



SETTING UP A BUSINESS CARD FOR PRINTING

Safety Gutter

Important text/content should remain within the safety gutter, otherwise it may be trimmed off. Content should be **0.125 inches** away from the cut line.

Cut Line

The red dotted lines indicate the cut line. The cut line is where the artwork will be trimmed to its final size.

Bleed

Any artwork/image you use as a background should extend to the bleed area. Otherwise, your cards will print and be trimmed with a white border around the artwork/image. To set up for bleed, you must add **0.1 inches** to each side of the card. The size of your file including the bleed will be **3.7 x 2.2 inches**.

Size

This indicates the final size of your printed card after the bleed has been trimmed off. The final size of your produced card will be **3.5 x 2 inches**.

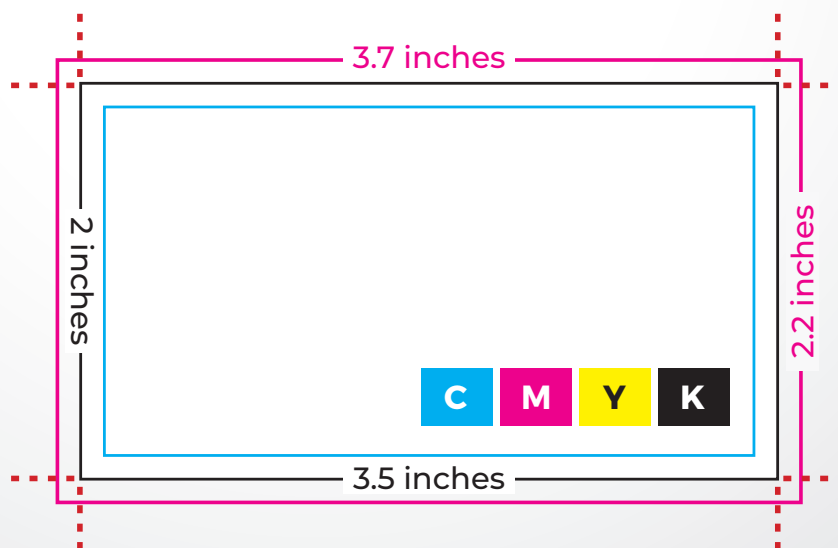
Color

Files should be set up to print in **CMYK**. Setting it up in RGB will not produce a close color match because it is not for print, that is the format for screens. Keep in mind that the colors will differ once they are printed.

Resolution (DPI)

For the best printing results, your file should be saved at **300 DPI**.

TIP: Using images, logos, or artwork at **300 DPI** or in **vector** format helps to avoid pixelation (blurriness) within your business card design.



PRINTZOOM



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