

# Artwork Specification Sheet

## MINI BUSINESS CARDS

Finished Size: 85mm x 25mm  
Print: Four colour process (CMYK)

**Please set up your artwork to the following specifications:**

Size with bleed: : 91mm x 31mm

Resolution: 300 dpi minimum. Format: PDF or JPEG

**Colour: CMYK (RGB/Pantones) will be converted during proofing.**

**NB RGB and Pantone colours will not always appear as they are on your screen when converted**

**All Fonts: Outlined, Converted to Curves or Embedded**

**Bleed: 3mm**

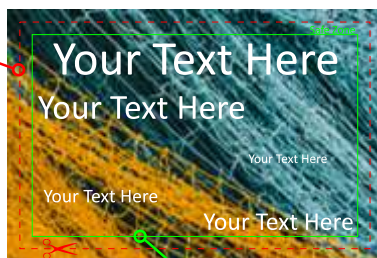
**Safe Zone: 3mm**

**No printer marks - we will put our own on for printing**

Before cutting

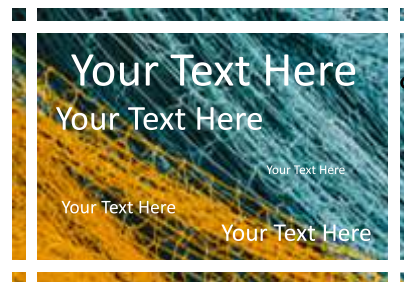
After cutting

**RED LINE**  
Cut line



**GREEN LINE**

Anything inside this line is in the safe zone



Bleed has been cut away and discarded

### **What is bleed?**

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside.

This means that the length of each side will be 6mm longer.

For example an 148mm x 148mm Leaflets when lined up correctly with bleed will be 154mm x 154mm. It will then be cut down to its finished size of 148mm x 148mm.

### **What Is the safe zone?**

The safe zone is the 3mm inside of the cutting edge in which no text or important information should be placed.

Any graphics in this area risk being clipped when cutting.