

Guide: How to use templates

Step one

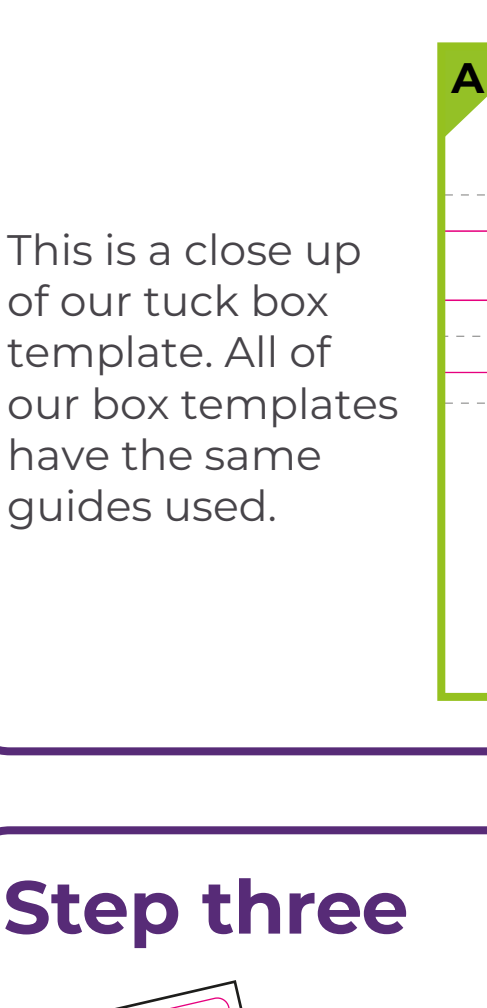
Download the correct template from our website:

<https://www.ivory.co.uk/templates>

Step two

Part A

It's important to know what the lines and colours mean on our template before adding your artwork.



BLEED AREA
The artwork needs to extend to this area

FINAL SIZE
The size that the artwork will be cut down to

SAFE AREA
Where any text or images, other than the background must be contained within.

This is an example of our card template. All of our card templates have the same guides used.

Step three

PART A

Identify which type of design you will be using:

Bordered design

Bordered designs have coloured borders: traditionally white. Borders must be no smaller than 5mm. (see part B)

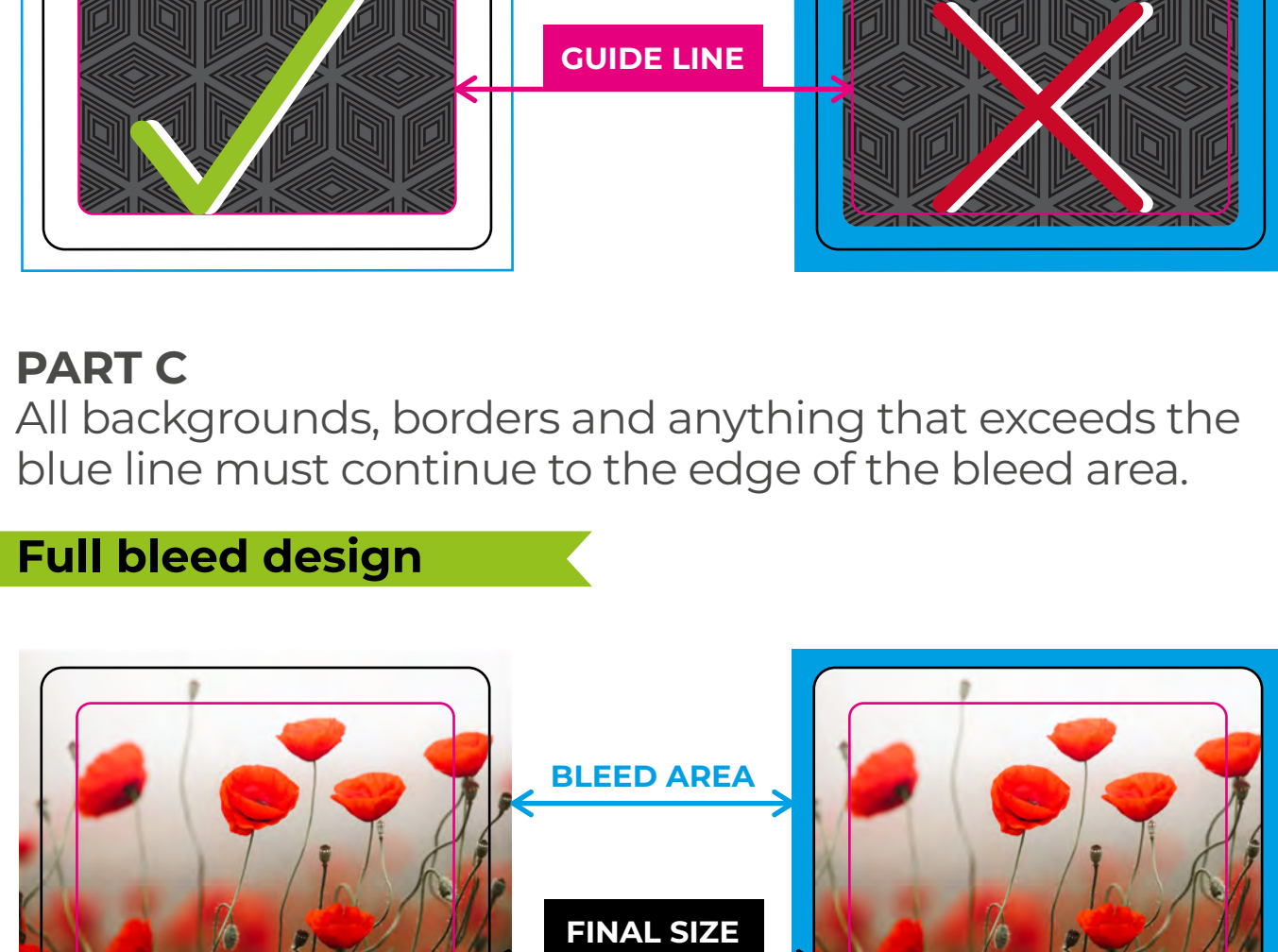
Full bleed design

A full bleed design allows you freedom to run any colours or image off the edge of the cards. (see part C)

PART B

All content such as text and images must be confined within the designated safe area.

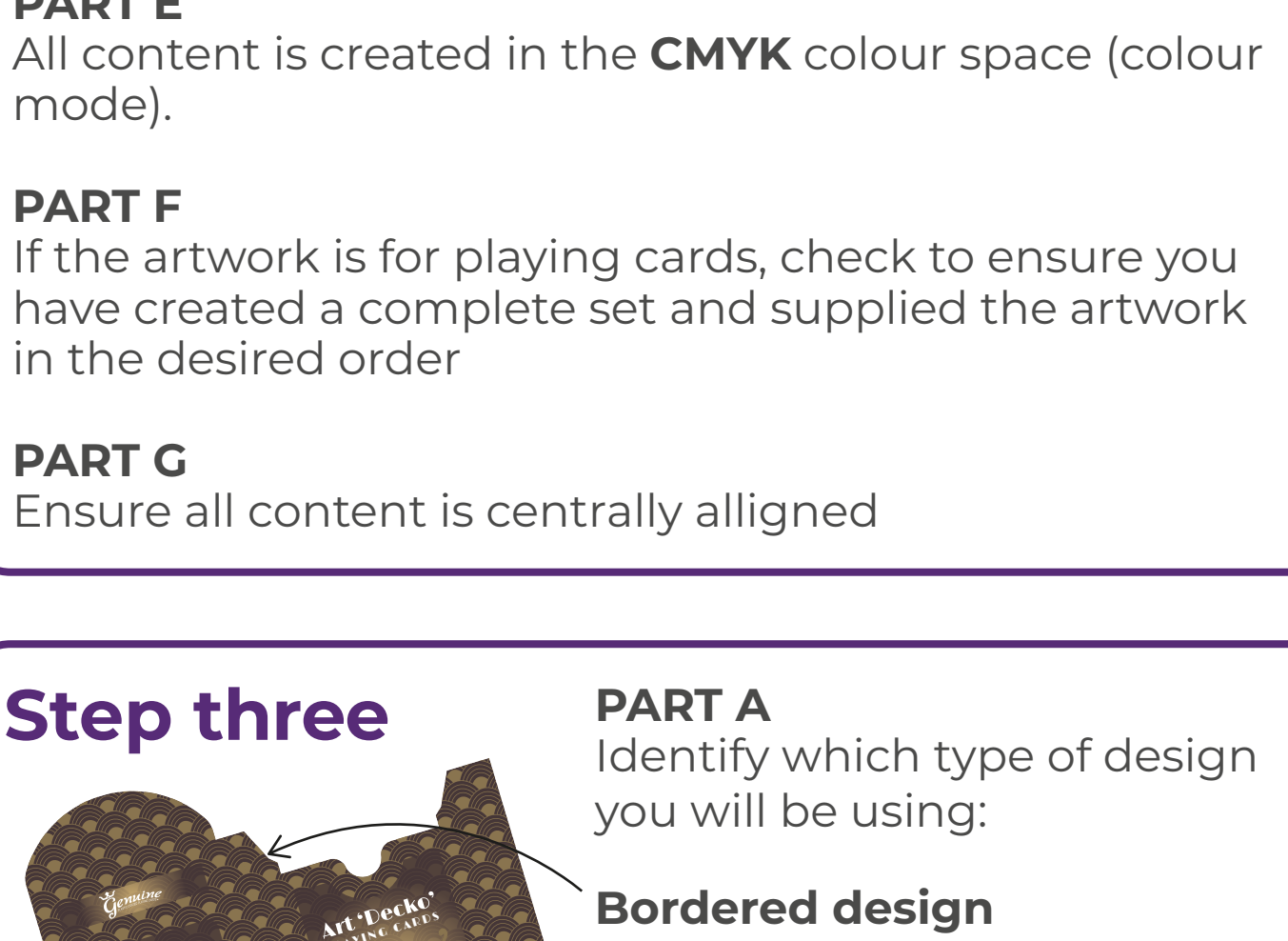
Bordered design



PART C

All backgrounds, borders and anything that exceeds the blue line must continue to the edge of the bleed area.

Full bleed design



PART D

All images and effects and are a minimum of **300 ppi**

PART E

All content is created in the **CMYK** colour space (colour mode).

PART F

If the artwork is for playing cards, check to ensure you have created a complete set and supplied the artwork in the desired order

PART G

Ensure all content is centrally aligned

Step three

PART A

Identify which type of design you will be using:

Bordered design

Bordered designs can have a full bleed background, but the text and illustrations stay inside the safe areas. (see part B)

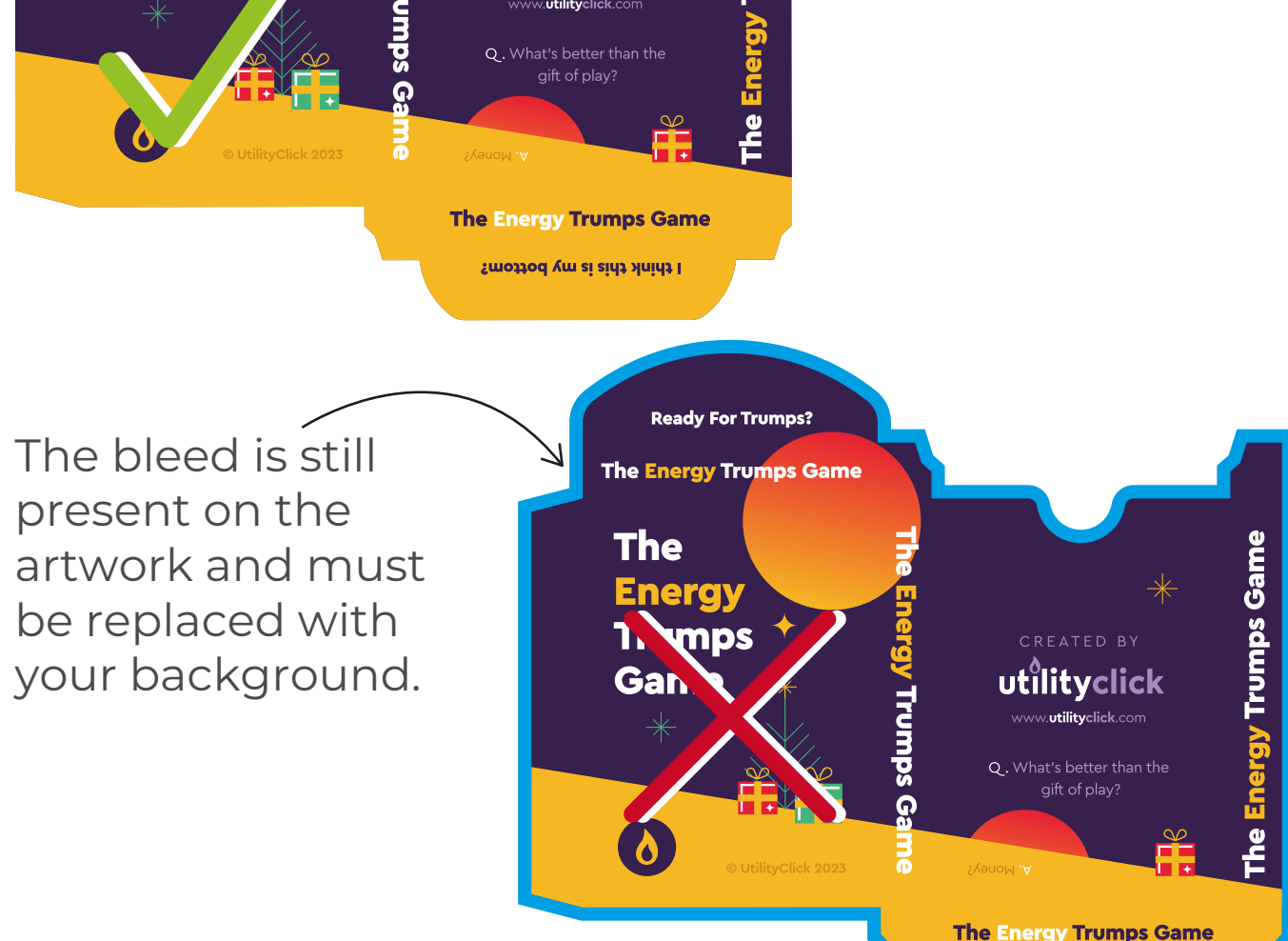
Full bleed design

A full bleed design allows you freedom to place artwork outside of the safe areas. (see part C)

PART B

All content such as text and images must be confined within the designated safe area.

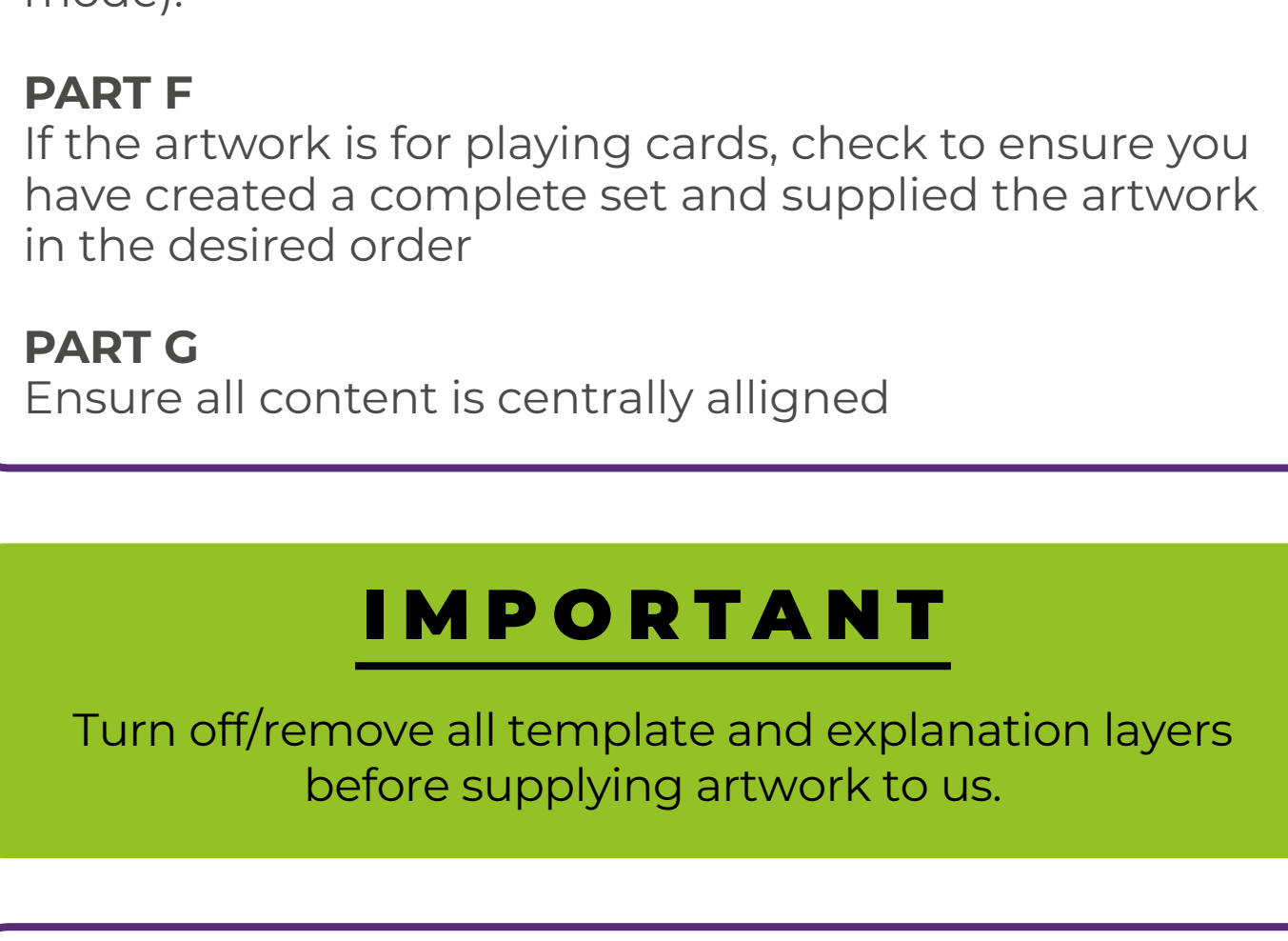
Bordered design



PART C

All backgrounds, borders and anything that exceeds the blue line must continue to the edge of the bleed area.

Full bleed design



PART D

All images and effects and are a minimum of **300 ppi**

PART E

All content is created in the **CMYK** colour space (colour mode).

PART F

If the artwork is for playing cards, check to ensure you have created a complete set and supplied the artwork in the desired order

PART G

Ensure all content is centrally aligned

IMPORTANT

Turn off/remove all template and explanation layers before supplying artwork to us.

Step four

PART A

Identify if you'd like to add metallic inks to your artwork.

CMYK

Everything we print is **CMYK**. Make sure your workspace is set to **CMYK** and not **RGB** as this causes colour differences once printed.

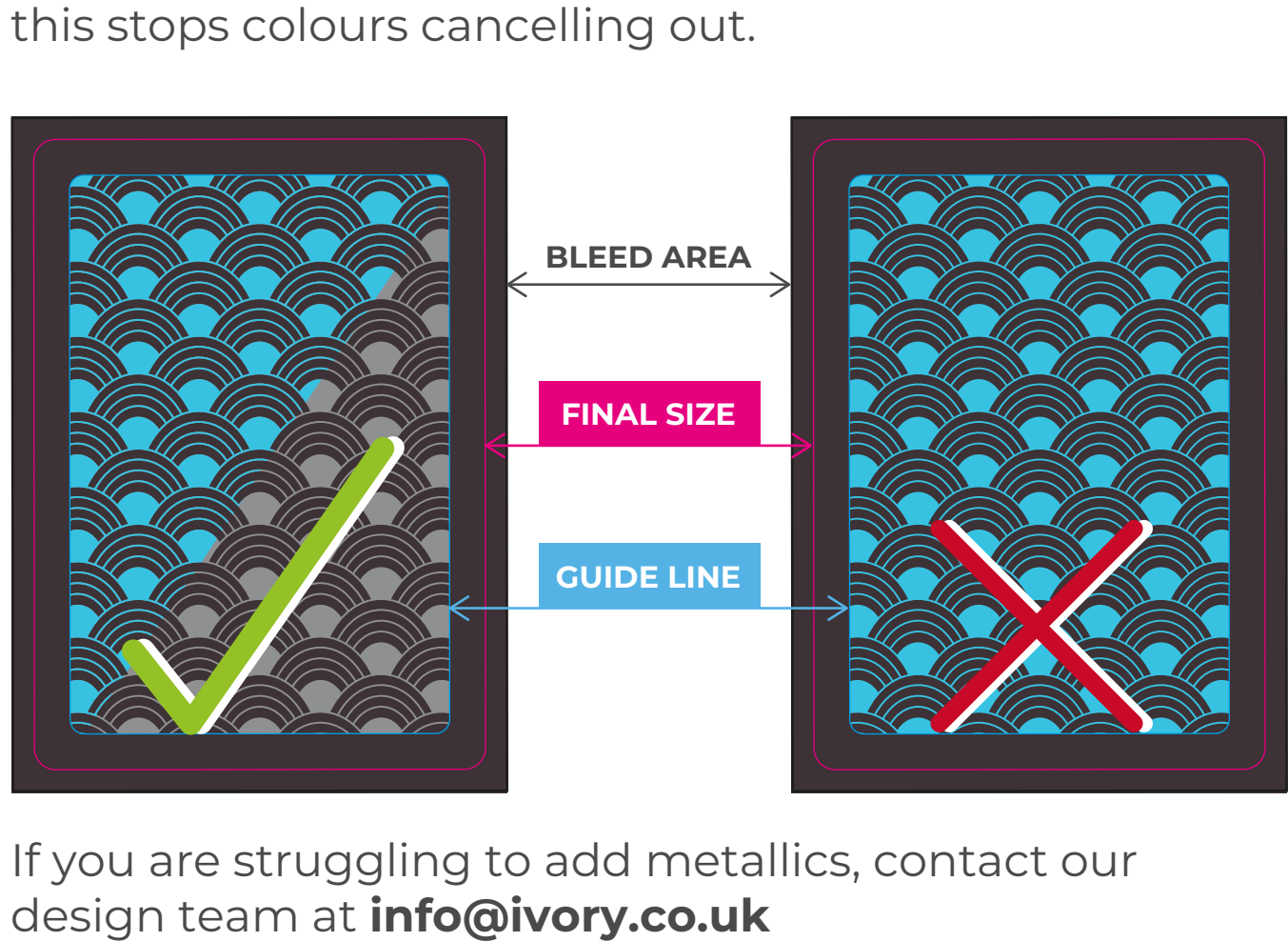
CMYK + Metallic Inks

We can print a shiny metallic for any **CMYK** colour. You can also supply Pantone Metallic colours. (see part B)

PART B

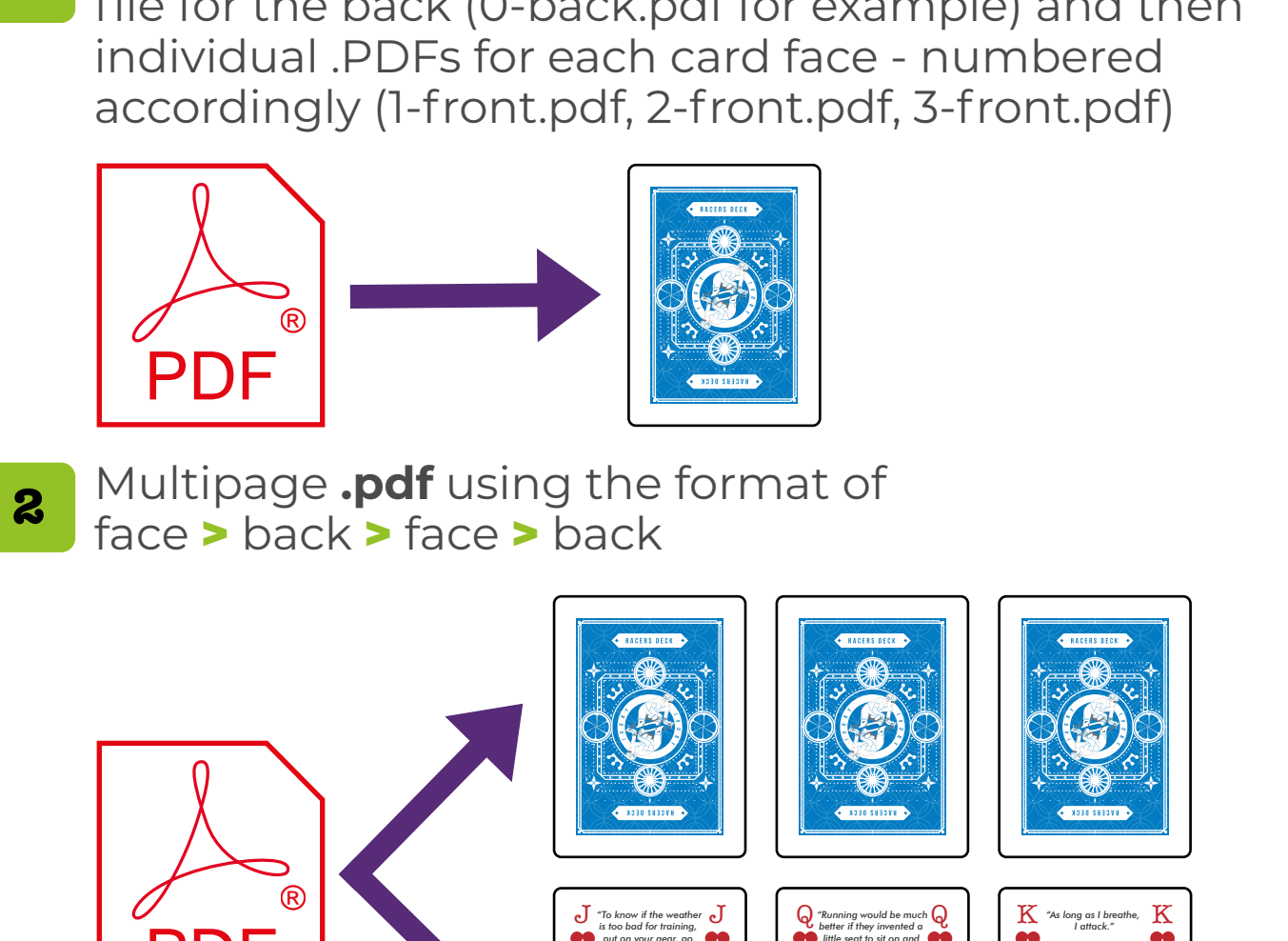
Setting Up Pantone Metallics

Change your colour fill to a Pantone Metallic at 100%. Setting your colour using a HEX code, will not work.



Setting Up Unique Metallics

Change your colour fill to a solid colour at 100% opacity. Underneath this, place the same vector with a fill of Pantone Silver 877 c. Turn on your *overprint* settings, this stops colours cancelling out.

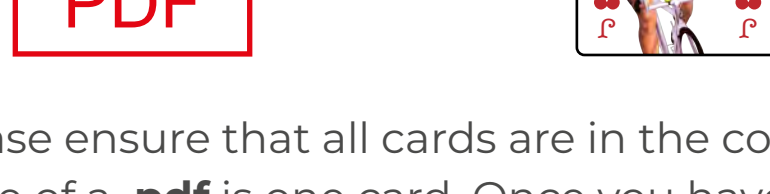


If you are struggling to add metallics, contact our design team at info@ivory.co.uk

Step five

Once you are ready to submit your artwork submit it via the website in **.pdf** format, enclosed in one **.zip** so you don't have to upload multiple files. It is up to you how you organise and structure your files, we recommend one of the following methods:

1 If your deck uses a common back have a separate file for the back (0-back.pdf for example) and then individual **.pdf** for each card face - numbered accordingly (1-front.pdf, 2-front.pdf, 3-front.pdf)



2 Multipage **.pdf** using the format of face > back > face > back



3 One multipage **.pdf** file for the faces, a separate one for the backs.

Please ensure that all cards are in the correct order and one page of a **.pdf** is one card. Once you have uploaded your files the next step is to await final print proofs.