HILTON RFID Template

RFID

3.375" × 2.125"   **Bleed Area** 3.625" × 2.375"

Front

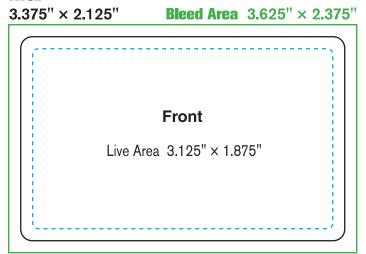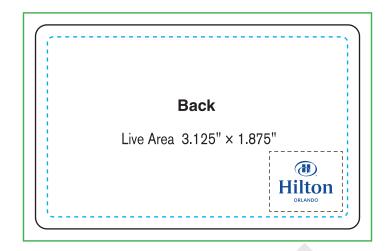Live Area 3.125" × 1.875"

Back

Live Area 3.125" × 1.875"
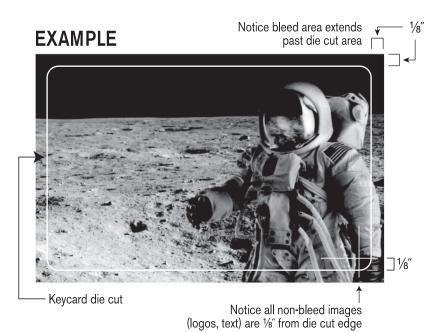
Hilton
ORLANDO

Please note that RFID keycards do not require a directional arrow.

LOGO/BOX COLOR VARIATIONS SHOWN ARE THE ONLY APPROVED REPLACEMENT OPTIONS.

THE LOGO MAY BE MOVED, BUT MUST BE AT LEAST THIS SIZE.

EXAMPLE

Notice bleed area extends past die cut area   ⅛″

⅛″

Keycard die cut

Notice all non-bleed images (logos, text) are ⅛″ from die cut edge

Non-bleed images should not be closer than ⅛″ to all card edges.

FULL COLOR STANDARD OVER WHITE BACKGROUND

Hilton
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WHITE OVER DK BLUE

Hilton
ORLANDO

WHITE OVER BLACK BACKGROUND

Hilton
ORLANDO

Specifications for Customer Supplied Artwork

Software Applications

Our Prepress Department is Mac-based. We accept artwork created in most industry-standard software applications, including the current versions of **Adobe InDesign**, **Illustrator** and **Photoshop**. Please do not submit Microsoft Word, Excel, Power Point or Publisher files. High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology.

File Info & Formats

Please submit vector artwork whenever possible.

If creating artwork in Photoshop, please submit layered, CMYK files.
Resolution should be 300 at actual size.

Do not send low resolution images from the internet.

Supply all necessary fonts and images.
Package your documents to ensure everything is included.

All type should be at least 6pt. in size.
To be legible, reversed type should be at least 8pt.

Artwork using PMS colors and Photoshop duotone files are accepted.

Keep all non-bleed elements (logos, etc.) ⅛" inside all edges of the keycard.

Bleed, if applicable, should extend ⅛" beyond the edges of the card.

All rules and outlines should be .5 pt. or greater.

Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

Artwork Emailing

Email attachments should be less than 10 Mb.

It is a good practice to compress your artwork files (Stuff or Zip).