



Credit Card Style Plastic Badge and Luggage Tag Design Guidelines

The standard plastic badge is 85.5mm x 54mm.

Add at least 2mm of bleed.

Maximum extent for images and text not intended to bleed is 2mm in from card edge, although a limit of 4mm in from the card edge usually looks better.

When positioning images and text remember the badge will have a 3mm radius corner.

If the badge or luggage tag requires a hole or slot to be punched please keep images or text a minimum of 2mm clear from the edge of the hole or slot.

A punched hole has a diameter of 5mm with the top edge 4mm down from the card edge.

A punched slot is 14mm wide x 3mm high with the top edge 4mm down from the card edge.

If barcodes are going to be printed on the badge they will need to be printed on a white area (or pale tint of colour) at least 47mm x 20mm. This area must be clear of the edge of the badge and any hole or slot.

Create the artwork at 300dpi.

We can accept artwork in the following formats: eps, pdf, tiff or jpeg (If sending jpegs please make sure they are saved at maximum quality with the least compression).

Please do not add cut-lines, badge outlines, hole/slot outlines or any other printing guides to the artwork.