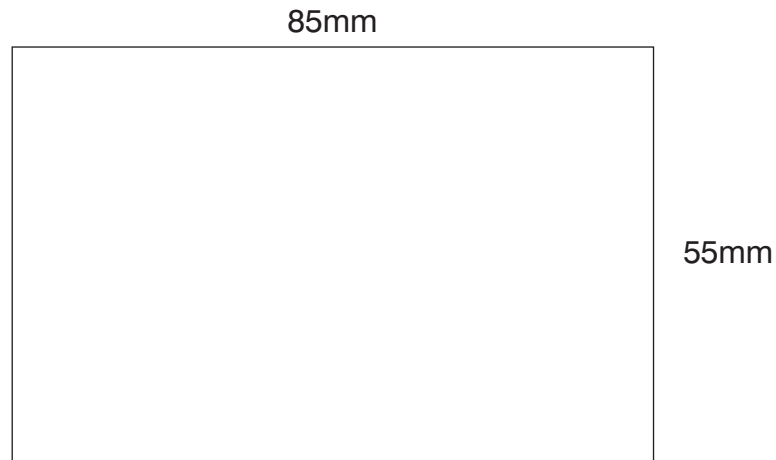
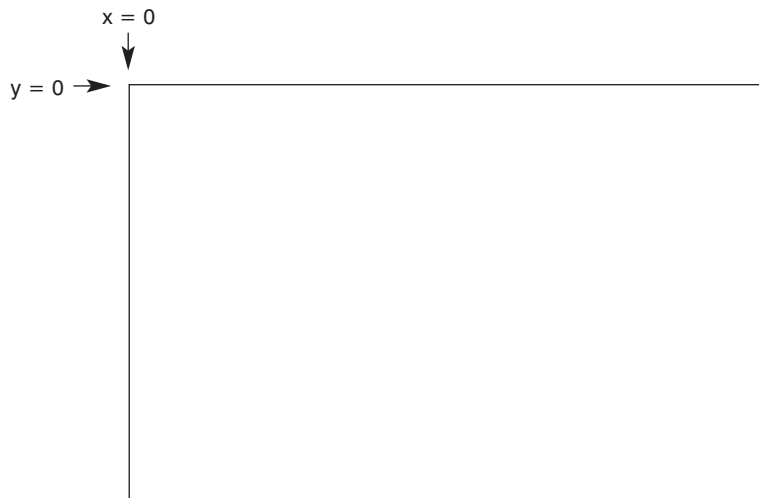


DESIGNING A BUSINESS CARD

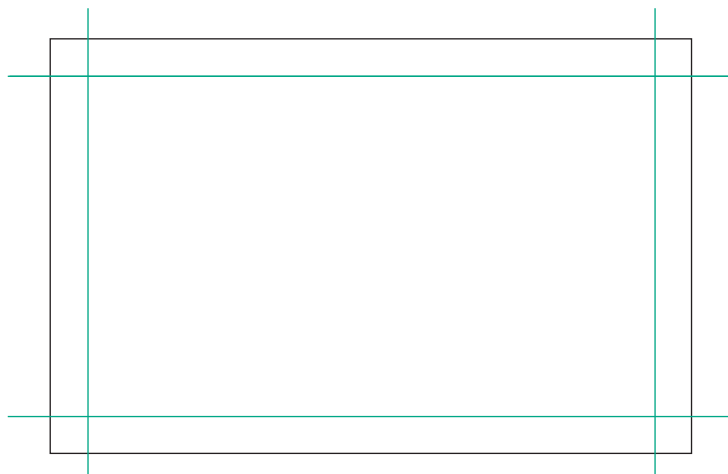
1. Start by drawing a box with a thin outline. Standard card size is 85mm x 55mm. (Landscape or portrait).



2. Turn on rulers in your design package and set the top left hand corner to: $x = 0$, $y = 0$. This will help you to position the margin guides. Of course, you could also set the page size to 85mm x 55mm but I think it's easier to visualise the final effect by seeing the card outline, as here.



3. Next, set up your margin guides, preferably at 5mm.



BLEEDS EXPLAINED

4. Basically, a bleed is artwork that goes over the edge of a card.



If your design needs to have a bleed then it's important to allow 3mm overlap (see left image). This gives the guillotine operator a chance to cut into the artwork and produce a good finished card. (see right image).

Why do we need a bleed?

If the artwork stopped at the edge of the card and the guillotine was only 0.5mm off, then we would end up with a thin white strip down one edge of the card.



5. Back to our card. We are now ready to add the logo (if required) and content.



6. Now hide the guides to get a better idea of the finished card.



SUBMITTING FOR PRINT

5. Unless you are using a professional print package, it's probably best to let us do the final layout of the card but the following shows how it is normally done.

Firstly, remove the stroke (visible outline of the card). Then a copy of the card is made and positioned exactly next to the original. i.e. 85mm from the $x = 0$ co-ordinate. In a pro. print package you would use the step-and-repeat command.

We then select both cards and do an exact copy 55mm down from the $y = 0$ co-ordinate.

We now need to generate crop (or cut) marks that will enable the guillotine operator to accurately cut the cards. Again, a pro. package will allow you to do this automatically. (please see below ref. registration).



IMPORTANT: Crop marks use a special colour called 'registration'. This colour is recognised by an imagesetter and is output on each colour plate. The press operator overlays one set of registration marks over the next colour set to accurately align the plates.

NEXT: Layout of cards with 'bleed'.

LAYOUT AS ABOVE, BUT WITH BLEED

6. Allowing for a bleed is only slightly more complicated as we need to use 'gutters'.

I will leave the card outlines showing to explain the process easier.

We do the step-and-repeat as before but we need to allow an extra 5mm for the gutter. (see below).



Next page: showing guttered cards with final crop marks. Again, outlines are shown for clarity.



If crop marks, bleeds, gutters etc. are boring you senseless then don't despair, just send us a card layout as below (please leave the card outline showing) and we can take care of the layout. The previous examples show a 4-up card layout whereas there are many occasions where we would actually use a 4, 6, 8, 10 or even a 20-card layout, depending on the number of names, quantity of cards etc.



Hope this helps!
Paul