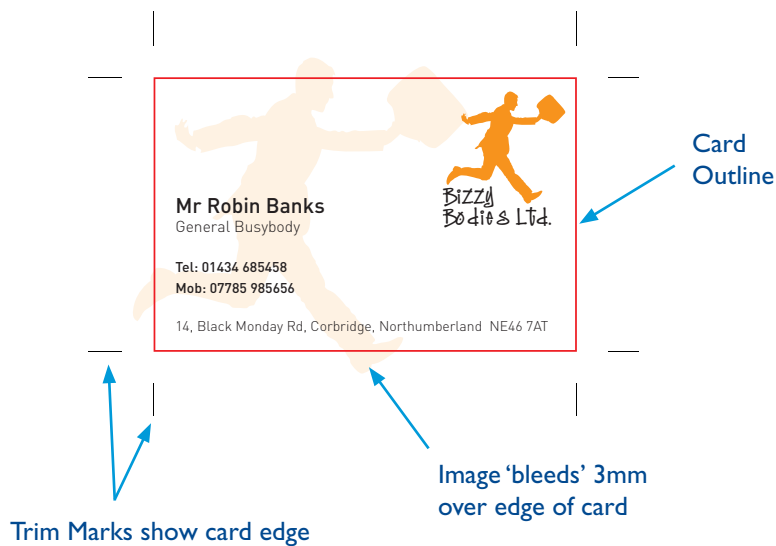


# Setting Up Business Cards For Print

## Anatomy of a Print-Ready Business Card



## Useful Information

### ■ Recommended File Types:

- PDF
- EPS
- JPG
- TIFF

### ■ Raster File Resolution: 300DPI

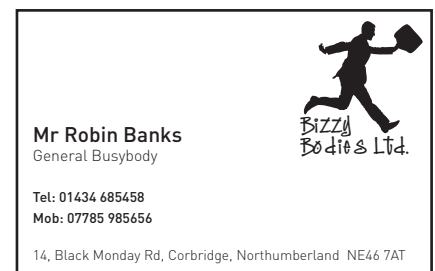
### ■ Standard Business Card Sizes:

- 85 x 55 mm
- 90 x 50 mm

## Setting Up Cards in Microsoft® Word

If you are using a word-processing program such as Word, it is advisable to create simple business cards without bleeding images or background colours. This allows us to print your files correctly without having to rework them.

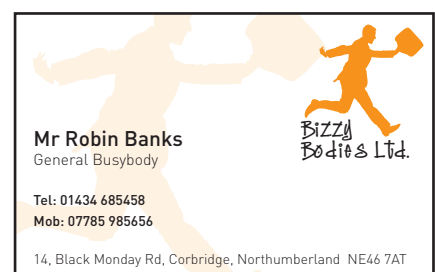
1. Make a new document, at a standard card size (see Useful Info above)
2. Use text boxes to position text content. Leave a 3mm margin around the inside of the card to allow for print tolerances
3. Insert high resolution (300DPI) images
4. Save file as .doc (not .docx)



## Setting Up Cards in Adobe™ or Quark™ Applications

Quark Express and Adobe Illustrator or Indesign give much more flexibility to designers. In general there are several basic steps to take in all of these applications to achieve the same end result.

1. Make a new document at a standard card size, in CMYK colour
2. Position text and image content. Ensure that images and colours which bleed off the card extend at least 3mm off the artboard
3. If using Illustrator, select all text objects, go to Type menu and select 'Create Outlines'
4. Save file as a PDF with Trim marks and 3mm bleed
  - Quark: File > Export project as PDF @ 300DPI
  - Indesign: File > Export PDF (Press Quality)
  - Illustrator: File > Save (then select PDF as file type)

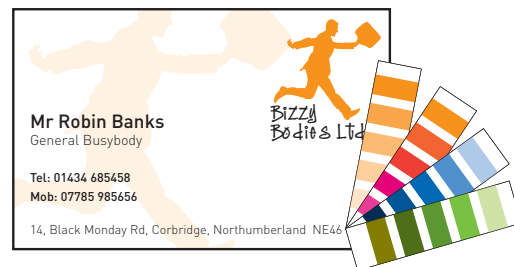


# Setting Up Business Cards For Print

## Further Business Card Possibilities

### Pantone® Colour Matching

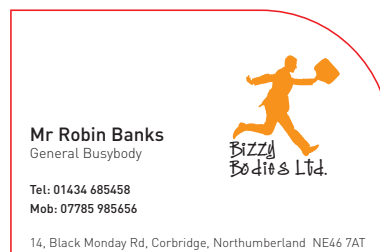
Ensure brand consistency by defining your company colours using Pantone® values. This ensures that your colours are the same on your reprints as well as on other printed items like letterheads and compliment slips.



### Die Cut Edges

Die-cut edges or corners on your business cards really help them to stand out from other business cards.

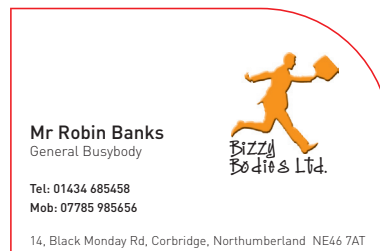
A wide range of effects and styles of die-cut are possible, and once the cutter is purchased, you can use it again and again for reprints.



### Embossed Logo

Embossing business cards is another stylish way to increase their uniqueness and memorability.

Embossed cards speak volumes about the company they are used to represent; for use where first impressions can mean everything.



### Spot UV Varnish

Spot varnish on business cards can serve to highlight a particular area of the card, for example the company logo, and to promote a sense of chic, modern style to what may otherwise be seen as traditional, mundane business cards.



### Laminating and Materials

Impress clients and protect your business cards with a matt or gloss laminate. If your company has a strong green ethos, you could consider printing your business cards on a 100% recycled stock.

Many other materials are available for business cards - printing or etching on metal or plastic give business cards a real 'wow' factor!

