

## DL Postcard Helpguide

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

### 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.
- Black on the reverse must be supplied in grayscale.

### STEP 1: DOCUMENT SIZE

103x214mm

This is your “bleed area”. Your background, whether its an image or colour must be this size to prevent white borders around your brochure.

### STEP 2: TRIM SIZE

99x210mm

Set some guides 2mm from each edge.

This is the final trimmed size of the print.

### STEP 3: RECOMMENDED SAFE AREA

93x204mm

Set a second set of guides 3mm from the trim line.

This is the “safe area”. We recommend all text and images which need to be seen in full be kept within these guides.



### 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.