

LOVE2SHOP



Customise Your Own Love2shop Products

How to design branded Love2shop gift
cards, carriers and voucher wallets

Benefits of Branding

Branded Love2shop cards and carriers let you own the gratitude of your audience every time they enjoy spending with Love2shop. Follow this guide to make sure your products shine on our custom products.

We understand not everyone has their own designers to meet the requirements, which is why you can always request our own in-house design service to help.

Branded Products Available

- ▶ Card (available separately or mounted onto a carrier)
- ▶ Carrier
- ▶ M6 Carrier (snap-off)
- ▶ Voucher wallet

Card

The Love2shop card is available on it's own but is usually produced and mounted onto a carrier (see overleaf).

Creating Your Card

Card image area shown in magenta is W85mm by D54mm. A bleed of 3mm in all directions is required (W91mm by D60mm). The Love2shop logo will sit in the area shown and is also available in a reversed out format. Please consider this with your card colour and design.

Please note - stand alone cards must include an activation message so one of the following stickers will need to be affixed depending upon the card scheme. There is no artwork requirement for these.

No Activation Required
This card is live and ready to use

Activate Now
This card must be activated prior to use.
Please visit www.love2shop.co.uk

Card artwork requirements (not shown to scale here)



There is a reversed version of the Love2shop logo which can be used depending upon card design/colour

Variable card data can be printed in black or white but must be clearly legible

Variable card data can appear in an 12mm deep white panel if required (see example shown bottom right)



- Card area available for personalisation W85mm x D54mm
- Bleed area (3mm)
- All elements marked with a black circle will be added internally to your artwork so PLEASE DO NOT INCLUDE ON YOUR ARTWORK.

Card examples: (l to r) black variable text overprint, white variable text and white panel



Carrier (front/outer)

For mounting a Love2shop card.

Creating Your Carrier

1. Front cover image area shown in magenta tint is W126mm by D93mm. Your design will need to read in the same orientation as Front Cover text is shown right.
2. Back cover area shown in grey tint is W126mm by D104mm. You may colour the background with a colour sympathetic with your design however, please consider the following:
 - a. The latest Terms and Conditions text will be added internally to your artwork which will be printed black or reversed out of your background colour so please ensure your background colour will allow for this. Please avoid gradients or design elements that will impede legibility.
 - b. Love2shop and flexecash logos will be added internally to your artwork so your background colour will need to work with one of the two Love2shop logos displayed.
3. Overall finished artwork size is W126mm x D197mm (plus 3mm bleed).

Carrier artwork requirements (not shown to scale here)

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There is a reversed version of the Love2shop logo which can be used depending upon card design/colour

Offset fold position 93mm allows for variable data (see overleaf) to be visible when folded

Front Cover reads this direction

LOVE2SHOP

For help visit www.love2shop.co.uk or call 0344 770 9015.

1. For purchases that are for more than this card's balance, first pay the difference using another method (i.e. cash or debit/credit card) then pay the rest using this card.
2. The balance on this card is not protected by the Financial Services Compensation Scheme but it is held on trust. The trust deed is on our website.
3. This card must not be re-sold.
4. This card belongs to Park Card Services Ltd of Valley Road, Birkenhead, Merseyside, CH41 7ED.
5. By using this card you are deemed to accept our T&Cs, which are on our website.

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flexecash

Cover area available for personalisation W126mm x D93mm

Back cover area available for flat colour W126mm x D104mm

Bleed area (3mm)

All elements marked with a black circle will be added internally to your artwork so PLEASE DO NOT INCLUDE ON YOUR ARTWORK.

Carrier (inner)

For mounting a Love2shop card.

Creating Your Carrier

1. Print area shown in magenta is W126mm by D197mm. An 11mm clear area (from the base) will be overlaid to hold the sequential numbering and expiry date. There is an area which will be covered by your card. When creating your design, please consider the following:

- The latest logo block will be added by us on to your artwork which will be printed on a white panel to the dimensions and position shown.
- Your card will sit in the position and at the size shown. Your design may continue behind this and/or you may wish to include some marketing text in place of our standard text shown here. Text and keyline can be white but must be clearly visible.
- Depending on your card scheme your carrier may require an activation message which will need to be included behind the card. The 2 activation messages are shown in magenta opposite and one of these must be visible if you choose not to include this as a sticker attached to your card. We will re-centre the text in this panel accordingly.

2. Overall finished artwork size is W126mm x D197mm (plus 3mm bleed).

Please note - if your carrier does not include an activation message then depending upon your card type, one of the following stickers will need to be affixed to your card.

No Activation Required
This card is live and ready to use

Activate Now
This card must be activated prior to use.
Please visit www.love2shop.co.uk

Carrier artwork requirements (not shown to scale here)

Logo block area is W116mm x D113mm and sits at 5mm across and down. Retailers shown vary according to card scheme type.

Offset fold position 93mm runs through this space

Card panel W85mm x D54mm at 20.5mm across and 125mm down

Activation message variations

Variable data sits in clear panel 11mm deep

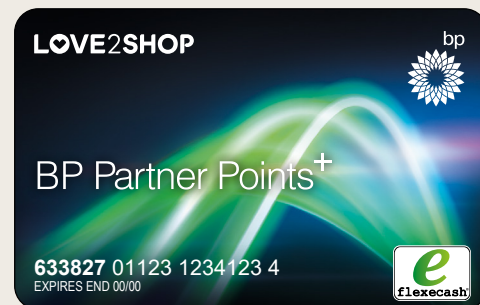
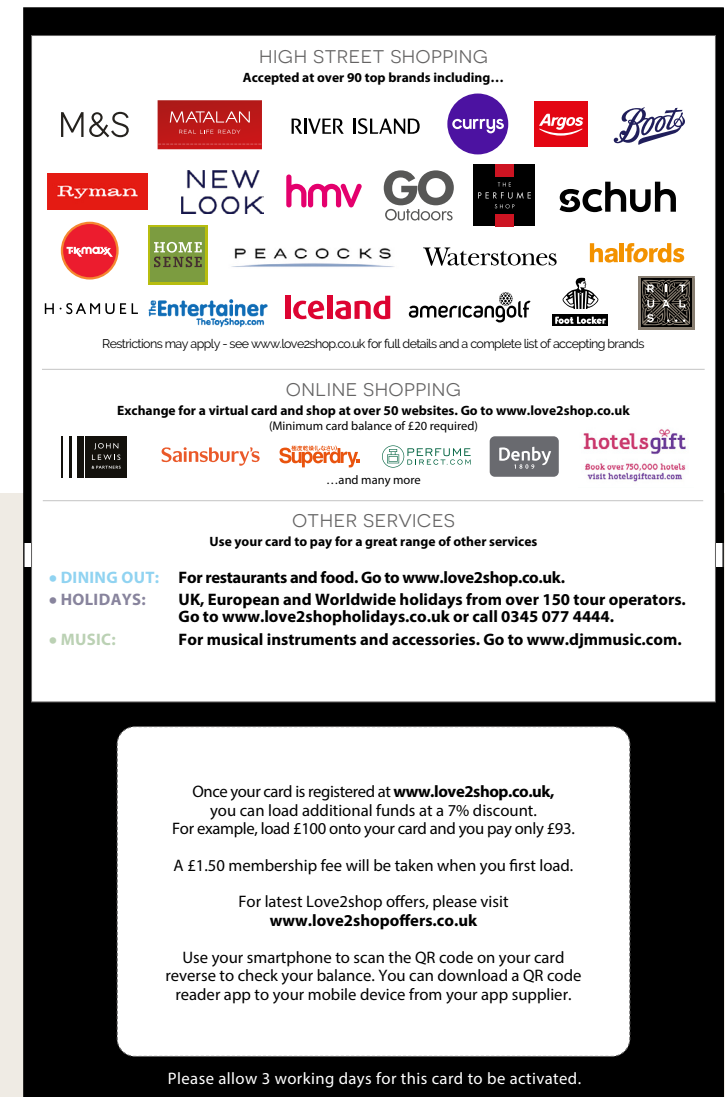
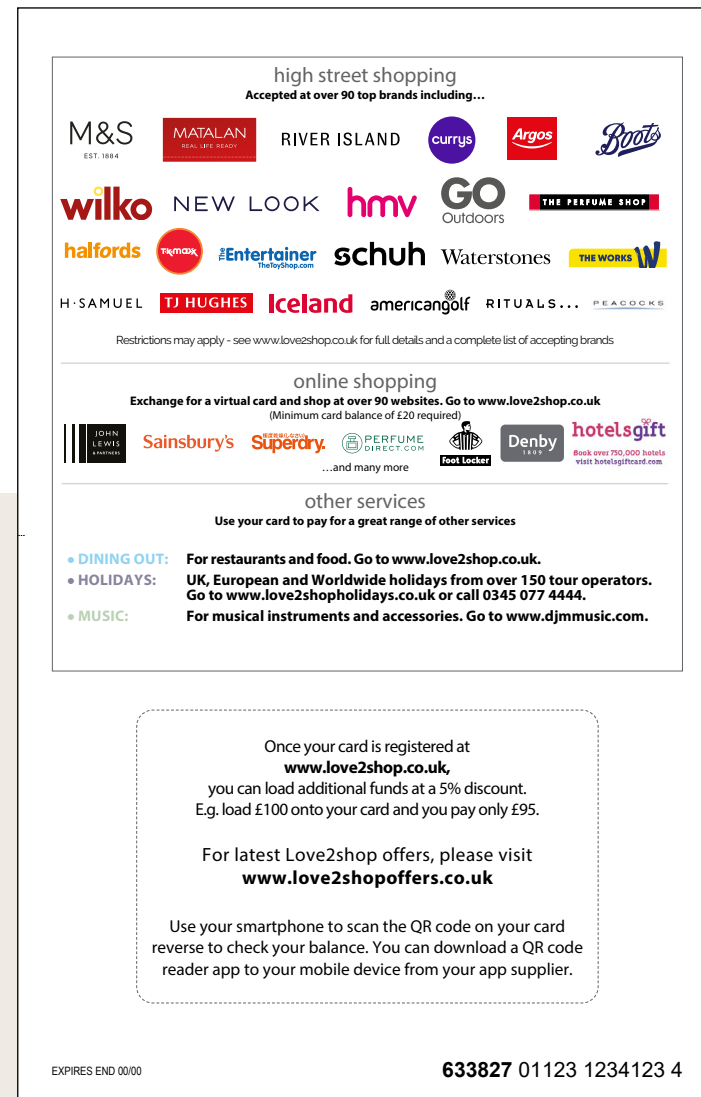


- Inner area available for personalisation W126mm x D197mm
- Bleed area (3mm)
- All elements marked with a black circle will be added internally to your artwork so PLEASE DO NOT INCLUDE ON YOUR ARTWORK.

Carrier Examples

Reversed-out style outer, plain inner with printed activation message

Plain style outer, reversed-out style inner, activation sticker on card



M6 Carrier (snap-off)

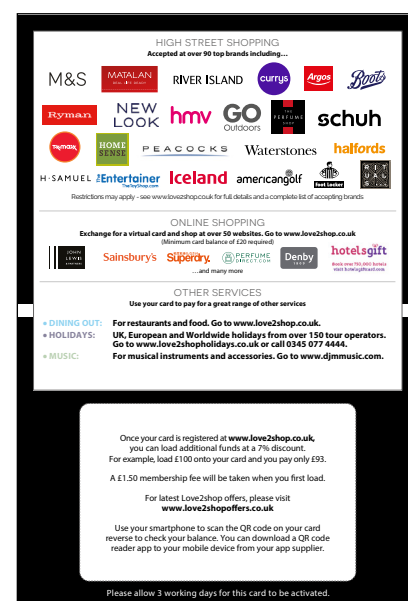
For mounting a Love2shop card.

Creating Your Carrier

1. Only the areas shown in magenta are available for personalisation.
2. Total area is W85.6mm x D124mm.
3. Area above the card is W85.6mm x D70mm. Card area is W85.6mm x D54mm.
4. Please ensure to include 3mm bleed.
5. DO NOT include Love2shop and flexecash logos in your artwork.
6. For the area above the snap off, DO NOT include any of the artwork shown (e.g. logo block, text, etc). Your artwork must allow for a 2 line header and activation message so please consider legibility of the main message and activation text.
7. Dotted line is for position only - this will not appear in the final design.

Please note - there is no personalisation available for the reverse which is shown here for illustration purpose only. All variable card data appears on the reverse.

Reverse



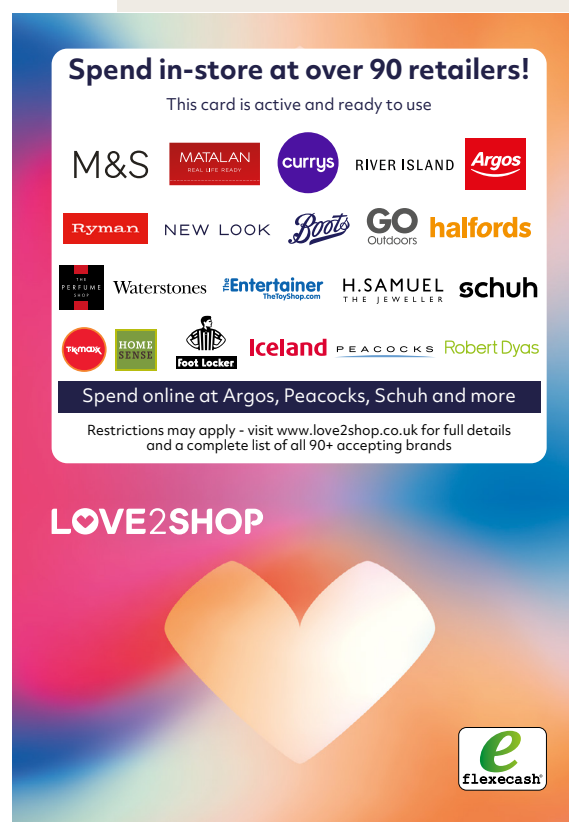
2 line header here

Logo block area is W79mm x D37mm and sits at 3.3mm across and 19mm down. Retailers shown vary according to card scheme type.

2 line activation message here

2 versions of logo available (see card page)

Branded example



- Area available for personalisation (see opposite for dimensions)
- Bleed area (3mm)
- All elements marked with a black circle will be added internally to your artwork so PLEASE DO NOT INCLUDE ON YOUR ARTWORK.

Voucher Wallet

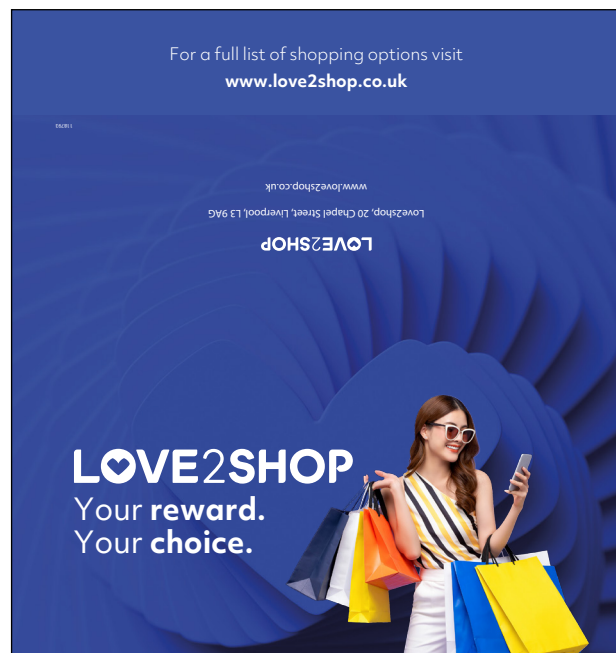
For enclosing Love2shop vouchers.

Creating Your Carrier

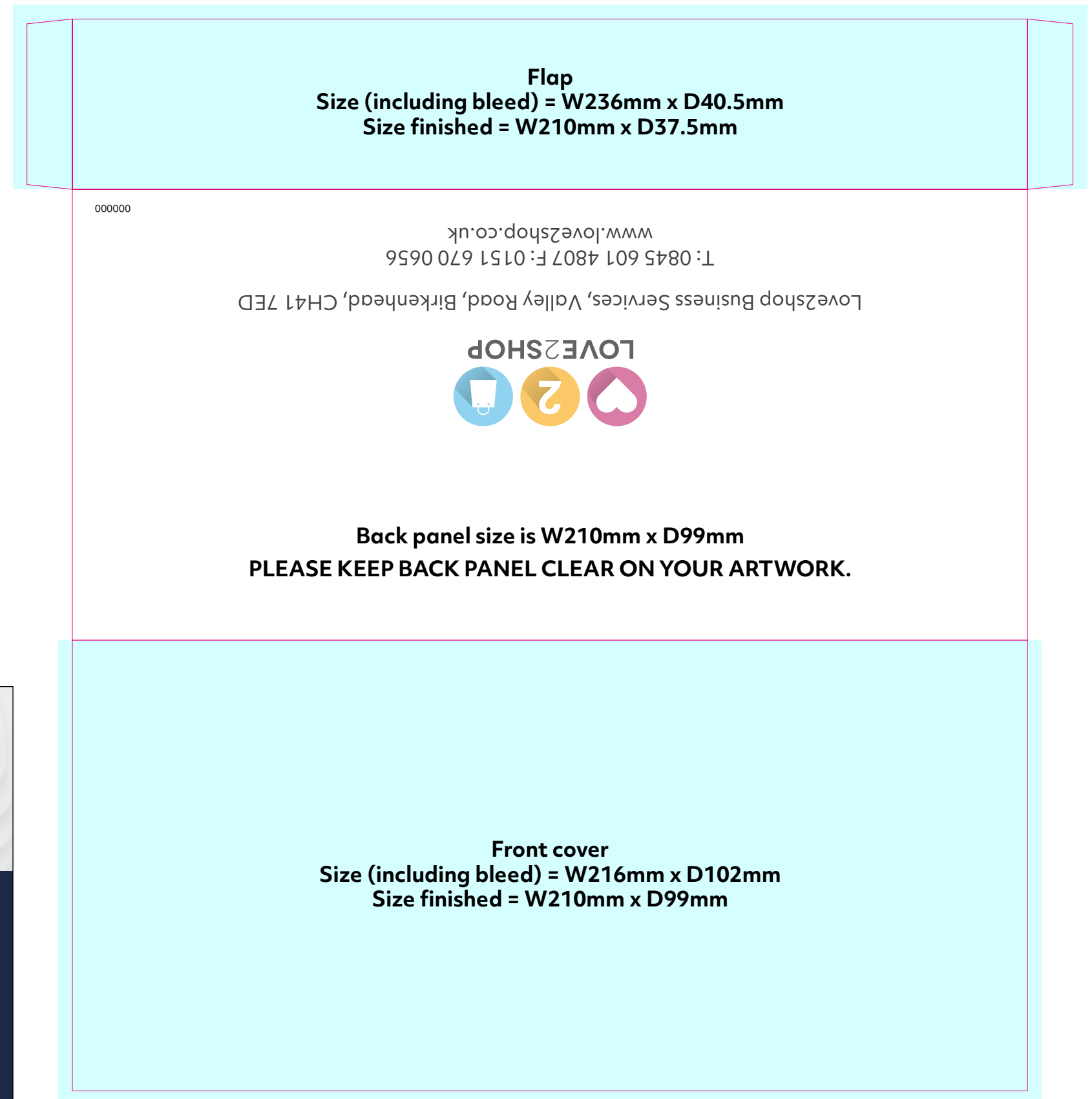
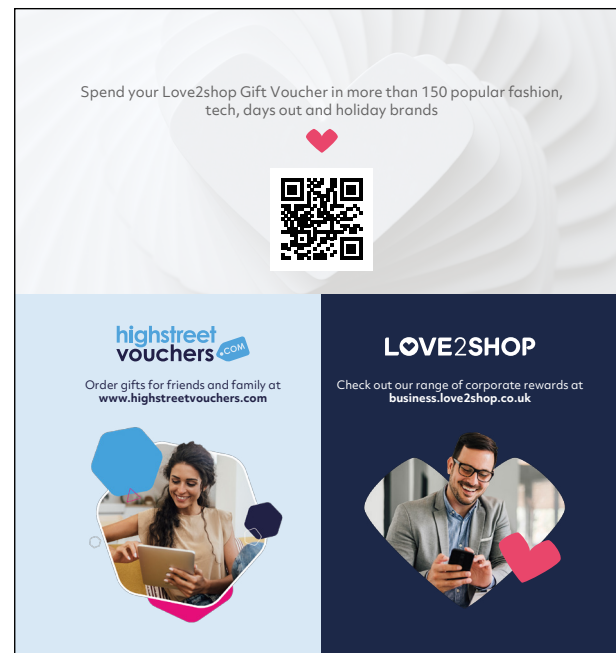
1. Follow the dimensions shown opposite.
2. Artwork must read in the same text direction as appears on the magenta panels opposite. If unsure see examples below.

Please note - there is no personalisation available for the inside which is shown here for illustration purpose only.

Example showing direction of panels for text reading



Inside display



Only the areas shown are available for personalisation at the dimensions shown. These show bleed and finished size and the cutter guide that will be used.

Supplying Artwork

1. Our preferred choice of files are vector based artwork with all fonts to outlined and saved as either .eps or .ai files.
2. Hi-resolution PDF's are acceptable.
3. Bitmap images are acceptable for single and full colour printing in CMYK and must have a minimum resolution of 300dpi. Bitmap images are commonly saved with the file extension: .tif, .jpg, .bmp .psd.
4. Please do not submit Microsoft Word documents or artwork taken from a website as the resolution is too low for printing.

Supply files through an email to your Love2shop contact.

We suggest large files over 10MB are sent via an online file transfer function such as WeTransfer.

