



# SETTING UP A BUSINESS CARD FOR PRINTING

## Safety Gutter

Important text/content should remain within the safety gutter, otherwise it may be trimmed off. Content should be **0.125 inches** away from the cut line.

## Cut Line

The red dotted lines indicate the cut line. The cut line is where the artwork will be trimmed to its final size.

## Bleed

Any artwork/image you use as a background should extend to the bleed area. Otherwise, your cards will print and be trimmed with a white border around the artwork/image. To set up for bleed, you must add **0.1 inches** to each side of the card. The size of your file including the bleed will be **3.7 x 2.2 inches**.

## Size

This indicates the final size of your printed card after the bleed has been trimmed off. The final size of your produced card will be **3.5 x 2 inches**.

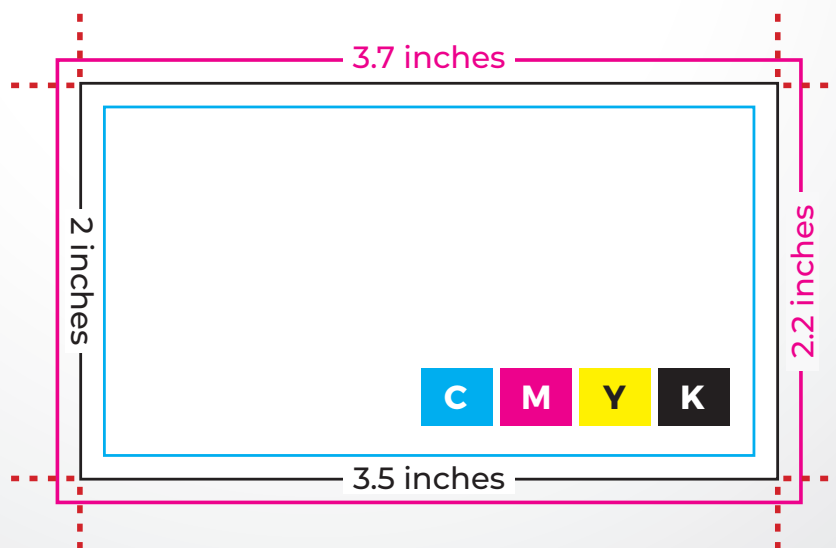
## Color

Files should be set up to print in **CMYK**. Setting it up in RGB will not produce a close color match because it is not for print, that is the format for screens. Keep in mind that the colors will differ once they are printed.

## Resolution (DPI)

For the best printing results, your file should be saved at **300 DPI**.

**TIP:** Using images, logos, or artwork at **300 DPI** or in **vector** format helps to avoid pixelation (blurriness) within your business card design.



# PRINTZOOM



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