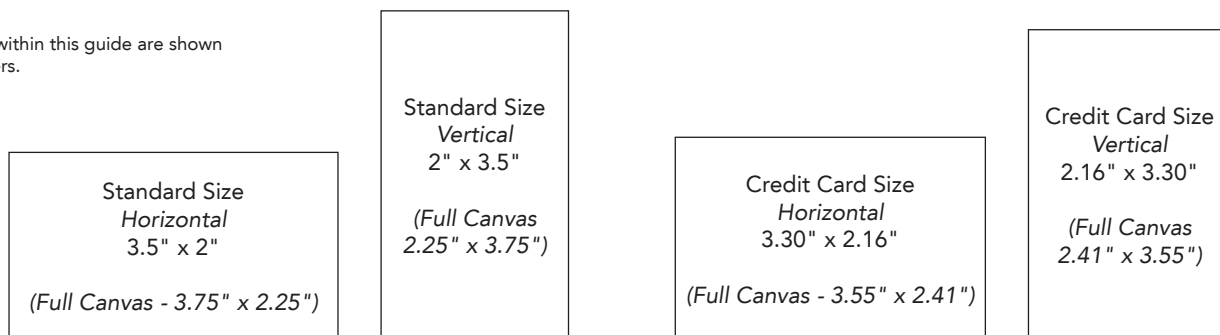# THE GALLERY COLLECTION® Business Card Design Guidelines

Questions? Call 1-800-950-7064 or email service@gallerycollection.com
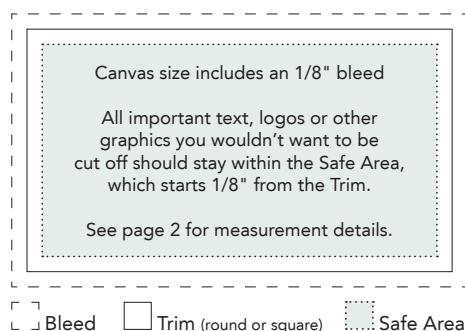
Available Sizes

Gallery Collection Business Cards are available in two sizes, Standard and Credit Card, including two different orientations (vertical and horizontal), with your choice of square or rounded corners.

Example images within this guide are shown with square corners.

Standard Size
Vertical
2" x 3.5"

(Full Canvas 2.25" x 3.75")

Standard Size
Horizontal
3.5" x 2"

(Full Canvas - 3.75" x 2.25")

Credit Card Size
Horizontal
3.30" x 2.16"

(Full Canvas - 3.55" x 2.41")

Credit Card Size
Vertical
2.16" x 3.30"

(Full Canvas 2.41" x 3.55")

Creating Art

Canvas Size: It is recommended to use one of our templates which can be downloaded here: www.gallerycollection.com/templates
There are files for InDesign, Illustrator and Photoshop with the correct dimensions and all measurements labeled. The full canvas size is 3.75" x 2.25" for Standard size and 3.55" x 2.41" for Credit Card size. Resolution should be at least 300 dpi.
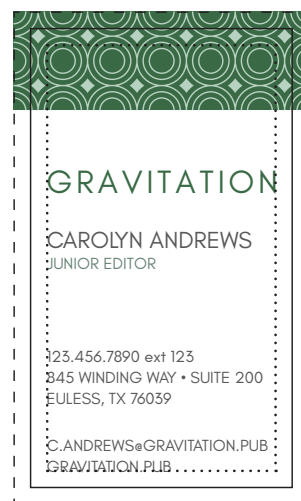
Canvas size includes an 1/8" bleed

All important text, logos or other graphics you wouldn't want to be cut off should stay within the Safe Area, which starts 1/8" from the Trim.

See page 2 for measurement details.

Bleed ⬚ Trim (round or square) ⬚ Safe Area

Bleed: Your background color, design or images should extend to fill the 1/8" bleed area, which will be trimmed when cutting your cards down to their final size. This is required to print your design without any white strips showing on the edge.
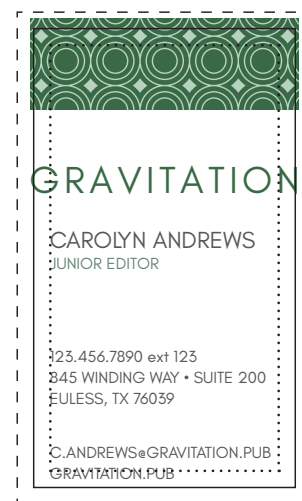
Trim: The size your cards will be after the bleed is cut off. 3.5" x 2" for Standard and 3.3" x 2.16" for Credit Card Size

Safe Area: All important text, logos or other graphics you wouldn't want to be cut off should stay within the Safe Area, which starts 1/8" in from the Trim. Safe Area dimensions are 3.25" x 1.75" for Standard size, and 3.05" x 1.91" for Credit Card size.

Correct

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Color: All artwork must be in CMYK format. RGB screen colors will not produce desirable results. Please remove any Pantone or spot colors or convert to them CMYK.

Fonts: Be sure to embed or outline all fonts used.

File Formats: You may work in any program you wish as long as you follow all template dimensions and adhere to the specs in **Outputting Final Files** (see page 2) for the final image. Separate files should be created for the front and back. We suggest adding "_front" and "_back" to the filenames to help differentiate them.

Outputting Final Files

File Format: Must be either **JPEG**, **TIFF** or **PSD**. JPEG must be saved at **maximum quality**.

Color: All artwork should be in **CMYK**.

Sides: Separate files for front and back, named with "_front" and "_back" to differentiate.

Resolution: Save final artwork at **300 dpi**.

Template: If you use a Gallery Collection template, please remember to turn off or delete the INSTRUCTIONS layer. All artwork should be on its own layer, separate from the instructions layer. Anything visible when saving your image WILL print on your cards.

Size: Dimensions below include bleed. Any design elements, background imagery or background color that needs to touch the edge of the card should extend through the bleed area.

Standard Size – (Full Canvas)

Horizontal: 3.75" x 2.25" (1125 x 675 pixels)

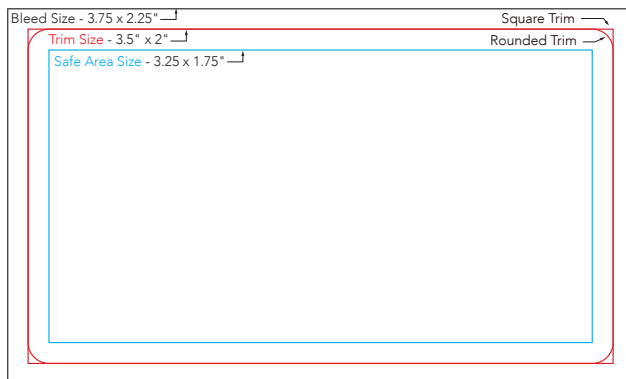Vertical: 2.25" x 3.75" (675 x 1125 pixels)

Credit Card Size – (Full Canvas)

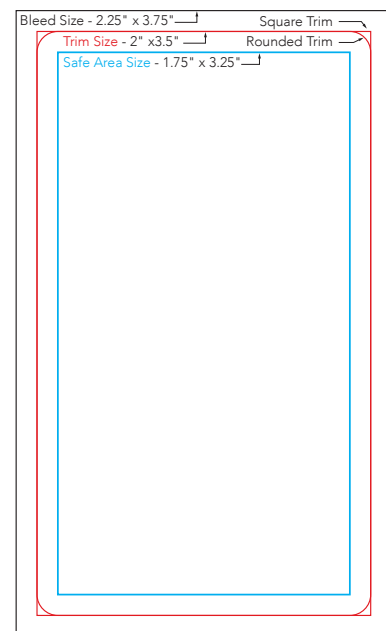Horizontal: 3.55" x 2.41" (1065 x 723 pixels)

Vertical: 2.41" x 3.55" (723 x 1065 pixels)
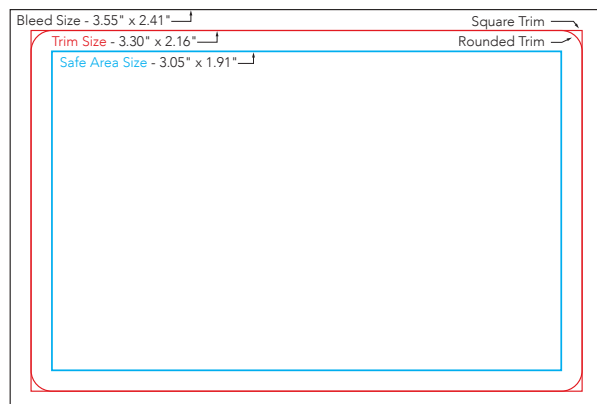
Card Measurements

All important artwork, logos, photos and text should be contained within the Safe Area (outlined in blue), but background imagery or elements that need to touch the edge should extend through the bleed area, which goes from the red outline to the black outline.
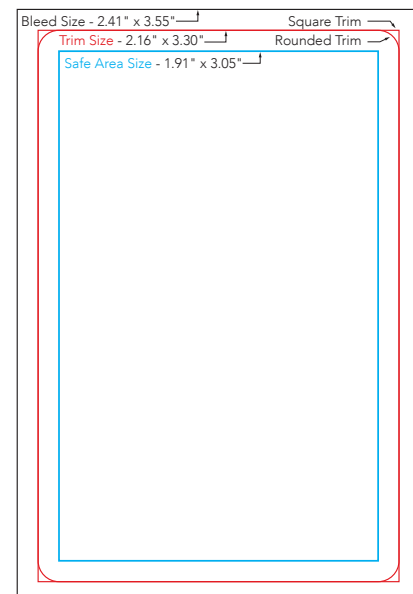

Bleed Size - 3.75 x 2.25" — Square Trim
Trim Size - 3.5" x 2" — Rounded Trim
Safe Area Size - 3.25 x 1.75"

Standard Size – *Horizontal*

Bleed Size - 2.25" x 3.75" — Square Trim
Trim Size - 2" x3.5" — Rounded Trim
Safe Area Size - 1.75" x 3.25"

Standard Size – *Vertical*

Bleed Size - 3.55" x 2.41" — Square Trim
Trim Size - 3.30" x 2.16" — Rounded Trim
Safe Area Size - 3.05" x 1.91"

Credit Card Size – *Horizontal*

Bleed Size - 2.41" x 3.55" — Square Trim
Trim Size - 2.16" x 3.30" — Rounded Trim
Safe Area Size - 1.91" x 3.05"

Credit Card Size – *Vertical*