

# PRODUCT SETUP FACT SHEET

## FOILED BUSINESS CARD

90x55mm

### WHAT IS BLEED?

When designing for print it is important to remember that it can be difficult to trim a job right on the edge of a design. In order to achieve the best result possible, you will need to extend your design past the trim lines, so the design can easily be cut down to size. The area that extends past your trim lines is called 'bleed'. In order to get the best results when designing for print, it's important to ensure your artwork always extends past the trim lines.



### GENERIC FACTS:

- Convert all text to outlines
- 3mm bleed requirement
- File provided in CMYK only
- Our recommended rich black break down in 40%C, 40%M, 40%Y, and 100%K
- Supplied as press ready PDF

### IMPORTANT DESIGN NOTES:

- As per industry standard colours may vary up to 5%
- For the best colour accuracy please refer to a Pantone colour guide and not your screen.

### PRODUCT SPECIFICS:

- Artwork size: 90mm x 55mm (WxH)
- Total size with bleed: 96mm x 61mm (WxH)
- Use of vector image recommended
- 3 mm bleed requirement
- 2mm safe zone from bleed line

3mm Bleed

55mm

90mm

# SIDE TO BE FOILED

Do not include item to be foiled

SIZE: 90x55 mm (W x H)

Please delete this layer  
before sending back to us.

3mm Bleed

3mm Bleed

## SAFE AREA

Place important text or image inside this blue area to prevent trimming.

## TRIM LINE

Artwork will be trimmed here.

## BLEED AREA

Extend your artwork to the edge of this area. Text and images on this red shaded area will be trimmed

3mm Bleed

3mm Bleed

55mm

90mm

# BACK SIDE OF CARD

Side not to be foiled

SIZE: 90x55 mm (W x H)

Please delete this layer  
before sending back to us.

3mm Bleed

3mm Bleed

## SAFE AREA

Place important text or image inside this blue area to prevent trimming.

## TRIM LINE

Artwork will be trimmed here.

## BLEED AREA

Extend your artwork to the edge of this area. Text and images on this red shaded area will be trimmed

3mm Bleed

3mm Bleed

55mm

90mm

# FOIL ELEMENT ONLY

Do not include elements are not to be foiled

**SIZE: 90x55 mm (W x H)**

Please delete this layer  
before sending back to us.

3mm Bleed

3mm Bleed

## SAFE AREA

Place important text or image inside this blue area to prevent trimming.

## TRIM LINE

Artwork will be trimmed here.

## BLEED AREA

Extend your artwork to the edge of this area. Text and images on this red shaded area will be trimmed

3mm Bleed

3mm Bleed

55mm

90mm

# PROOF OF FOILING

Background and foiling

SIZE: 90x55 mm (W x H)

Please delete this layer  
before sending back to us.

3mm Bleed

3mm Bleed

## SAFE AREA

Place important text or image inside this blue area to prevent trimming.

## TRIM LINE

Artwork will be trimmed here.

## BLEED AREA

Extend your artwork to the edge of this area. Text and images on this red shaded area will be trimmed

3mm Bleed

# FOIL GUIDELINES

## File Specifications

- › Bleed: Standard 3mm bleed for artwork
- › Artwork: Foil Component must be supplied as Vector Art.
- › Foil Component must be supplied as 100% black, remainder of artwork must be in CMYK

## GENERIC FOILGUIDELINES

BUSINESS CARD SIZE: 90mm x 55mm



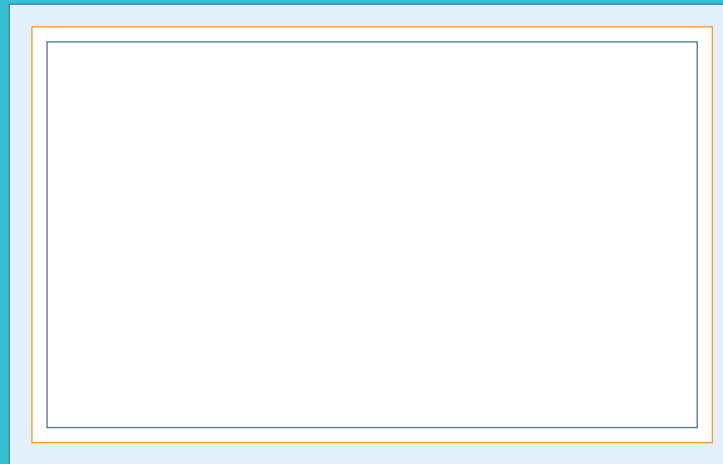
TRIM SIZE: 90mm x 55mm



BLEED: 96mm x 61mm



SAFE PRINT AREA: 86mm x 51mm



## Instructions:

- › Foiling must be supplied as a 4 page PDF

### Page: 1

Artwork for printing only on the front



### Page: 2

Artwork for the back



### Page: 3

Foil black only (foil area as 100% black)



### Page: 4

Front art and foil combined (positional guide)

