps to cover up any inconsistencies and ensures an even dark coverage. For best results **never have more than 140% ink coverage**.

PLEASE CONVERT SPOT COLOURS TO CMYK BEFORE SENDING US YOUR PRINT READY FILES

QUICK TIP FOR BEST RESULTS KEEP LEVELS BELOW 225%

FOR BEST RESULTS KEEP LEVELS BELOW 225%

SPOT
PANTONE 2727 C

CMYK
PANTONE 2727 EC

SPOT
PANTONE Orange 021 C

CMYK
PANTONE Orange 021 EC

SINGLE
BLACK 100 %

RICH
BLACK 100 %
CYAN 40 %

ENSURE BEST PRINT?

Adobe Illustrator is our design package of choice.

There are many others but we find that the easiest and best way to sync with our process is to send your artwork in this format. We can accept all versions up to CS6.

It's easy to download a design template

Our customers send Adobe Illustrator, Adobe InDesign or press ready Adobe PDF files for print, our design template works with all. Please download your template.

Confused already?

Not all our clients are designers. If you need design inspiration then head over to our design gallery. Whether you're looking for something funky or formal, chic or cheeky we've got the perfect plastic card design for you.

On the following pages you will find more information on our plastic cards, along with size and specification guides. We will also highlight any potential problem areas with the use of our warning signs.

Poor resolution

To get the best print result your files need to be the correct resolution. Logos taken from a website are 72 dpi (dots per inch) or less in some cases. We print at 300 dpi. If an image looks good on screen there is no guarantee it will look the same when printed. To show this we have taken a logo from our clients' website and print file.

No prizes for guessing which one is the web image. If you are spending money on print you need to ensure you get the design right. Any logos or images need to be **300 dpi minimum**.

Tiny tiny text

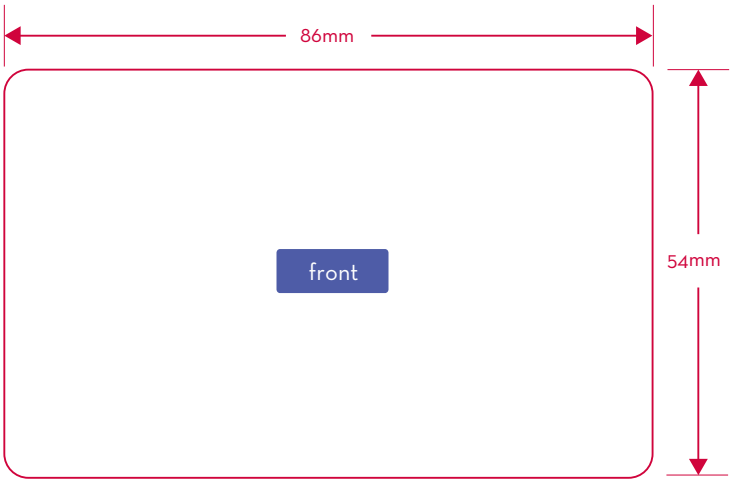
Text is usually the most important part of your marketing message. Its vital that any telephone numbers, email addresses and terms and conditions are clearly visible. **For small text at 12pt or lower use only one colour from the CMYK palette**, so if black use only single colour 100% black (K). Printing presses have a very slight variation in the position of the printing plates and very small text printed in four colour process can become 'blurry'. Even in one colour we recommend point size to be no less than 6pt.

WE DO NOT ACCEPT MICROSOFT WORD, EXCEL OR POWERPOINT FILES FOR PRINT

DO NOT PRODUCE YOUR DESIGN IN PHOTOSHOP AS PRINT RESULTS CAN VARY. USE ILLUSTRATOR OR INDESIGN FOR DESIGN AND PHOTOSHOP FOR IMAGE EDITING

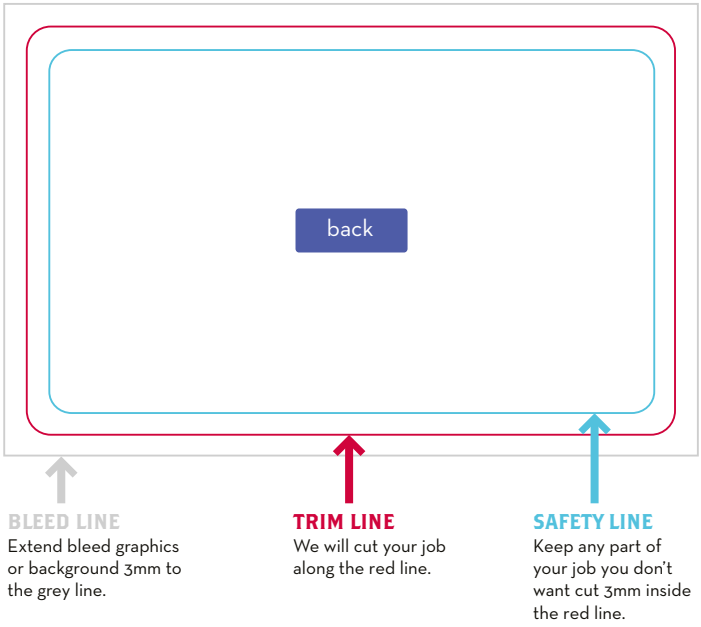
SHADOWS, TINTS OR GRADIENTS ON SMALL TEXT MUST BE AVOIDED

SET MY DESIGN SIZE?



DO NOT FORGET A PDF VISUAL TO SHOW ANY EXTRAS. THERE SHOULD BE NONE ON YOUR FINAL PRINT FILES

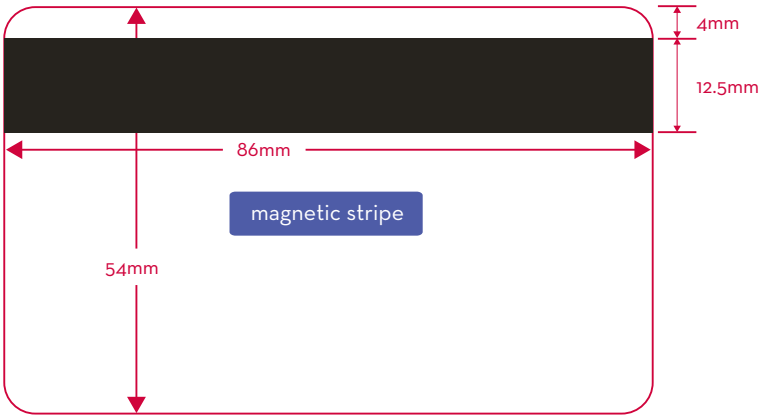
PLEASE ENSURE YOU SEND THE ORIGINAL SOURCE FILES SO THAT WE CAN MAKE SMALL TWEAKS OUR END IF WE NEED TO

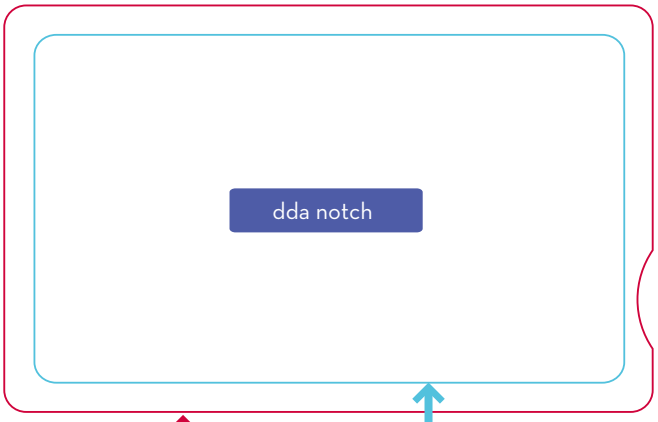


Artwork overview

- Ensure all fonts are outlined
- CMYK coverage should not exceed 220%
- Provide PANTONE colour specifications where possible
- Illustrator, InDesign or Print Ready PDF's will only be accepted
- Provide 3mm bleed area
- Keep 3mm border around all shapes for non-bleeding artwork
- Colour images should be 300dpi

SHOW MY CARD EXTRAS?





TRIM LINE
We will cut your job along the red line.

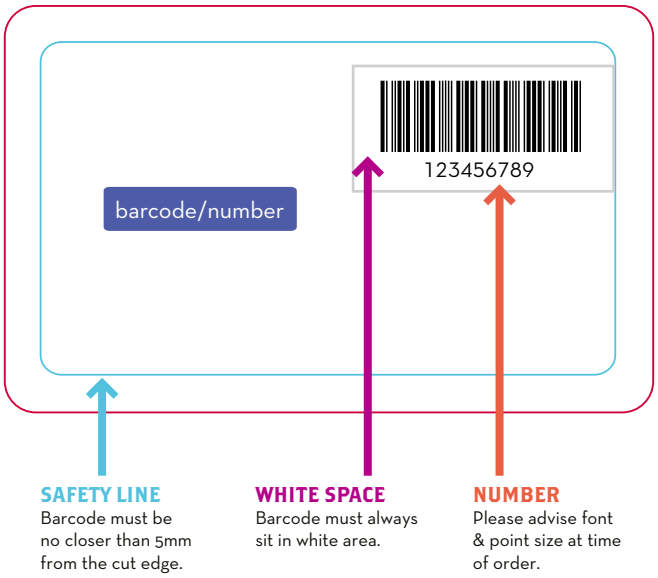
SAFETY LINE
Keep any part of your job you don't want cut 3mm inside the red line.

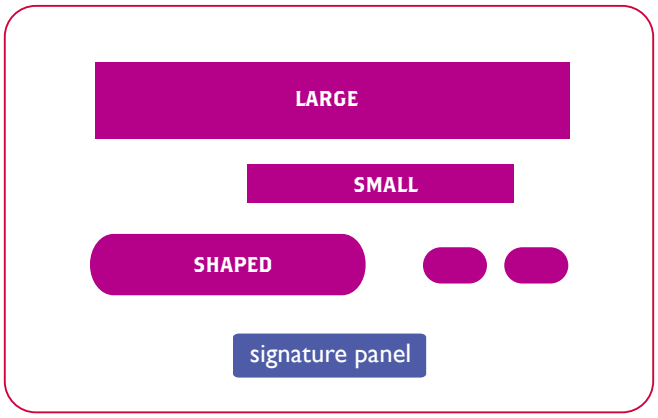
PLEASE ENSURE YOU SPECIFY THE CORRECT MAGNETIC STRIPE AS THERE ARE TWO TYPES:
1. LOCO
2. HICO

DO NOT FORGET A PDF VISUAL TO SHOW US ANY EXTRAS. THERE SHOULD BE NONE ON YOUR FINAL PRINT FILES

SHOW MY CARD EXTRAS?

Continued





YOU CAN HAVE AS MANY SIGNATURE PANELS AS YOU NEED, AT NO EXTRA COST

PRE-CHECK ARTWORK?

Page Size/Layout

- Page size set to 54x86mm ☐
- Page includes correct bleed of 3mm ☐
- All important images and text are at least 3mm from the page edge ☐
- No borders are used ☐

Format/Files

- Design is created in the correct application (illustrator or in-design only) ☐
- Design is supplied in native format or print-ready outlined eps or pdf file ☐
- Only relevant job files are included ☐

Fonts

- All fonts are supplied or outlined ☐
- All text is greater than 6pt ☐
- Text is set as vector, not image ☐
- No borders are used ☐

Colour

- All colours are converted to CMYK, including spot or PANTONE colour ☐
- All colours have a total ink coverage less than 300% ☐
- Tints contain more than 5% of either Cyan, Magenta, Yellow or Black ☐
- Large black areas are set 40% Cyan and 100% Black (aka 'Rich Black') ☐

Images

- All images are original eps vector file saved as CMYK ☐
- All linked or placed eps files are supplied ☐

Other

- All artwork supplied with square corners ☐
- Extras, e.g. signature panel, numbering, etc.not shown on print files only PDF visuals ☐
- Fine line or hairliness are not less than 0.25pt ☐

GET IN TOUCH?

Call this number **free** from your mobile:

0330 660 0172

madebyoomph.co.uk

For more general questions
visit our **FAQs section**

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