

Artwork Specifications for Travel Identity

Name tags, Luggage tags, Bag tag, Identification tags, credit cards, magnets etc.

This works best with our systems.

1. Make art in Adobe Illustrator (Files; .ai .eps .pdf)
2. Bleeds should extend 1/8"
3. Photos should be cropped to exact size with bleeds, at 200 DPI CMYK. (copied into file, not placed).
4. Static copy (not personalized) should be made into outlines.
5. Variable data should have the fonts included. (Standard font packages are best. We should have most standard fonts.)
6. All spot colors should have PMS numbers. (not just CMYK values)
7. If there is more than one variation, put them on one page if possible, identifying each variation.

Most of the time if you send a Illustrator PDF, that's all we need.

If you need layouts, we can send them to you. Please feel free to ask for one.



All artwork must be submitted to us via [our online submission form](#).