

# GIFT CARD DESIGN GUIDELINES

## FRONT OF CARD

Size with bleed: 92.08mm / 3.625" x 60.33mm / 2.375"

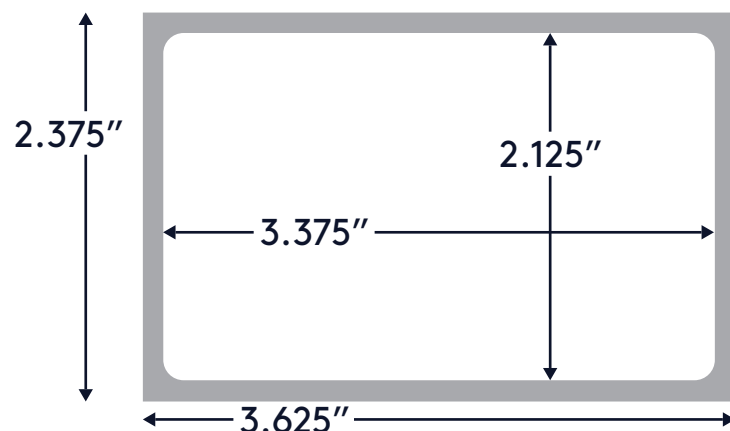
Trim size (final size): 85.73mm / 3.375" x 53.98mm / 2.125"

 Bleed area (3.175mm / 0.125")

 Text and graphics\*

\*(8-bit CMYK or up to 4 Pantone values; convert text to outlines/shapes. Leave all graphics as shapes/vectors.)

Note: use only the white space for your design.




**Note:** Keep text 1/8" away from the start of the bleed.

## BACK OF CARD

Size with bleed: 92.08mm / 3.625" x 60.33mm / 2.375"

Trim size (final size): 85.73mm / 3.375" x 53.98mm / 2.125"

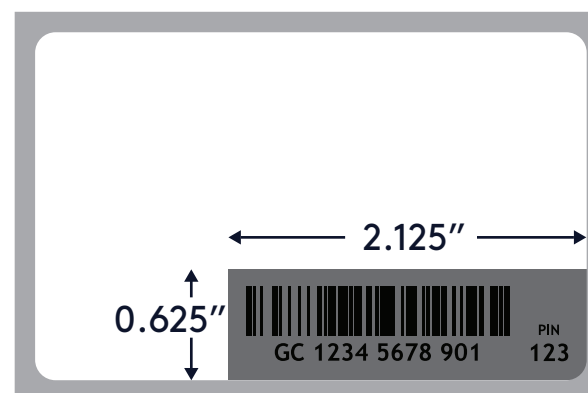
 Bleed area (3.175mm / 0.125")

 Barcode area (can be centred or placed anywhere)

 Text and graphics\*

\*(8-bit grayscale; all text converted to outlines/shapes. Black set to K=100, not RGB/HEX black.)

Note: use only the white space for your design.



**Note:** leave 2.125" x 0.625" blank for barcode. Barcode can be placed anywhere.

## ARTWORK REQUIREMENTS

Send graphics to [trevor@bookmanager.com](mailto:trevor@bookmanager.com)

Preferred file formats (vector): .ai .pdf .eps .svg | Other formats (pixel): .psd .jpg .png .tif

Colour Mode: CMYK, Pantone, or grayscale | Pixel Resolution: 300dpi (Vector artwork will print at 2400dpi)

NOTE: Front and back text and shape layers should remain as text/shape layers or outlined/converted to shapes.

