RFID CARD

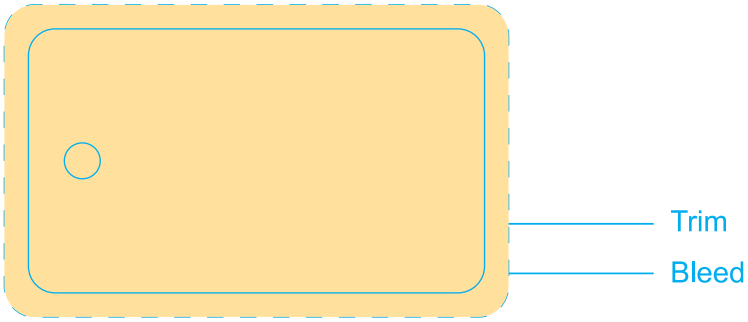
FRACTION	DECIMAL	METRIC
1-3/8"	1.375"	34.9 mm
2-3/8"	2.375"	60.3 mm

NOTES & REQUIREMENTS

- Minimum 1/8” margin for non-bleeding artwork
- Provide 1/4” bleed for artwork extending beyond card edge
- Any raster images must be embedded, CMYK, minimum 300dpi
- Convert all fonts to outlines
- Any spot colors will be converted to process; however, indicate Pantone color spec for reference.
- CMYK coverage should not exceed 220%

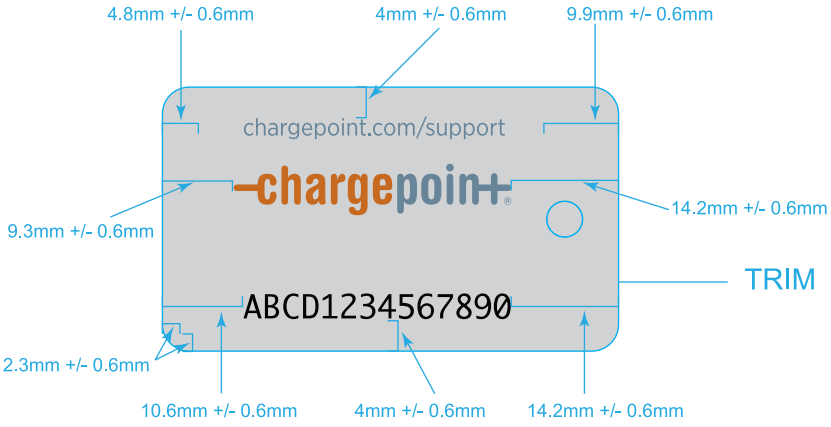
Enter artwork here
(use CUSTOMER ARTWORK layer)

Indicate any PMS colors



Customizable

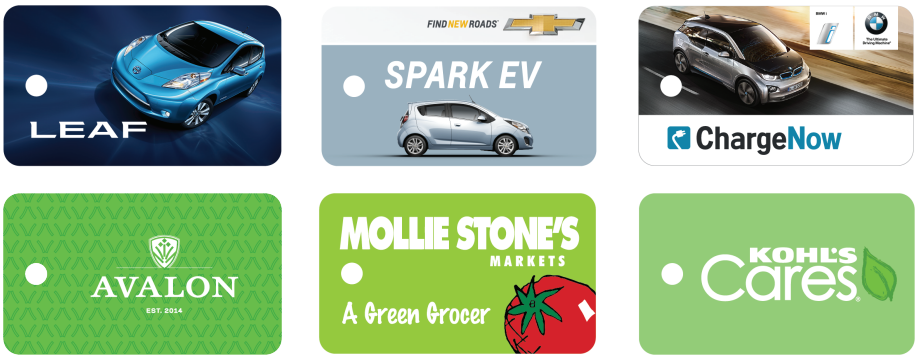
Non-customizable
Reserved for ChargePoint content only, not editable



PMS 158 Orange
PMS 5425 Gray

Fonts converted to outlines

SAMPLE CUSTOMER ARTWORK



RFID MAILER

Customizable

Non-customizable
Reserved for ChargePoint content only, not editable

NO CUSTOM ARTWORK ON THIS PANEL
RESERVED FOR CHARGEPOINT CONTENT

GATE FOLD PANEL
(not visible until trifold is opened)

This panel is reserved for ChargePoint content and is not customizable.

A: direct mail

Enter logo and return address here (available area 2.5" x 1.5")

Use CUSTOMER ARTWORK layer

B: handout

Enter artwork here (available area 6.25" x 4.4")

Use CUSTOMER ARTWORK layer

A
B

BACK PANEL

*Use either space A or B, depending on whether kits will be distributed through the mail (**space A**) or in person (**space B**).*

Custom Artwork

Suggested wording to include:

Welcome to easier EV driving with ChargePoint®, the world's leading charging network—at home and everywhere you need it.

Use CUSTOMER ARTWORK layer

Custom Artwork

FRONT PANEL

This front panel is fully customizable.

INSIDE SPREAD

This panel is reserved for ChargePoint content and is not customizable.

Customized RFID card will go inside this spread. It will be positioned as shown.

NO CUSTOM ARTWORK ON THIS PANEL
RESERVED FOR CHARGEPOINT CONTENT

NO CUSTOM ARTWORK ON THIS PANEL
RESERVED FOR CHARGEPOINT CONTENT
WE INSERT YOUR CUSTOMIZED RFID CARD HERE.

Customized RFID card

NO CUSTOM ARTWORK ON THIS PANEL
RESERVED FOR CHARGEPOINT CONTENT

NOTES & REQUIREMENTS

- Submit artwork in Illustrator EPS format
- Convert fonts to outlines
- Link any raster images (do not embed). Images must be minimum 300 dpi, CMYK color.
- Provide 1/8" bleed for any graphics that extend beyond trim.

Flat size: 8.26" x 13.125"
Final folded size: 6.25" x 4.375"

SAMPLE CUSTOMER ARTWORK

CUSTOMIZABLE AREAS
Highlighted in Yellow