GUIDELINES
for print ready PDFs

We accept files created in the following programs: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, PowerPoint, Excel, Word and Publisher. If you are sending the following file formats (.ai, .psd, .indd), please use the Package or PreFlight option when saving to ensure we have all fonts and images used in the file. Files opened with an earlier/later version of the program may cause text and images to shift, so try to save as a PDF as often as possible. Double check your PDF before sending.

Document Size, Margins and Bleed

bleed : the portion of the product that will be trimmed off when it is cut to the final size; the purpose is to continue a color, image or design to the edge of the product.

Submit artwork as a single piece (one per document), unless otherwise specified.

All text and images should be at least 1/8" away from the edge (unless they are to bleed).

If you require a bleed, please add 1/8" to each side of your product.

Borders

Borders are not recommended, as shifting in the cutting process may make borders appear uneven.

Color Mode and Images

All color artwork and/or images must be provided in CMYK. Artwork and/or images provided in RGB will automatically be converted to CMYK. This may alter the appearance of the colors.

Black and white artwork and/or images must be provided in grayscale color mode.

We recommend a minimum resolution of 300 dpi for all images or Photoshop files.

Text

Create outlines or convert text to curves when possible.

If you are not able to create outlines/curves, embed fonts or supply the font along with the original file.

SAFE ZONE
All critical elements (text, images, graphic elements, logos, etc.) must be kept inside the blue box. Anything left outside the blue box may be cut off during trimming.

TRIMMING ZONE
Please allow 0.125 inches cutting tolerance (margin) around your card. We recommend no borders due to shifting in the cutting process; borders may appear uneven.

BLEED ZONE
Make sure to extend the background images or color 0.125 inches, to the edge of the black outline.