



**RED AREA:** Safe area for text and graphics. Due to movement during production, all text and graphics should be at least 1/8" away from the edge of the card.

**BLEEDS/BLUE AREA:** If you want your artwork to extend to the edge of the card, a bleed of 1/8" must be used.

## General Guidelines

### **Resolution**

All images used in your art file should be at least 300 dpi.

### **Bleed**

If you want your artwork to extend to the edge of the card, a bleed of 1/8" must be used.

### **Fonts**

Create all fonts to outlines.

### **Full Color**

Art files should be saved in CMYK.

### **Spot Color**

Must receive VECTOR EPS artwork.

Art files should be submitted in PMS colors with PMS numbers provided. (Pantone Solid Coated Colors)

### **File Formats**

.ai, .eps, .pdf, .psd, .tif, .jpg, .png

**NOTE: Please remove trim lines from final artwork.**