

US Standard Business Card Size

Bleed area: 10 x 6 cm

Extend your background to fill the full 'bleed area' - it'll make sure you don't end up with white edges when your Business Card is trimmed.

Trim: 9 x 5 cm

This is where we aim to cut your Business Card

Safe area: 8 x 4 cm

Keep all the important bits of your design - text, logo, icons - inside this area. (Not your background - that still needs to run to the edges of bleed.)

Do

- Edit and save your file in CMYK
- We use ICC profile; cooled GRAColor 2006
- Outline your text before saving (select all of the layers, click "type" in the menu, select "create outlines").
- Text and Images? Save your file as a PDF (x-la)
- Just a photograph? Save as a high resolution JPEG
- (only if there's no text at all).
- Spot UV: add a separate layer for the areas you want to fill with Spot UV, and make the colours C:0 M:100 Y:0 K:0
- Foil: add a separate layer for the areas you want to fill with Foil, rename it to "Foil" and make the colours C:100 M:0 Y:0 K:0
- Delete the artwork guideline group layer before saving

Don't

- Flatten your layers or image before saving - it'll reduce your print quality
- Add additional bleed or print/crop marks to your files - just save your file to the size of this template
- Save as a multiple page PDF - each design will need to be uploaded individually to inhousepack.co.uk