

# Business Card artwork guidelines



## Bleed area: 88mm x 59mm

Extend your background to fill the full 'bleed area' - it'll make sure you don't end up with white edges when your Business Card is trimmed.



## Trim: 84mm x 55mm

This is where we aim to cut your Business Card.



## Safe area: 80mm x 51mm

Keep all the important bits of your design - text, logo, icons - inside this area. (Not your background - that still needs to run to the edges of bleed.)

## Do

- Edit and save your file in **CMYK**.  
We use ICC profile: **coated FOGRA39**.
- **Outline your text** before saving (select all of the layers, click "type" in the menu, select "create outlines").
- Text and images? Save your file as a **PDF/x-1a**.
- Just a photograph? Save as a high resolution JPEG (only if there's no text at all).
- **Delete the artwork guideline group layer before saving.**

## Don't

- Flatten your layers or image before saving - it'll reduce your print quality.
- Add additional bleed or print/crop marks to your files - just save your file to the size of this template.
- Save as a multiple page PDF - each design will need to be uploaded individually to **moo.com**