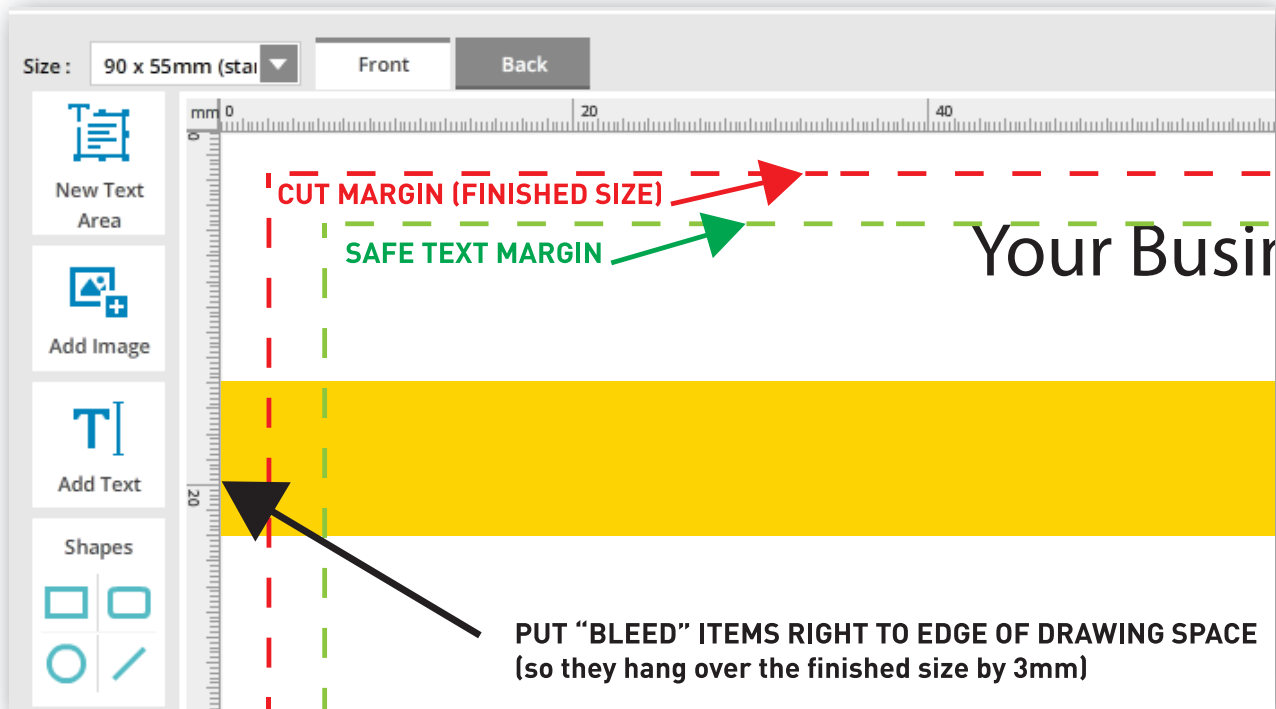## Do It Yourself

BUSINESS CARD ART

For best results, use professional vector programs like Illustrator, Coreldraw, or similar. Home programs like MS Word/Publisher don't have the right tools or colour palette. MS Excel is for spreadsheets. MS Powerpoint is for screen slideshows. PhotoShop is for editing bitmap images.

(1) Use the **allBIZ ONLINE EDITOR**

Put **bleed*** items right to the very edge of the drawing space (they should go beyond the red CUT MARGIN)

CUT MARGIN (FINISHED SIZE)

SAFE TEXT MARGIN

Your Busir

PUT "BLEED" ITEMS RIGHT TO EDGE OF DRAWING SPACE (so they hang over the finished size by 3mm)

* **BLEED: any object that goes right to the edge of the document. The object must actually go BEYOND the finished size by 2-3mm ("bleed over" the edge).**

(2) Use **ILLUSTRATOR** (or other vector software)

1 - PAGE SIZE: 90x55mm, **BLEED AREA:** 3mm
2 - SAVE AS: PDF (best if /X-1A). Tick **"Trim/Crop marks"** and **"3mm bleed"**

Other sizes: 88x53mm, 55x55mm, 90x110mm (folds to 90x55mm)
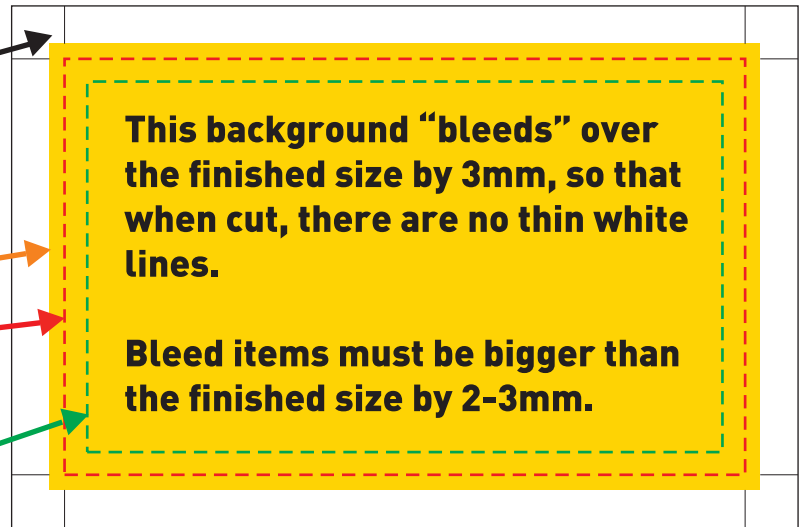

MAKE SURE YOUR FILES ARE PRINT READY!

☐ **PDF** (PDF/X-1a is better) - for double-sided, Page 1 = Front, Page 2 = Back

☐ **FONTS** embedded (or converted to Curves/Paths/Outlines)

☐ **IMAGES** 600 to 300ppi (less resolution and they will print fuzzy and blocky)

☐ **CMYK** colour only (do not use RGB or Spot or mix them)

☐ **FLATTEN** transparencies/layers (or you will get odd stripes/blocks)

☐ **BLEED** - 2 or 3mm, and 3mm Safe Area away from edge for text

☐ **TRIM BOX** (for bleed jobs) - set to final cut size (or your job will cut wrong)

Your job could be **ruined** by bad files. Fuzzy, wrong colours/fonts, missing bits and more. Wrong files could be **rejected/charged a processing fee.**

✓allBIZ
SUPPLIES

Do It Yourself

BUSINESS CARD ART

If you have to create the file manually using other software, your finished file should match the specs below:

STANDARD SIZE: 90 x 55mm

① PAGE SIZE 104x69mm

② CROP MARKS 5mm long, hairline stroke, 2mm away from finished size

③ BLEED 3mm all around (96 x 61mm)

④ FINISHED CARD SIZE and PDF TRIM BOX (90 x 55mm)

⑤ SAFE TEXT AREA 3mm around (84 x 49mm)
Text outside this area may be too close to the edge for trimming

This background "bleeds" over the finished size by 3mm, so that when cut, there are no thin white lines.

Bleed items must be bigger than the finished size by 2-3mm.

For other sizes, add 3mm all around for bleed size. To get the page size, add 7mm all around (2mm gap from art and 5mm trim/crop marks).

FINISHED SIZE: 88x53mm
BLEED AREA: 94x59mm (88+3+3, 53+3+3)
PAGE SIZE: 102x67mm (88+7+7, 53+7+7)

FINISHED SIZE: 55x55mm
BLEED AREA: 61x61mm (55+3+3, 55+3+3)
PAGE SIZE: 69x69mm (55+7+7, 55+7+7)

FINISHED SIZE: 90x110mm (unfolded)
BLEED AREA: 96x116mm (90+3+3, 110+3+3)
PAGE SIZE: 104x124mm (90+7+7, 110+7+7)

90 x 110 (folds to 90x55mm) double-sided

OUTSIDE BACK

— FOLD —

OUTSIDE FRONT

OUTSIDE BACK

— FOLD —

OUTSIDE FRONT