



BUSINESS CARD HELPGUIDE

To ensure your business card artwork is correct follow these simple steps and specifications.

STEP 1: DOCUMENT SIZE

Document size should be 94x59mm
This is your "bleed area". Your background, whether its an image or colour must be this size to prevent white borders around your card.

STEP 2: TRIM SIZE

Trim size is 90x55mm
Set some guides 2mm from each edge to make box of 90x55mm within the document size. This is the final trimmed size of the card.

STEP 3: RECOMMENDED SAFE AREA

Safe area is 84x49mm
Set a second set of guides 3mm from the trim line on each edge to make a box of 84x49mm.
This is the "safe area". We recommend all text and images which need to be seen in full be kept within these guides.

FILE SPECIFICATIONS:

2mm Bleed.

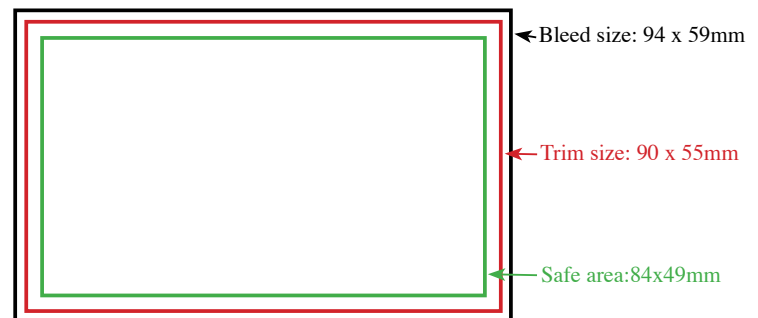
3mm recommended safe area.

300dpi.

Files to be supplied one up per page.

Accepted file types are pdf, eps, tiff or high res jpeg.

Minimum card size is 80x45mm.



HELPFUL HINTS:

BOUNDING BOXES

When using Illustrator remember to create a bounding box (a box of no fill or colour) around the entire artwork
This ensures your art is centred correctly.

OUTLINE ALL TEXTS

All texts need to be created to outlines to ensure no text drops off during printing.

ROUNDED CORNERS

You do not need to include the rounded corners in your artwork, simply follow the standard template and we will do the rest.

EXPORTING

We have included our PDF preset for InDesign, Go to [File > Adobe PDF Presets > Define] to load.

