

TRIM 85mm x 55mm

SAFE AREA 80mm x 50mm

# Business Card Artwork Guidelines



**Standard business card trim size is 85mm x 55mm.**

This is the physical size the business card is cut to.



**Bleed area is 91mm x 61mm.**

Your artwork should extend out beyond the trim area to ensure there's no white edges



**Safe area is 80mm x 50mm.**

Ensure 'live' matter (IE text and logos) are inside the safe area to ensure they are not cut off.

## ✓ REMEMBER

- All artwork to be set up as CMYK. Use ICC profile coated FOGRA 39 use PDF/x-1a.
- All files should include a minimum of 3mm bleed.
- Include crop marks, cutter and spot UV guides (ideally as spot colours).
- All fonts to be embedded or if in doubt outlined.
- Pictures need to be 300dpi at print size.
- 'Spot Colours' must be named within the PDF.
- Solid areas of black, should be set to 30/20/20/100 (CMYK Values), and black text should always be 100% black.
- **DELETE ARTWORK GUIDELINES BEFORE SAVING.**

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