

# Gift Card & ID Card Artwork Specifications

## General Info

What should I include on the back of my gift cards?

### Sample Text

*Protect this card and treat it as you would cash. This card can be used for purchases of merchandise and cannot be redeemed for cash. Lost, stolen or damaged cards will not be replaced. Gift card is void if not activated by cashier at purchase. Gift cards are not refundable. Merchandise purchased with a gift card that is subsequently returned will be refunded in the form of a store credit.*

### Contact Information

Gift cards typically list store contact information, primarily phone and email.

## Accepted File Formats

- Graphic images should be in either a TIF (.tif or .tiff), JPG (.jpg or .jpeg), or PNG format. EPS files are also acceptable from a vector-based program such as Adobe Illustrator.
- Maximum per file upload size is 8 Mb.

*Note: Gift card artwork is not required to be sent at this time and can be submitted by email or FTP. If you have difficulty uploading the file artwork, please skip this field and indicate so in the comments below.*

### Some programs that can be used to export these file formats:

- Adobe Illustrator – Mac or PC
- Adobe Photoshop – Mac or PC
- Adobe InDesign – Mac or PC
- Freehand – Mac
- Corel Draw – Mac
- aQuark Xpress – Mac

## File Attributes

- All files should be 300 dpi.
- All graphics should be in CMYK format.
- If the file is in RGB format we will have to convert it to CMYK, which could cause changes to the design. If specific colors are necessary, please select colors from the Process coated PMS palette.
- Convert all fonts to outlines.
- Include all linked fonts & graphics.
- Include 1/8" bleed.

For additional information or help, email [cardorders@ecrs.com](mailto:cardorders@ecrs.com) or submit a help request via [myECRS](#).