



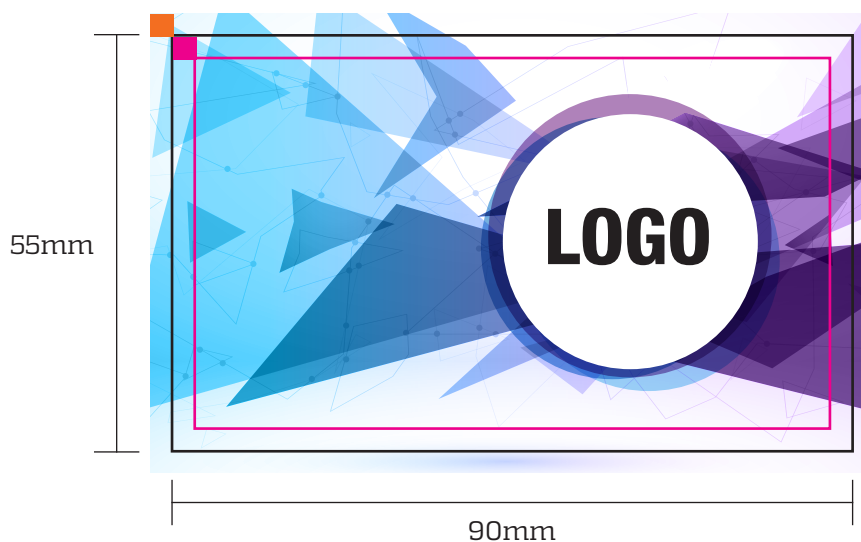
# ARTWORK GUIDELINES BUSINESS CARDS

Dimension: 90mm x 55mm

- Margin - 3mm space on all sides separating the text from the edge of the paper
- Bleed - 3mm extra on areas to be trimmed off, ensures that no unprinted edges occur in the final trimmed document

Avoid fine reverse text, use bold

Proof for spelling mistakes



Business cards are printed four or more up on a sheet and then cut down on a guillotine. When artwork is set up to the exact size of the card we cannot guillotine precisely on the edges without leaving a white border.

For this reason any colours or images that print to the edge of the card must extend (Bleed) past the edges of the card. This bleed is then cut off when the cards are guillotined.

Avoid frame borders when possible as they often appear uneven. If you must have borders allow at least 4mm inside the card.

The “official” size of business cards is 55x90mm.