

GIFT CARD DESIGN GUIDELINES

FRONT OF CARD

Size with bleed: 92.08mm / 3.625" x 60.33mm / 2.375"

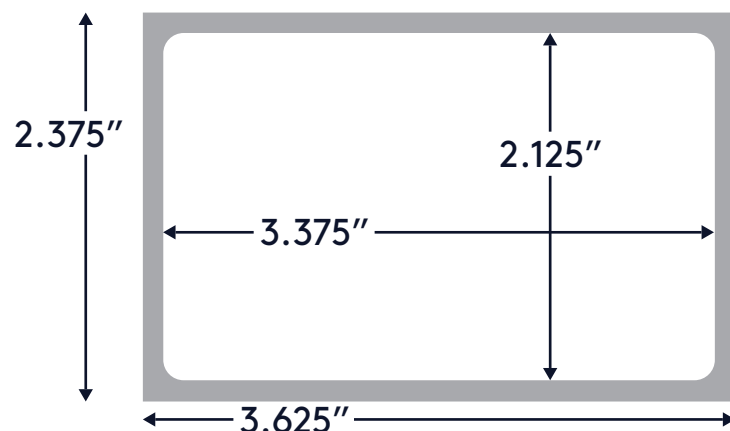
Trim size (final size): 85.73mm / 3.375" x 53.98mm / 2.125"

 Bleed area (3.175mm / 0.125")

 Text and graphics*

**(8-bit CMYK or up to 4 Pantone values; convert text to outlines/shapes. Leave all graphics as shapes/vectors.)*

Note: use only the white space for your design.




Note: Keep text 1/8" away from the start of the bleed.

BACK OF CARD

Size with bleed: 92.08mm / 3.625" x 60.33mm / 2.375"

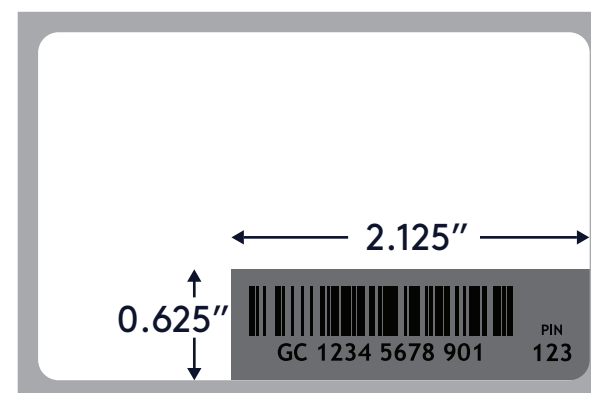
Trim size (final size): 85.73mm / 3.375" x 53.98mm / 2.125"

 Bleed area (3.175mm / 0.125")

 Barcode area (can be centred or placed anywhere)

 Text and graphics*

**(8-bit CMYK or up to 4 of the Pantone values used on the front. All text converted to outlines/shapes. If black only on back, black set to K=100, not RGB/HEX/CMY black.)*



Note: leave 2.125" x 0.625" blank for barcode. Barcode can be placed anywhere.

ARTWORK REQUIREMENTS

Send graphics to trevor@bookmanager.com

Preferred file formats (vector): .ai .pdf .eps .svg | Other formats (pixel): .psd .jpg .png .tif

Colour Mode: CMYK | Pixel Resolution: 300dpi (Vector artwork will print at 2400dpi)

NOTE: Front and back text and shape layers should remain as text/shape layers or outlined/converted to shapes.

