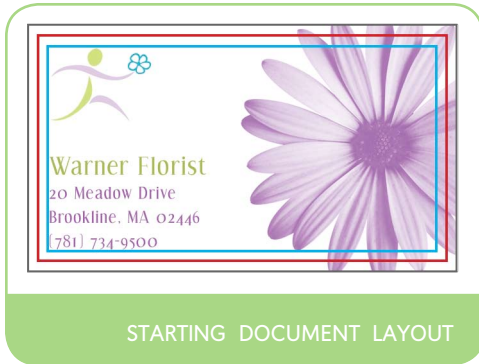


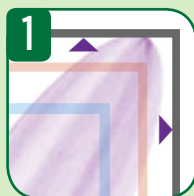
## I. Checking Your Document

It is very important to review your document's safe margin, bleeds and trim marks prior to uploading.

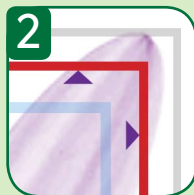


▶ **PLEASE NOTE:** Business Cards will be used as an example throughout the PDF.

### Three Important Tips:



**1. Bleed Area:** The very edges of the document are called the bleed area. To prevent an unwanted white border from showing at the edge of your document, be sure to extend any background colors or design elements all the way to the edge.



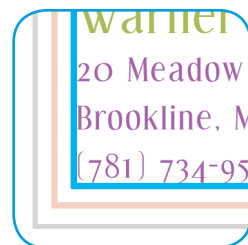
**2. Trim Marks:** The area marked by the red lines is called the trim line. This is the finished size of the business card. The actual cut happens close to the trim line, but due to the mechanical tolerances involved in printing, the actual cut can happen anywhere from the bleed area to the safe margin. This is why it is important to keep your text and important images within the safe margin.



**3. Safe Margin:** The area marked by the blue line is called the safe margin. Please remember to keep all important information, like names, addresses, phone numbers or logos within the safe margin (at least .137" from the edge) to ensure that they aren't cut off when your document is trimmed.

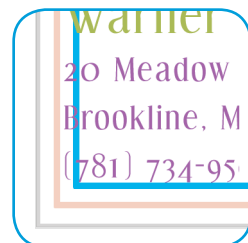
## 1. Safe Margin Check

CORRECT



All text and images are within the safe margin and nothing essential will be cut off.

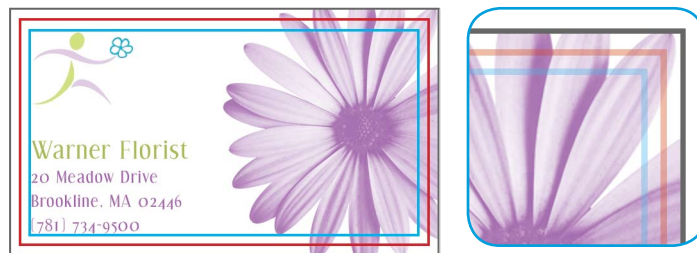
INCORRECT



This text extends beyond the safe margin and may be cut off after the blue line.

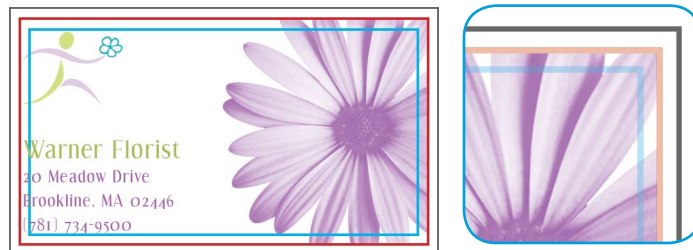
## 2. Bleed Check

### CORRECT



The image is extended to the edges of the document. There will be no white border showing after this is cut.

### INCORRECT



The image is just extended to the trim line, but does not bleed to the edge. White border may show at the edge of your document.

## II. Ensuring your Document is CMYK

It is very important to check your document's color settings. If it says "RGB", the colors you see on screen will be much different than the printed colors.

### How to Check Color Settings in Adobe® Products

---

#### **INDESIGN:**

- A. Go to the Edit Menu and choose "Color Settings"
- B. Make sure you are in Working Space: CMYK: 'U.S. Web Coated (SWOP) v2'. The RGB value will not affect your design.

To change color settings:

- A. Go to the Edit Menu and choose "Convert to Profile"
- B. Change the Destination Space to CMYK: 'U.S. Web Coated (SWOP) v2' and click **OK**.

#### **PHOTOSHOP**

- A. Go to the Image Menu and choose "Color Mode"
- B. A check mark will appear next to current color mode
- C. Select CMYK Color

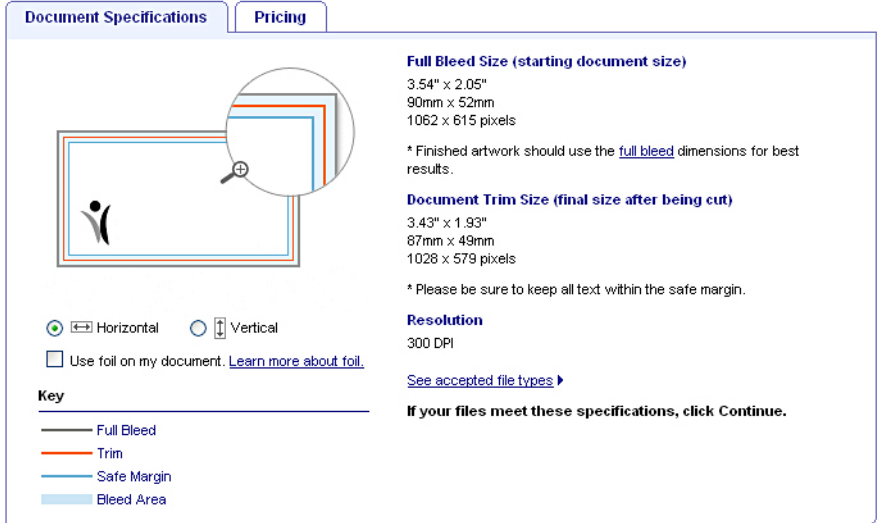
#### **ILLUSTRATOR**

- A. Go to the File Menu and choose "Document Color Mode"
- B. A check mark will appear next to current color mode
- C. Select CMYK Color

## III. Reviewing Document Size

### Review Document Specifications

See the Review Document Specifications Tab on the first step of our upload process to make sure your documents are at the minimum height and width values in pixels.



**Document Specifications** Pricing

**Full Bleed Size (starting document size)**  
 3.54" x 2.05"  
 90mm x 52mm  
 1062 x 615 pixels

\* Finished artwork should use the [full bleed](#) dimensions for best results.

**Document Trim Size (final size after being cut)**  
 3.43" x 1.93"  
 87mm x 49mm  
 1028 x 579 pixels

\* Please be sure to keep all text within the safe margin.

**Resolution**  
 300 DPI

[See accepted file types](#) ▶

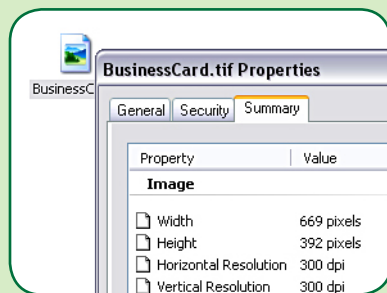
**If your files meet these specifications, click Continue.**

**Key**

- Full Bleed
- Trim
- Safe Margin
- Bleed Area

DOCUMENT SPECIFICATIONS TAB

### How to Check Document Size in Microsoft Windows®



- Right-click the image
- Click Properties
- Click on the Summary Tab
- Read Width and Height (Pixels)

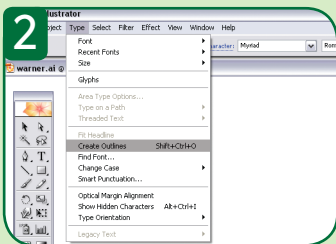
## IV. Converting Vector Fonts to Outlines

Text can be converted to curves (paths) in some graphics programs. This will fix upload errors that result when fonts cannot be embedded in your file. Following this easy step will help ensure that your text prints clearly.

### How to Convert Fonts to Outlines in Adobe Illustrator:



1. Select all the text (Control+A)



2. Click Type Menu>Type>Create Outlines



3. Text now has a blue outline  
(Save a copy and re-upload)

## V. Acceptable File Formats

Below are the file types that we accept. For best results, we recommend using Adobe Acrobat, Adobe Illustrator or Adobe Photoshop files.

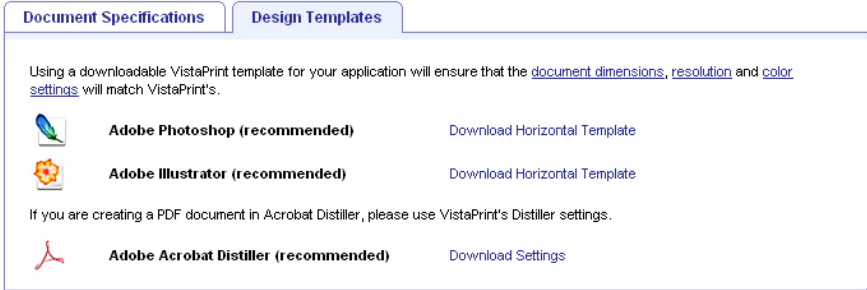
- ▶ Adobe Acrobat Document (\*.pdf) (recommended)
- ▶ Adobe Illustrator Artwork 8.0 (\*.ai) (recommended)
- ▶ Adobe Photoshop Image (\*.psd) (recommended)
- ▶ Bitmap Image (\*.bmp)
- ▶ CorelDRAW Image (\*.cdr,\*.clk)
- ▶ GIF Image (\*.gif)
- ▶ JPEG Image (\*.jpg,\*.jpeg)
- ▶ PCX Image Document (\*.pcx)
- ▶ PICT Image (\*.pic)
- ▶ PNG Image (\*.png)
- ▶ PostScript File (\*.ps)
- ▶ Scalable Vector Graphics (\*.svg,\*.svgz)
- ▶ TARGA Image (\*.tga,\*.vda)
- ▶ Windows Enhanced Metafile (\*.emf)
- ▶ Windows Metafile (\*.wmf)

## VI. Layout and Placement




For best results, we recommend that you download one of our templates.

### 1. Downloading a Template

Download one of our design templates in Step 2 of the upload process.



The screenshot shows a web interface with two tabs: "Document Specifications" and "Design Templates". The "Design Templates" tab is active. Below the tabs, there is a text block: "Using a downloadable VistaPrint template for your application will ensure that the [document dimensions](#), [resolution](#) and [color settings](#) will match VistaPrint's." Below this text, there are three rows of information:

	<b>Adobe Photoshop (recommended)</b>	<a href="#">Download Horizontal Template</a>
	<b>Adobe Illustrator (recommended)</b>	<a href="#">Download Horizontal Template</a>
	<b>Adobe Acrobat Distiller (recommended)</b>	<a href="#">Download Settings</a>

Below the table, there is a note: "If you are creating a PDF document in Acrobat Distiller, please use VistaPrint's Distiller settings." At the bottom right of the screenshot, there is a green button labeled "DOWNLOAD TEMPLATE TAB".

Our templates are currently available in the following formats:



Adobe Photoshop



Adobe Illustrator

If you are creating a PDF document in Acrobat Distiller, please use Vistaprint's Distiller settings.



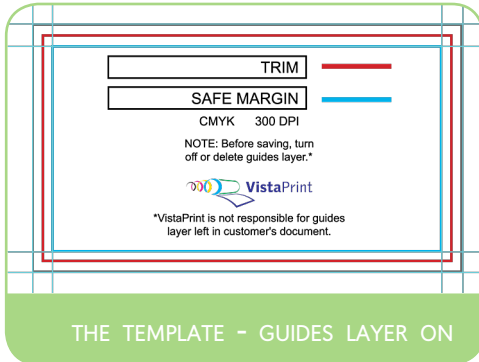
Adobe Acrobat Distiller



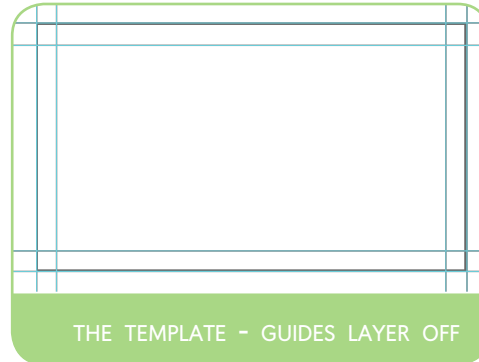
## 2. Working with Photoshop Templates

It is especially important to save your file with the “Guides Layer” eyeball OFF, otherwise the guides will print.

► PLEASE NOTE: Blue lines represent software layout guides and will not print.

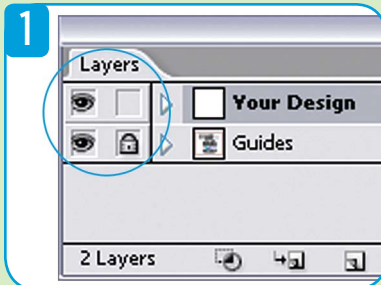


THE TEMPLATE - GUIDES LAYER ON



THE TEMPLATE - GUIDES LAYER OFF

### How to Turn Off the Guides Layer in Photoshop:



1. Click on the name of the layer to highlight it.

Keep the “Your Artwork” or “Your Design” layer selected and create your design in that layer.



2. The eyeball icon means the layer is visible.



3. To turn off the guides, click on the eyeball in the layers menu.

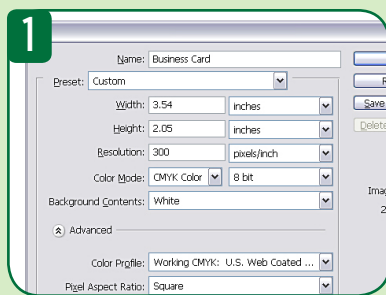


4. The padlock icon means the layer is locked.

### 3. Setting Up a Document (Without Using Vistaprint Templates):

If you choose not to use one of our templates, please follow the guidelines below:

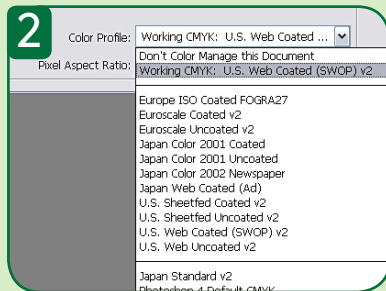
#### How to Set Up Your Document in Photoshop:



#### 1. Create your Document at Full Bleed Dimensions\*

This is called the Bleed Area.

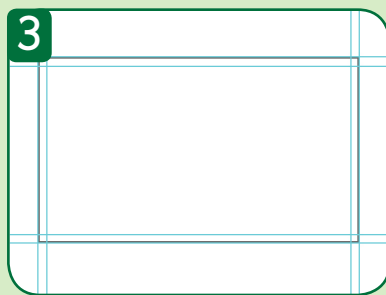
\*Please refer to Section III (p5) on Reviewing Document Size.



#### 2. Assign a Color Space

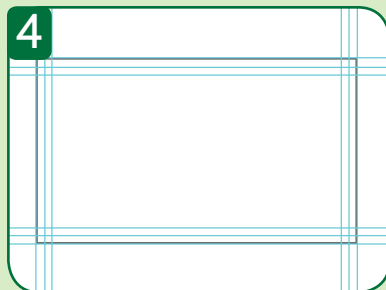
Vistaprint uses "CMYK: Web Coated (SWOP) v2" Color Space.

(This will give you the closest color match to the finished product.)



#### 3. Set up a Trim Size

This area is called the Trim Line.



#### 4. Set up a Safe Margin

This area is called the Safe Margin. Keep all important text and images within the safe margin (.137" from the edge of your document).

## 4. Layout and Placement Examples

Keep in mind that if you design to the edge of your document, that some of your design may be trimmed away. In the Adobe workspace, you are looking at the complete and uncut image.

THIS EXAMPLE SHOWS A DESIGN THAT EXTENDS BEYOND THE SAFE AREA. SOME OF THE IMPORTANT INFORMATION WILL BE LOST AFTER TRIMMING.



BEFORE TRIMMING

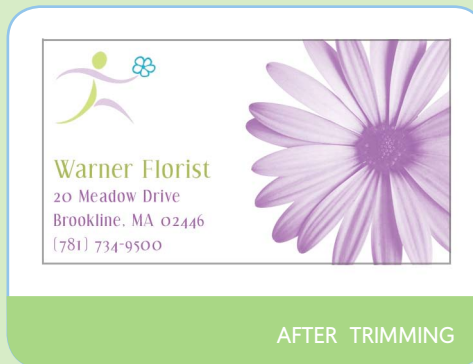


AFTER TRIMMING

NOTICE HOW ALL IMPORTANT ELEMENTS IN THIS EXAMPLE ARE WITHIN THE SAFE MARGIN, .137" FROM THE EDGE.



BEFORE TRIMMING



AFTER TRIMMING

The only time your design should extend beyond the safe area is when you want the design to print to the edge of the document. For example, you may want some design elements to extend off your document. The very edges of the document are called the bleed area.

To prevent an unwanted white border from showing at the edge, be sure to extend any background colors or design elements all the way to the edge of the document.



BEFORE TRIMMING



AFTER TRIMMING

In this example, all the important elements remain within the safe area. Elements outside the safe area will be cut, and no white edges will show on the card.



BEFORE TRIMMING



AFTER TRIMMING

If you must have borders, try to avoid having matched sets (top and bottom or left and right) and extend the borders well inside the safe area to ensure that enough border remains after cutting.

Here is an example of a card that looks great when shown at the full document size. It seems as though the borders will be equally sized. However, after it is cut, the borders will be uneven.



BEFORE TRIMMING



AFTER TRIMMING

This is a suggested design change that eliminates the parallel borders and moves the clipped text up into the safe area. The design is immune to any cutting variation.



BEFORE TRIMMING



AFTER TRIMMING

## VII. Graphics

### What are Vector Images?

Vector images use mathematical equations to define each component of an image. This allows vector images to retain their high-quality at any size. Programs like Adobe Illustrator, Corel Draw, or Macromedia Freehand use vector graphics. Vector images should be used for all text and logos, if possible. They return the clearest image and can be re-sized without losing resolution.

### What are Raster Images?

A raster image is composed of a collection of tiny dots called pixels. When these pixels are small, and placed close together, they fool the eye into forming a single image. Raster images work great when subtle gradations of color are necessary. Because they contain a fixed number of pixels, a major disadvantage of raster images is that their quality suffers when they are enlarged or otherwise transformed. They are also large in file size.

#### Vector VS Raster Images:



##### 1. Vector Image

Retains smooth edges when re-sized.



##### 2. Raster Image

Can become blurry when re-sized.



## What is Resolution?

Resolution refers to the number of dots per inch (dpi), or the amount of detail the image has. Higher resolution means a more detailed image, and also larger file and longer upload time.

All documents prepared for upload should be 300-dpi at 100% of the final print size.

- ▶ **PLEASE NOTE:** Simply increasing the DPI setting in a graphic program does not improve the resolution.

## VIII. Proofing

Always check your document for color quality, spelling and layout. You are responsible for proofreading your files. Proofreading saves you time, money and frustration. When you have proofread and finalized your document, you will be prompted to initial our approval box and your upload is ready to use.