

Gift Card Specifications & Guidelines



Thanks for choosing Nationwide to produce gift cards for your business! Before the process can begin, it's important to make sure that we're on the same page so that we can avoid any confusion or delays down the line. This guide should ensure that we are.

In order to better process your gift card order, we ask that you observe the following guidelines when submitting your artwork and/or logo to us. Any deviation can result in substantial delays to the turnaround time. If you need clarification on any of the terms used here, feel free to contact us or your sales agent and we'll be happy to explain it.

File Format

- It is important that we get your artwork / business logo in some sort of electronic format, either E-mailed or sent to us on a disc. Please do not send us a business card or brochure except as a last resort; these can be reproduced but the overall quality will suffer.
- If at all possible, we prefer to have your logo sent to us in **Adobe Illustrator** format (version 9 or higher). If you don't have this readily available, the graphic designer who created the logo for you should have it on file. If the logo/artwork is not available in Illustrator format, the next best thing is a high-resolution (300dpi or higher) JPEG or PDF file.
- Line art scans should be at least 1200dpi for best results.

Pre-designed cards

- If someone else is designing the cards for you and you'll be sending us the completed design for production, please ensure that the preceding guidelines are followed. Also, make sure that the design uses *process* colors as opposed to *spot* colors. All colors should be ready to print (convert all RGB colors to CMYK format). Do not place die lines or hash marks of any kind.
- Standard credit-card-sized CR-80 gift cards are 2-1/8" high by 3-3/8" wide, or 2.125"x3.375" edge-to-edge. The actual design should be 1/8" larger all around to allow for a bleed.
- When submitting pre-rendered artwork in Illustrator format, please make sure that all fonts are converted to outlines and that all images are linked and included, **not** embedded.

Turnaround time for a gift card order varies greatly depending on the time of year, size of the order and many other factors, so always be sure to check with us before ordering if you need the cards by a specific date. All artwork and fees should be submitted to marketing@getnationwide.com or to:

Nationwide Payment Solutions
ATTN: NPS Gift & Loyalty Manager
400 Technology Way
Scarborough, ME 04074