How to guide

Plastic card problem solvers

Avoid disappointment?

Oomph promise

Oomph cards are handmade to the same standard and precision as your bank card. We combine traditional and modern print methods, the best quality materials and components to ensure your plastic cards are made to last.
We're serious about providing an exceptional service and quality products, only when you are happy, can we be - that's our 100% Guarantee. (Although we're damn sure you'll love them!)

Zero disappointment guaranteed

That's why we've also developed the CardMarque® seal of approval to raise standards within the industry.

All our products are protected to ensure excellence across five key areas:

Quality	The validation and integrity of our raw materials, production process and supply sources
Manufacture	Only modern production facilities are used to guarantee professional product and service
Delivery	Your order will arrive via traceable courier
Performance	Our team must fully understand your business requirements, and deliver to your expectations
Support	Oomph's outstanding reputation for customer service and after sales support is continued and improved on

ISO quality managed manufacturing

We only work with manufacturing partners who have ISO manufacturing credentials. Assessed regularly we ensure our obsessed quality guidelines are met.

When cards are finished they are checked and packed by a member of the quality inspection team. This is the final check. No problems should be identified at this stage due to previous quality checks.

Internal assessment

As well as external quality management, CardMarque® is in place to assess and maintain our own internal quality standards. To this end, the process we have developed in line with our manufacturing partners ensures seamless order management.

Get the colour right?

CMYK is our preferred print specification

We like to keep things simple and to that end print our cards using CMYK four colour process in order to offer the most competitive pricing. We can also print pantone and special colours, please ask us to quote.

Matching colour

If you want us to match a colour then please send the item to us. Please be aware that colour reproduces differently onto materials, such as paper, plastic, wood and metal. There will always be a slight colour variation, this is unavoidable. The colour of a plastic card sheet will change once it has been laminated. It can go lighter or darker depending on the colour.

With the modern era comes digital printing presses. Digital printing is now very widely used. This again can cause colour matching issues, especially when the item sent for matching has been printed on a litho press or vice versa.

Colour variation

The main cause of colour variation is due to conversion from a single spot colour to CMYK four colour process.

SPOT	CMYK	SPOT	CMYK
PANTONE 2727 C	PANTONE 2727 EC	PANTONE Orange 021 C	PANTONE Orange 021 EC

As you can see we cannot exactly match a spot colour using CMYK. Pantone is an internationally recognised colour matching system for spot colours, much like a Dulux paint swatch. It ensures colour consistency, pot after pot. That's why many companies choose to use spot colour, rather than CMYK. Please ensure you send your files in the correct colour format, that's really important. **Download your free pantone colour chart >**

Rich black or single colour black

Is there a difference? Oh yes. We recommend using single colour black for any small areas, such as text or logos. For large background areas over 20mm we suggest to use rich black. Adding cyan ink into the mix will help to cover up any inconsistencies ensuring even coverage and excellent deep rich black. For best results never have more than 140% ink coverage.

SINGLE	RICH
Black 100%	Black 100% Cyan 40%
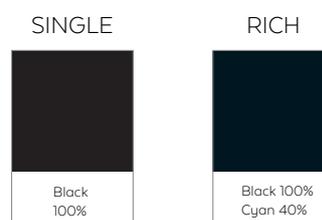
Ensure I get the best print?

Adobe is our design package of choice

Send your artwork files as outlined Illustrator eps, inDesign or print ready PDF's only. This works seamlessly with our process and ensures there are no delays processing your order. Remember to embed or outline any fonts.

Download our design template >

Poor resolution logos or pictures

To get the best print result any images you use need to be the correct resolution. Logos from a website are 72 dpi, we need 300 dpi. If any image looks good on screen there's no guarantee it will look the same when printed. This is best demonstrated by the below images. The one on the left is 72 dpi and 300 dpi on the right, quite a difference.

Another key difference, the logo on the left is a JPG and the right, an EPS or vector file. Usually, a logo and artwork is designed in a vector based program such as Adobe Illustrator. This file is editable and has no background, unlike the JPG. You will notice the white background and the file is no longer editable or suitable for print.

JPG   EPS

If you don't have a vector eps file you need to get it from the designer that created the original artwork. Other file formats such as JPG or TIF are not editable or scalable. Altering one of these files will have detrimental effects on the quality of the finished product. As you can see from the samples above, there would be no loss of quality when you scale an EPS file. If you attempted to scale a JPG file it will be become blurry and distorted.

Tiny text

Text is usually the most important part of your marketing communication. It's therefore vital that any fundamental text, such as telephone number or website URL are clearly visible.

We recommend for text at 12pt or lower use only one colour from the CMYK palette, such as 100% black (K) or use a spot colour instead. Printing presses have a very slight variation in the position of the printing plates so very small text can become 'blurred'.

Even when using one colour we recommend no less than 6pt.

Set my design size?

Size, bleed, trim

Card dimensions are 86x54mm, we cut the rounded edges at finishing stage, please supply files with square edges, the same applies to bleed. We do get movement in the lamination process, called 'lamination distortion. The sheet shrinks and the artwork will move. This means we get movement up to 2mm in any direction. It's normal and is an industry wide problem. That's why it's so important to ensure all important details are well within the safe zone. If outside there is a danger we may cut into it. We will check and inform you if this is the case. It really helps us if you can check too.

86mm

54mm

Download our design template >

Bleed
Extend bleed graphics or background 3mm to this grey line

Trim
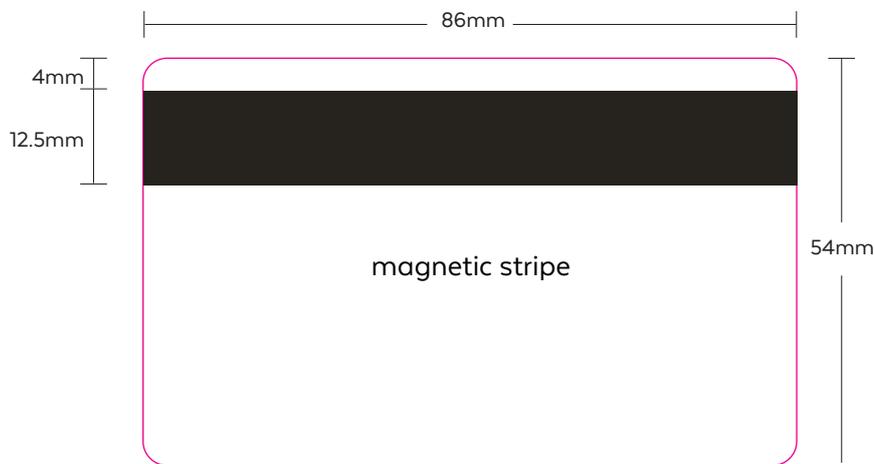We will cut your cards along this line to 86x54mm with rounded corners

Safety
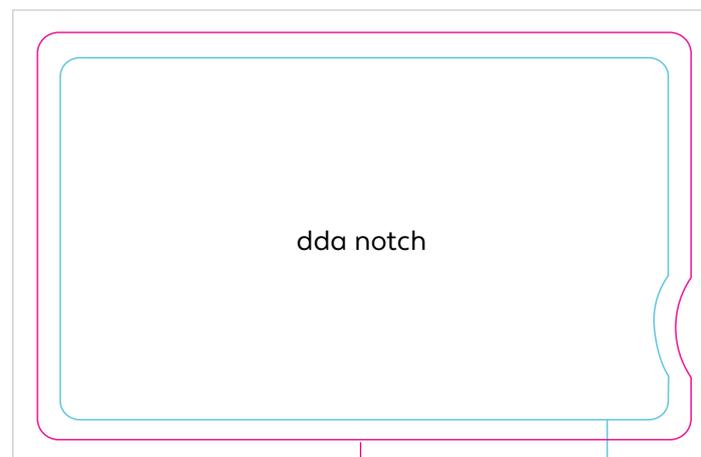Keep any part of your card you don't want cut inside this safe area

Show the extras I want on the card?

Magnetic stripe and dda notch

Placing a magnetic stripe on a card reduces design space by a quarter. Please remember font sizes discussed earlier, as the temptation to make point size smaller can lead to print problems. Magnetic tape is always laid in the area shown, we do get +/- movement within ISO tolerance levels so please ensure any text is at least 1mm away. Please show the magnetic stripe as a layer in your illustrator file as we need to remove before we print, this is added at finishing stage. Please send a visual PDF with your files so we can see all your extras and how they should look. With any notch, hole or slot, the space you have to work with is again reduced.

86mm

4mm

12.5mm

magnetic stripe

54mm

Download our design template >

dda notch

Bleed
Extend bleed graphics
or background 3mm
to this grey line

Trim
We will cut your cards
along this line to 86x54mm
with rounded corners

Safety
Keep any part of your
card you don't want cut
inside this safe area
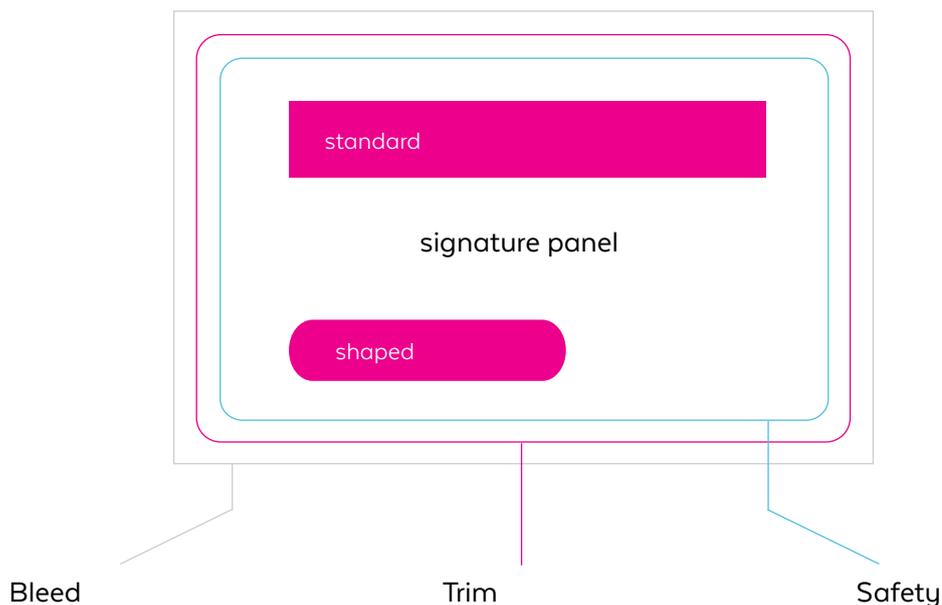
Show the extras I want on the card?

Barcode, QR code, number and signature panel

A barcode or QR code must always sit on a white area to ensure a good read when scanned. The optimum QR code size is 20mm. We need at least 3mm of white space around a barcode, due to movement caused by lamination distortion. Again please ensure your white area is 2mm within the safe zone and that you tell us the barcode symbology, along with any specific font required for numbering. We recommend a number be no less than Arial 8pt Regular.

Signature panels can be designed however you like, there are no restrictions. Most cards only have one panel, you can have more at no extra cost as long as they are on the same side. As with any extras please add them as a magenta coloured layer on your illustrator files and send a visual PDF for our reference.

86mm

barcode, QR and number

123456

54mm

Safety

Download our design template >

standard

signature panel

shaped

Bleed   Trim   Safety

Check my artwork before sending?

Your handy checklist

When we're busy we all forget to do something, hopefully this will help. Check every item below and when you're happy send the artwork through to help@madebyoomph.co.uk
If you need any help you can take a look at our FAQs, or even contact a Oomph Customer Champion on +44 (0) 1428 729306. We love to listen and are here when you need us.

Page Size/Layout

Page size set to 54x86mm	☐
Page includes correct bleed of 3mm	☐
All important images and text are at least 3mm from the page edge	☐
No borders are used	☐

Format/Files

Design is created in Adobe illustrator or in-design only	☐
Design is supplied in native format or print-ready outlined eps or pdf file	☐
Only relevant job files are included	☐

Fonts

All fonts are supplied or outlined	☐
All text is greater than 6pt	☐
Text is set as vector, not image	☐

Colour

All colours are converted to CMYK unless where there is a spot or pantone colour	☐
All colours have a total ink coverage less than 300%	☐
Tints contain more than 5% of Cyan, Magenta, Yellow or Black	☐
Large black areas are set 40% Cyan and 100% Black (Rich Black)	☐

Images

All images are original eps vector file saved as CMYK	☐
All linked or placed eps files are supplied	☐

Other

All artwork supplied with square corners	☐
Extras, e.g. signature panel and numbering are not shown on print files, only PDF visuals	☐
Fine line or hairliness are not less than 0.25pt	☐

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For more general questions visit our FAQ's section

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