



Support Masar First Alternative Palestinian School  
by Masar Institute for Education



# Custom Gift Cards

## Specifications + Requirements

Thank you for supporting local organizations through GlobalGiving's charitable gift card program. This document includes **file specifications**, **content requirements**, and **product dimensions** to aid you in creating gift cards, gift card carriers, and e-cards for your company.

To view our brand guide and download our fonts and logos, visit [www.globalgiving.org/aboutus/news-media/brand-assets/](http://www.globalgiving.org/aboutus/news-media/brand-assets/).

If you have any additional questions regarding these guidelines or brand compliance, please email [partnerships@globalgiving.org](mailto:partnerships@globalgiving.org).

# File Specifications

## Gift Cards and Carriers

### Accepted file types

- **.ai, .psd, .indd**  
(*Adobe Creative Cloud and below*)
- **.pdf**
- **.eps**

- Please include all printer or screen fonts when sending files, or convert all fonts to outlines.
- For .ai files, please make sure all images are embedded in Illustrator before sending.

### Color formatting

- Files should be saved in either CMYK or Grayscale color formats.
- When printing 1-2 or 3 color jobs, specify the color as PMS.
- When printing 4 color jobs, specify the color as CMYK.

### Resolution

- Resolution should be 300dpi at the actual printed size on the gift card or gift card carrier.
- Low resolution web images (images below 300dpi) are not suitable for printing.

Art not meeting these requirements may delay the production of your order.

## E-cards

- Files should be saved as **.png** with dimensions **1200px wide by 600px** long. Resolution should **300dpi** in **RGB color format**.

# Content Requirements

## Gift Card

**Card front** must include the horizontal GlobalGiving logo in either its white, orange, or full color variations. If placing our logo over a photo, the white logo is suggested.

**Card back** must include the GlobalGiving logo and the following text:

GlobalGiving provides funding, tools, training, and support to nonprofits in nearly every country. Use this gift card to donate to vetted local changemakers who are making our world a better place.

How To Redeem Your Gift Card:

1. Go to [globalgiving.org/redeem](https://globalgiving.org/redeem)
2. Give to a project that is meaningful to you
3. Receive updates about your gift's impact

## Gift Card Carrier

**Carrier back** must include the GlobalGiving logo and the following text:

Purchasing this gift card represents a charitable contribution that may be deductible for tax purposes to the purchaser. Gifts to GlobalGiving represent irrevocable donations, are non-refundable, and do not pay dividends or interest. GlobalGiving has provided no goods or services in consideration of your gift.

Questions or comments? Email us at [thankyou@globalgiving.org](mailto:thankyou@globalgiving.org) or call 202-232-5784.

## E-card

**Email content** must contain the GlobalGiving logo at the bottom. The logo does not need to be included in the e-card image itself.

Below are examples of suggested email copy.

- If a custom url with an embedded gift code is used:

Email Subject: You have received a GlobalGiving Gift Card from (Company Name)

Amount: \$10.00 USD

Gift Card Code: XYZ12345678

Exp. Date: Oct 13, 2017

To show our appreciation for being a valued client, we're giving you a gift that can be redeemed to support a cause of your choice among 3,000+ vetted projects around the world.

To redeem your gift card, click the 'Redeem Now' button below, find your favorite project on [globalgiving.org](http://globalgiving.org), and make the world a little better by making a donation to it using your gift card.

[ REDEEM NOW BUTTON ]

- If a gift code is not embedded into a custom url:

Email Subject: You have received a GlobalGiving Gift Card from (Company Name)

Dear Employee,

To thank you for your leadership, you have received a GlobalGiving gift card. We recognize our employees through giving back and we're pleased to offer you the opportunity to redeem this gift card to a charity project of your choice.

Amount: \$200 USD

Gift Card Code: XYZ12345678

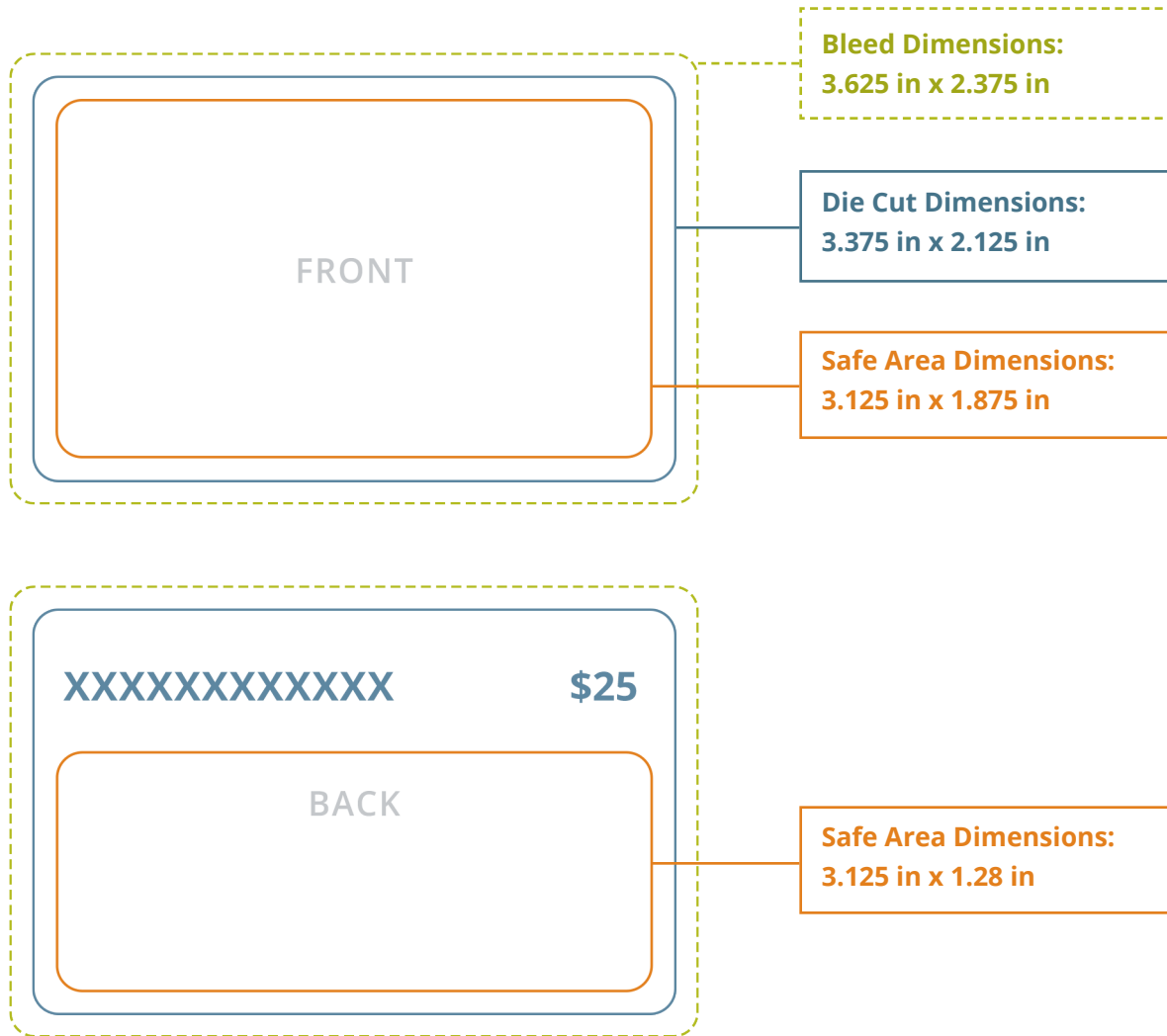
Expiration Date: Oct 13, 2017

To redeem your gift card, please visit [www.globalgiving.org](http://www.globalgiving.org) and choose from any of the 3,000+ charity projects around the world. Enter code at checkout to redeem the gift card.

# Product Dimensions

- Designs that have a non-white background or extend to the edge of the card or carrier need to extend into the bleed to ensure there are no white edges.
- Important text and graphics should stay inside the safe area to ensure they are not cropped after cutting.

## Gift Card

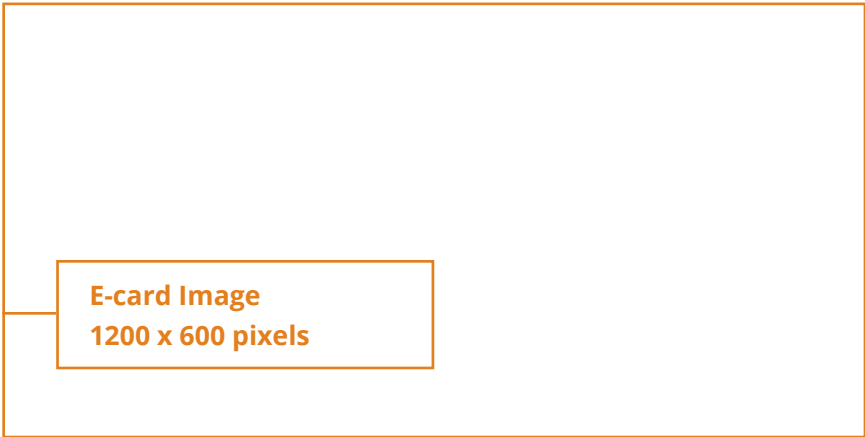


- The back of the card has a smaller safe area to allow space for card information.

# Gift Card Carrier



# E-card



Amount: **\$10.00**  
Gift Card Code: **XXXXXXXXXXXX**  
Exp. Date: **Oct 13, 2017**

To show our appreciation for being a valued client, we're giving you a gift that can be redeemed to support a cause of your choice among 3,000+ vetted projects around the world.

To redeem your gift card, click the 'Redeem Now' button below, find your favorite project on [globalgiving.org](http://globalgiving.org), and make the world a little better by making a donation to it using your gift card.

**REDEEM NOW**

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[www.GlobalGiving.org](http://www.GlobalGiving.org)

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