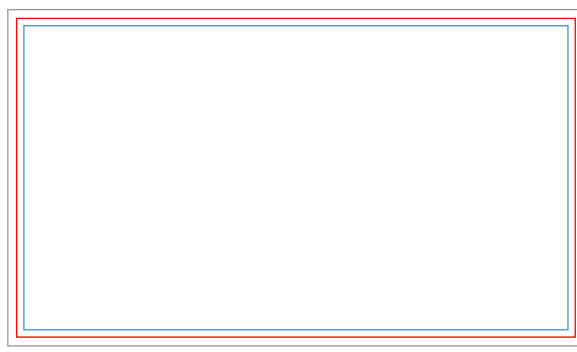


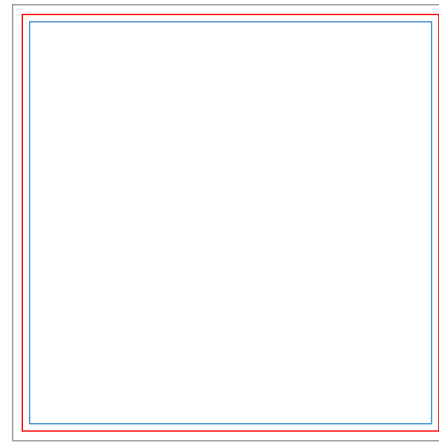
BUSINESS CARD SIZES



Business card
Standard matte

Document Trim Size
3.50" x 2.00"
89 x 51 mm
1050 x 600 pixels

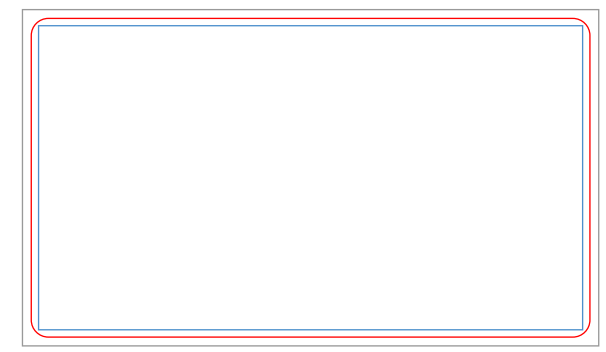
Full Bleed Size
3.61" x 2.11"
92 x 54 mm
1083 x 633 pixels



Square business card
Standard matte

Document Trim Size
2.51" x 2.51"
64 x 64 mm
752 x 752 pixels

Full Bleed Size
2.63" x 2.63"
67 x 67 mm
788 x 788 pixels



Rounded corner business card
Standard matte

Document Trim Size
3.50" x 2.00"
89 x 51 mm
1050 x 600 pixels

Full Bleed Size
3.62" x 2.12"
92 x 54 mm
1085 x 635 pixels

— bleed line — cut line — margins

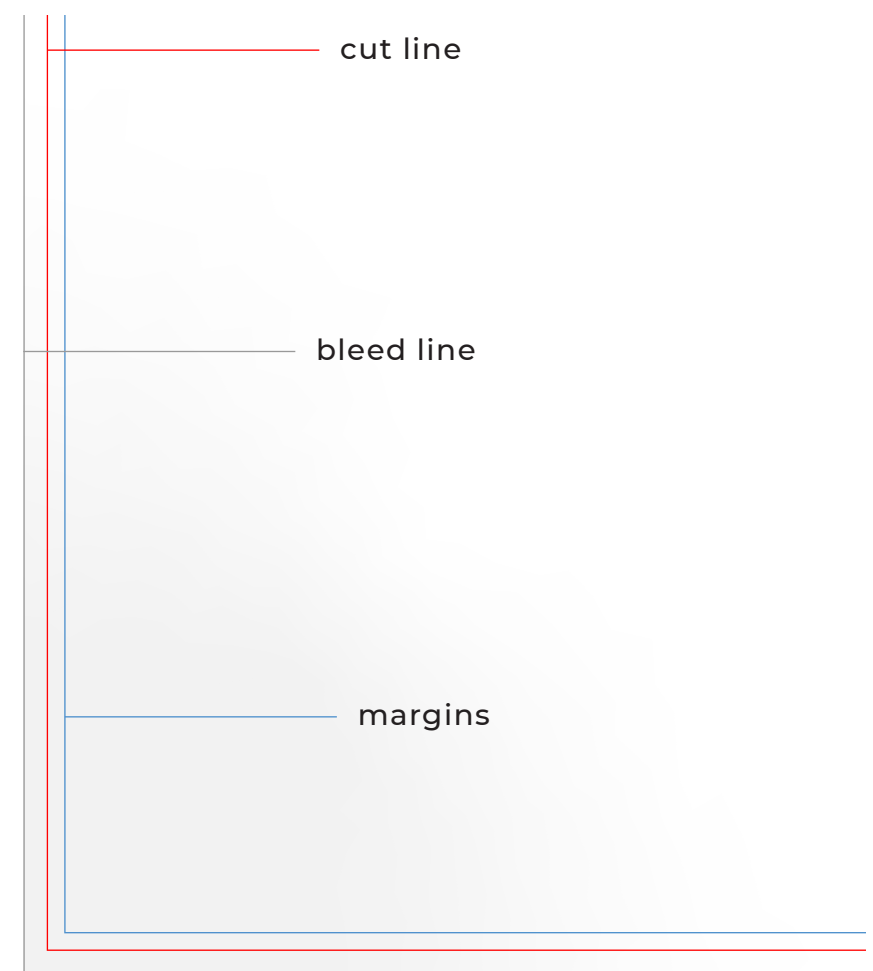
TIPS FOR GREAT UPLOADS

01 TRIM, BLEED AND MARGINS

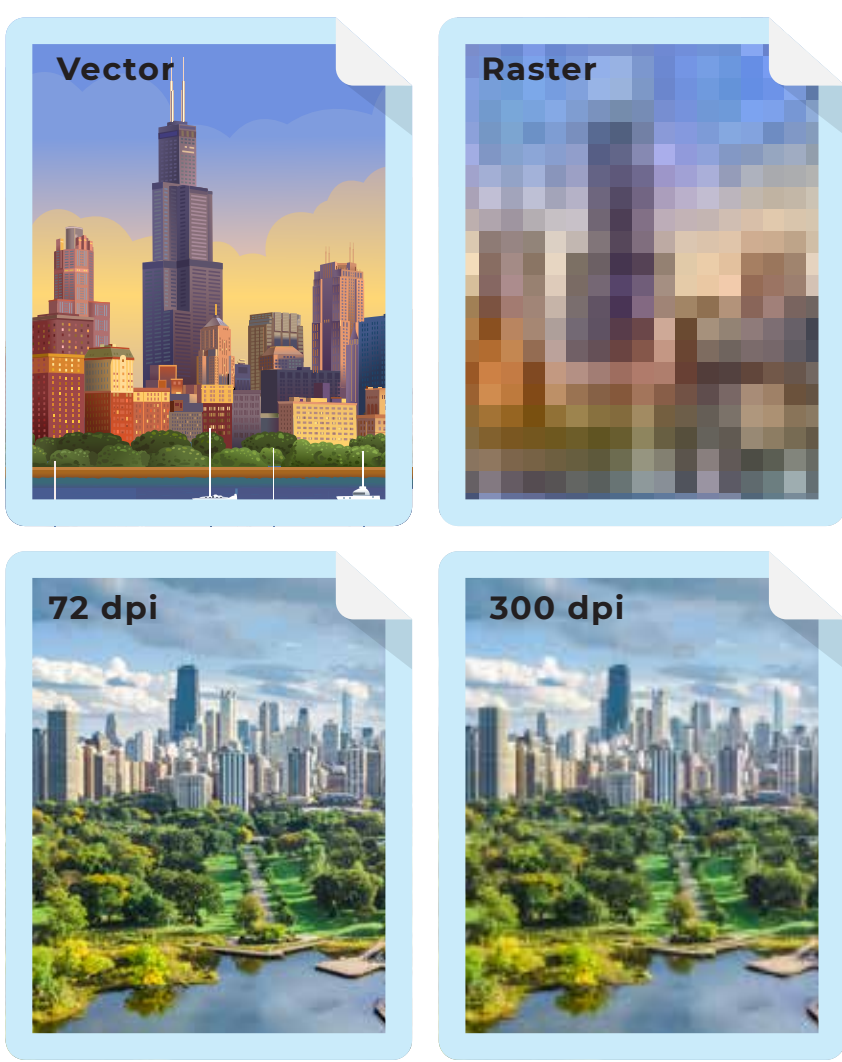
Trim
Trim lines are the finished size of the document. The document is cut close to the trim line, but because of the mechanical tolerances involved in printing, the actual cut can happen anywhere between the bleeds and the safe margin. This is why it is important to keep your text and important images within the safe margin.

Bleed
The very edges of the document are called the bleed area. To prevent an unwanted white border from showing at the edge of your document, be sure to extend any background colors or design elements all the way to the edge. It is desirable that the size of the bleed be .0587" from each side, regardless of the dimensions of the product.

Safe area / Margins
Please remember to keep all important information, like names, addresses, phone numbers or logos at least .137" from the edge, within the safe margin (represented by the blue line) to ensure that they aren't cut off when your document is trimmed.



02 RESOLUTION



What is resolution?
Resolution refers to the number of dots per inch (dpi), or the amount of detail the image has. Most documents prepared for upload should be 300 dpi at 100% of the final print size. Higher resolution means a more detailed image, and also larger file and longer upload time.

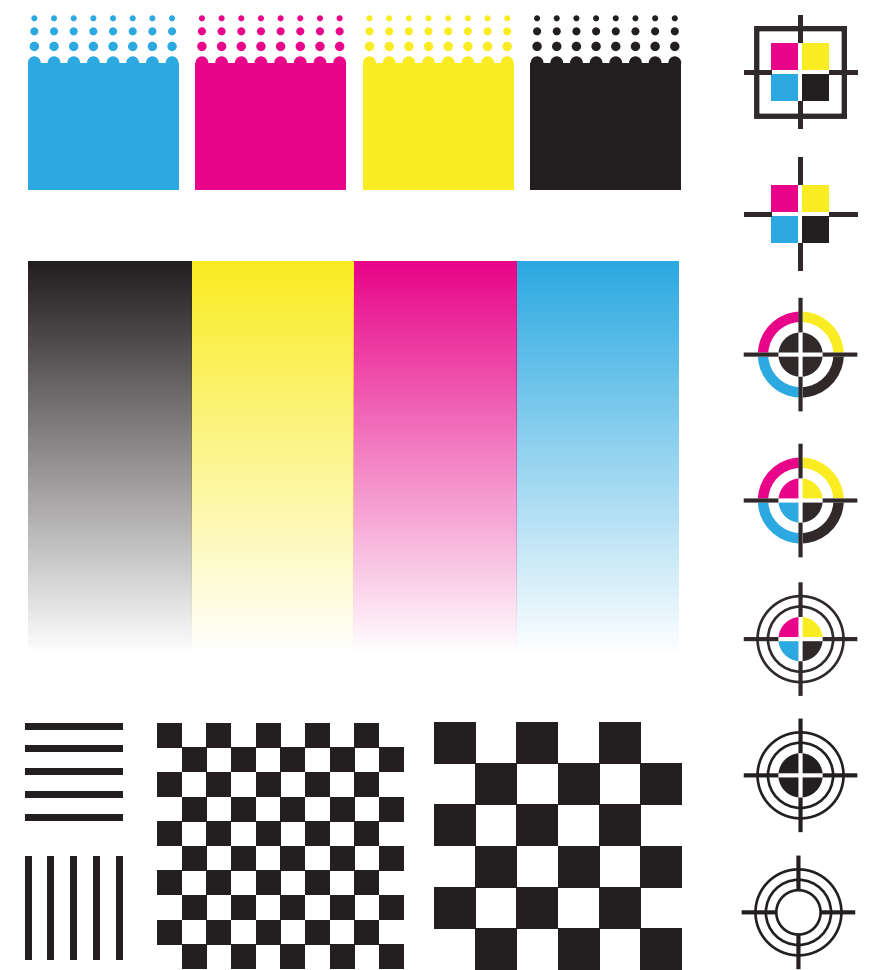
Use Vector Art
When possible, use vector graphics created in a desktop publishing program. Vector images are different from photos because they use mathematical equations to define each component of the image. Vector graphics retain high image quality at any size.

Images
Any image you plan to use must be saved at approximately 300-dpi at 100% output size for the very best printing results. It's helpful to know that shrinking an image on a product will increase its resolution. For example, an image captured at 600 x 900 pixels has 150-dpi at 4" x 6". However, it can be printed at 300-dpi by reducing its dimensions on the product to 2" x 3".

03 DESIGN IN CMYK

Since computer monitors use a different color definition (RGB) than that used by professional printers (CMYK), you should convert your document to use the CMYK color definition to achieve the most accurate color results. If your software allows, use "CMYK: Web Coated (SWOP) V2" to see the most accurate representation of the final printed colors.

CMYK vs. RGB
CMYK (Cyan, Magenta, Yellow and Black) are the colors used in the printing process, whereas RGB (Red, Green and Blue) are the colors used by screen displays such as your monitor. Please note that JPEG files are almost always in RGB. Your document should be created in CMYK mode so that the colors that you see on the screen most closely match the final printed product. If you create your document in RGB, the colors in your printed product may vary slightly. Many of the bright values produced by your monitor cannot be reproduced in print.



04 CONVERTING FONTS TO OUTLINES

Outline

* Changeable text

Outline

* Outlined - Text converted to curves

Text can be converted to curves (paths) in some graphics programs. This will fix upload errors that result when fonts cannot be embedded in your file.

How to convert fonts to outlines in Adobe Illustrator?

1. Select all text.
2. Click Type Menu > Type > Create Outlines
3. Text now has a blue outline.
4. Save a copy and re-upload.

