

THE GALLERY COLLECTION® Postcard Design Guidelines

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

Available Sizes

Gallery Collection Postcards are available in three sizes and either horizontal or vertical.

Horizontal 6" x 4.25" (Full Canvas 6.25" x 4.5")	Vertical 4.25" x 6" (Full Canvas 4.5" x 6.35")	Horizontal 7" x 5" (Full Canvas 7.25" x 5.25")	Vertical 5" x 7" (Full Canvas 5.25" x 7.25")	Horizontal 9" x 6" (Full Canvas 9.25" x 6.25")	Vertical 6" x 9" (Full Canvas 6.25" x 9.25")
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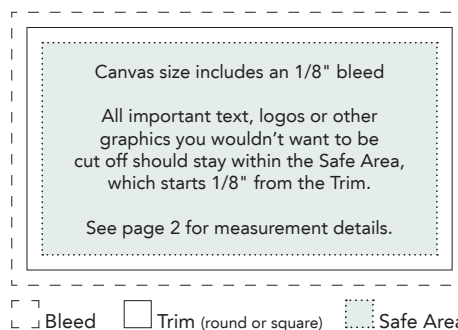
Creating Art

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 sizes, including bleed, are 6.25" x 4.5", 7.25" x 5.25" and 9.25" x 6.25".

Resolution should be at least 300 dpi.



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 postcards will be after the bleed is cut off. Either 6" x 4.25", 7" x 5" or 9" x 6".

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 5.75" x 4", 6.75" x 4.75" or 8.75" x 5.75".



Correct



Incorrect

✗ Bleed not filled

✗ Text in safe area

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)

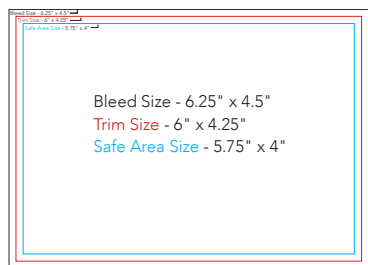
Credit Card Size – (Full Canvas)

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

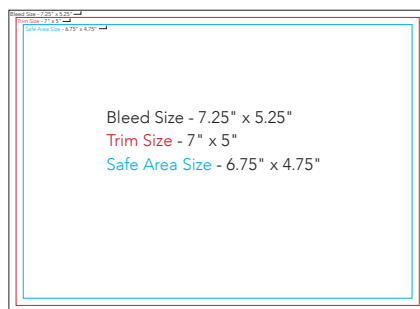
Vertical: 2.41" x 3.55" (723 x 1065 pixels)

Measurements

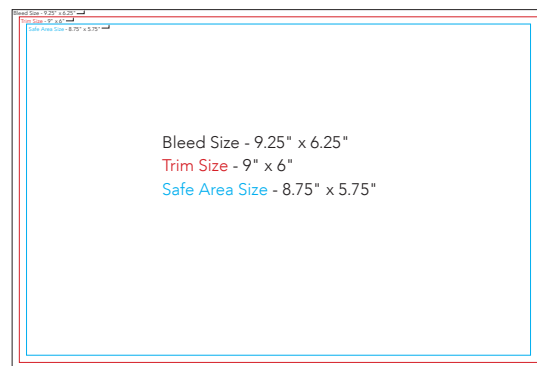
All important artwork, logos, photos and text should be contained within the Safe Area (outlined in blue), but background imagery or elements that need to touch the edge should extend through the bleed area, which goes from the red outline to the black outline.



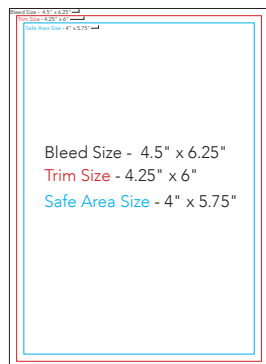
6" x 4.25" - Horizontal



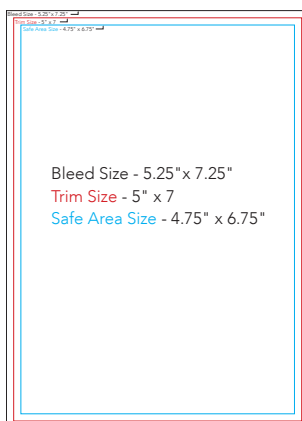
7" x 5" - Horizontal



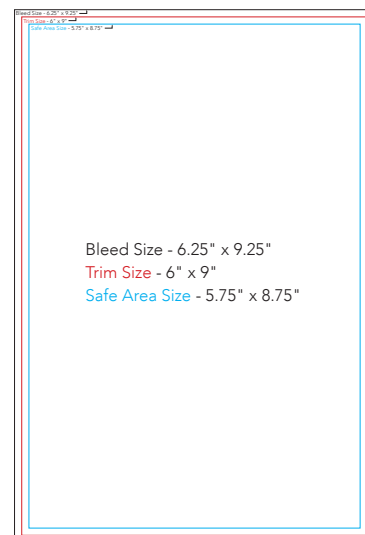
9" x 6" - Horizontal



4.25" x 6" - Vertical



5" x 7" - Vertical

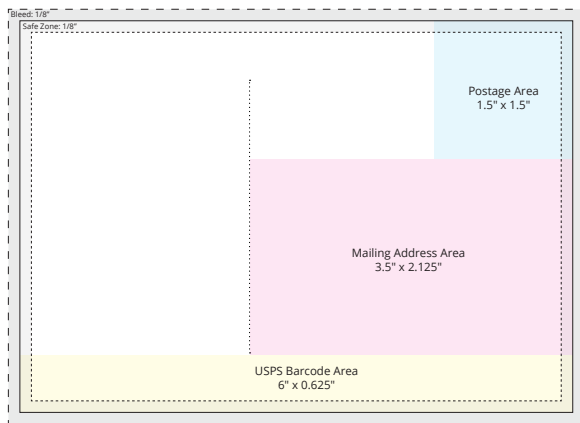


6" x 9" - Vertical

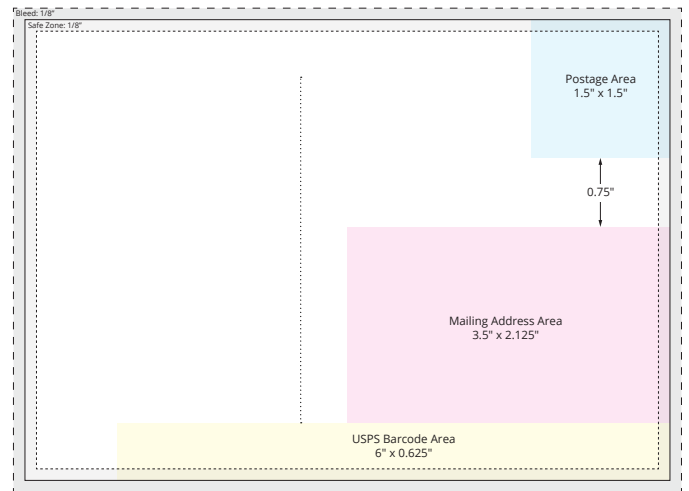
Postcard Back

The downloadable templates for the back of the postcards have areas marked for postage, address and barcode. These three areas must remain blank if you are going to be processing them for mailing. The postage area is where you can affix a stamp, or where an indicia can be printed by your metering machine or the USPS for prepaid postage. The address area is left blank to print the destination address for each card. No return address should appear anywhere in this area. After mailing, a barcode is printed at the bottom by the USPS and is used for tracking. This area must stay clear to allow this barcode to be printed and read by the mail machines.

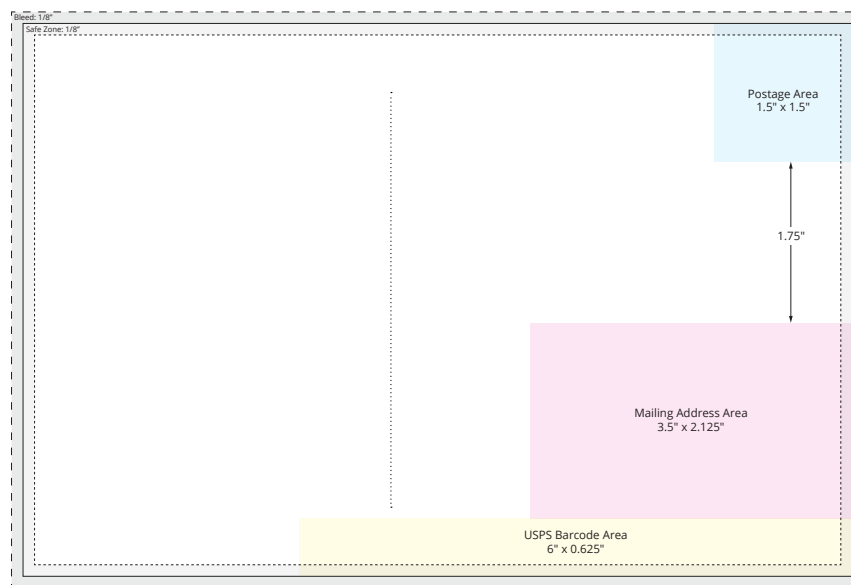
See below for an example of the measurements and placements of the areas for each postcard size.



6" x 4.25"



7" x 5"



9" x 6"