

Gift Card Design Guidelines

Front Of Card

Size with Bleed: 2 3/8" X 3 5/8"
Trim Size (Final Size): 2 1/8" X 3 3/8"

-  Bleed Area (*background colour*)
-  Text and Graphics of your choice
(1C to 4C Process)

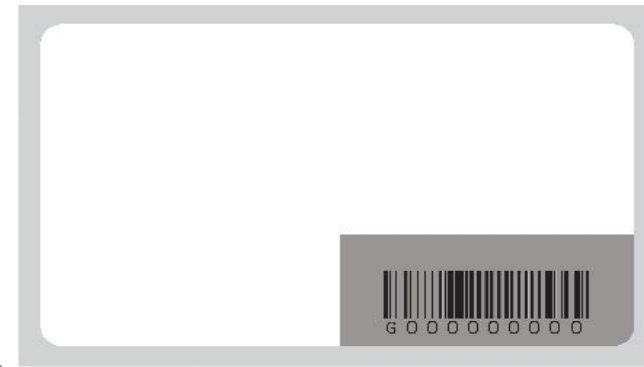
Note: You can only use the white space for your design.



Back Of Card

Size with Bleed: 2 3/8" X 3 5/8"
Trim Size (Final Size): 2 1/8" X 3 3/8"

-  Bleed Area (*background colour*)
-  Barcode Area
-  Text and Graphics (*in black only*)
Note: You can only use the white space for your design



Note: Please leave 2" by 3/4" blank for the barcode.

ARTWORK REQUIREMENTS (if submitting a finished graphic file)

Send graphics to trevor@bookmanager.com

- Ideally, we like to receive a Photoshop file; we also accept .eps, .pdf, .jpg and .tif files.
- Set up artwork 100% to size plus a 1/8" bleed on all sides. Example: standard card trim size is 2 1/8" X 3 3/8", so your artwork - including bleed - should be 2 3/8" X 3 5/8".
- Color Mode: CMYK
- Resolution: 300dpi
- Front graphic should be flattened, while back graphic text layers should remain as layers.