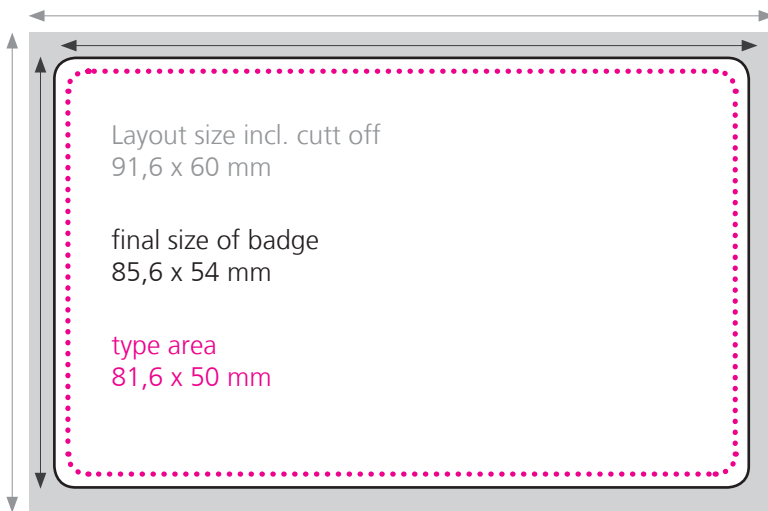# DATA DELIVERY INFORMATION
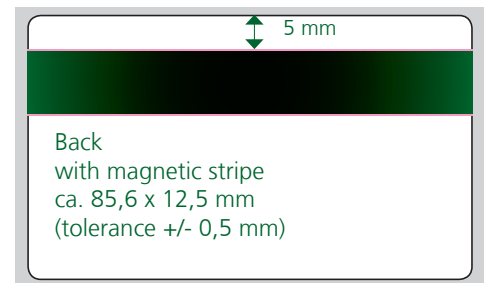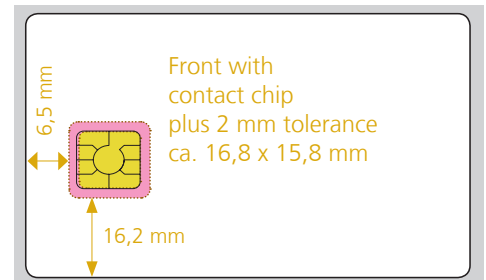
A) LAYOUT FILES

IDENTA

In order to guarantee a faultless and on-time production, we ask you to to consider the following points when creating your layout data and to adhere to them as far as possible.

1. LAYOUT

Layout size incl. cutt off
91,6 x 60 mm

final size of badge
85,6 x 54 mm

type area
81,6 x 50 mm

additional options (e.g.)

6,5 mm

Front with
contact chip
plus 2 mm tolerance
ca. 16,8 x 15,8 mm

16,2 mm

5 mm

Back
with magnetic stripe
ca. 85,6 x 12,5 mm
(tolerance +/- 0,5 mm)

2. FILE FORMAT

- Filenames must be unique
- PDF format or vector graphics in EPS format
- color and grayscale images as JPEG, TIFF, PSD or PNG
- open files only packed with all its links contained

3. PRINT AREA

- standard card format according to DIN ISO 7810 is 85.6 x 54 (corner radius 3.18 mm)
- edge to edge card layouts should have a cut-off of 3 mm
- important elements should be placed within the type area (2 mm safety distance)
- it is not necessary to create the card layout with round corners
- do not integrate elements and markings that should not be printed into the layout

4. RESOLUTION

- all color and grayscale images with 300 dpi
- graphics from text and/or company logos are preferably vectorized
- if vector is not possible, logos and fonts as images with 1200 dpi

5. COLOUR

- CMYK (for possible colour shifts, no liability is assumed due to mode changes)
- please create black and grey tones exclusively in black (0-100% K)
- specifications for spot colors can only be considered if the desired objects are vectorized

6. FONTS

- supply all fonts used (TrueType font or OpenType font)
- alternatively the fonts can be converted into paths
- Personalization is done in Arial by default, unless otherwise specified
- desired different fonts for personalization must be supplied

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DATA DELIVERY INFORMATION

B) PERSONALIZATION FILES

To personalize the cards, we need a database file in addition to the layout data. This file should contain all selected personalization variables (e.g. name, badge number, photo, etc.). If the personalization includes a photo, the photos must be delivered separately.

1. DATABASE

BADGENR	LASTNAME	FIRSTNAME	PERSONALNR	PHOTO	LAYOUT
0001	Smith	Dr. John	504	504_Smith	green
0002	Sample	Jane	506	506_Sample	red

- save as .xls or .csv
- format table as text
- each personalization variable requires its own column
- each column must contain a unique title
- create a separate row for each card to be personalized
- do not insert blank lines between the rows
- do not hide rows and columns
- for image personalization a separate column with the unique image name must be created, image name in the table must uniquely match the file name of the image (do not specify file extensions in the table)
- Texts, over several rows, must be created in corresponding columns (each row to be printed = one column)
- Texts longer than the text field will be scaled down accordingly
- Title correspondingly in the field Last name or First name
- Number ranges that should always have the same number of digits must be filled with leading zeros (e.g. 001, …, 099, 100)
- Do not work with multiple worksheets

2. SORTING

- ID cards are produced according to the list supplied, if sorting is desired, please
- prepare data as desired and inform us accordingly about the order
- subsequent re-sorting must be charged separately

3. IMAGES FOR PERSONALIZATION

- Images within an order should have the same aspect ratio
- Photos must be rotated correctly
- we will gladly prepare your pictures for you in service
- the photo field is filled proportionally

4. BARCODE

- as image file
- Bar code type (e.g. Code 128, QR Code…)
- Bar code content (e.g. field name)

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DATA DELIVERY INFORMATION

C) DATA TRANSFER

IDENTA

For security and data protection reasons, we recommend the delivery of data only via secure channels. You can request the required access from the person responsible for you. This applies to all order relevant data (layouts, personalization, coding schemes etc.).

1. FILE EXCHANGE

secure transfer:
- FTPS SSL / SFTP SSH encrypted
- password protected flash memory (USB stick) or CD/DVD-ROM or encrypted container (password exchange only by phone)
- encrypted e-mail (PGP-encrypted e-mail attachments): coding files, correction proofs (KADs)
- Web2Print-Portal ---> HTTPS SSL encrypted

insecure transfer:
- unencrypted e-mails
- CDs/DVDs and flash memory (USB sticks etc.)
- unencrypted FTP transfers

2. PREPARATION

- check the data for completeness before sending it
- check should be done on a system that was not used to create the template, to exclude user or system specific default settings
- the folder named with the company name must contain all items used: layout file, Character sets, image data, vector data and PDF files
- Max. File size of image files for personalization orders 5MB
- If a packing program is available (e.g. Winzip or 7zip), please pre-pack the files and encrypt them with a password for additional security
- The data return after completion of the order is only carried out as encrypted data exchange, please discuss the details with your personal contact person

3. WEB2PRINT

- ID card personalization, card rollout and professional follow-up care can also be handled via our Web2Print ordering platform. Please ask your personal contact person for a current demo access data.

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