

8 ←

bleed line

cut line

safety line

1/8

1/16

3.125"

4.125"

This is the setup for a 3"x4" Flyer/Postcard. The size of this document with bleed is 3.125"x4.125". The extra 1/8 of an inch on the length and the width is added so your art can "run" off the end of the document. This is called a **bleed**.

Bleed Line

Your background colors or designs should go to the edge of the document, this is called a **bleed line**.

Cut Line

1/16 of an inch will be cut off of each side indicated by the **cut line**.

Safety Line

All text, logos, or other important aspects of your document that you DON'T want cut off should be inside the **safety line** indicated by the green line, 1/8 of an inch from the edge of your document on all 4 sides.

COLOR PROFILE / RESOLUTION / FONTS

All artwork must be in CMYK. For all Illustrator files, all text needs to be outlined. All Photoshop files must be 300 dpi at full size then flattened and converted to a jpeg at the highest quality.

COLORS

FOR BLUES: Make sure Cyan and Magenta are 30% apart or Blues might turn into purples during printing. i.e. Cyan=100 Magenta=70

FOR GRAYS: Use only a percentage of K Black(K) and make sure C=0 M=0 Y=0

FOR THE RICHEST BLACK: THIS MUST BE THE FORMULA

Cyan=60 Magenta=40 Yellow=40 K=100

FOR THE BEST REDS: THIS MUST BE THE FORMULA

Cyan=2 Magenta=100 Yellow=100 K=0

3"x4" Flyer/Postcard

Document Size=3.125" x 4.125"
Finished Size=3" x 4"

Any questions, contact us:

