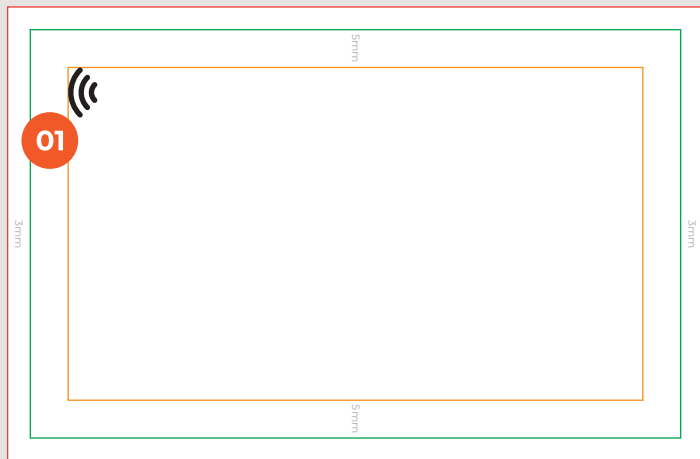


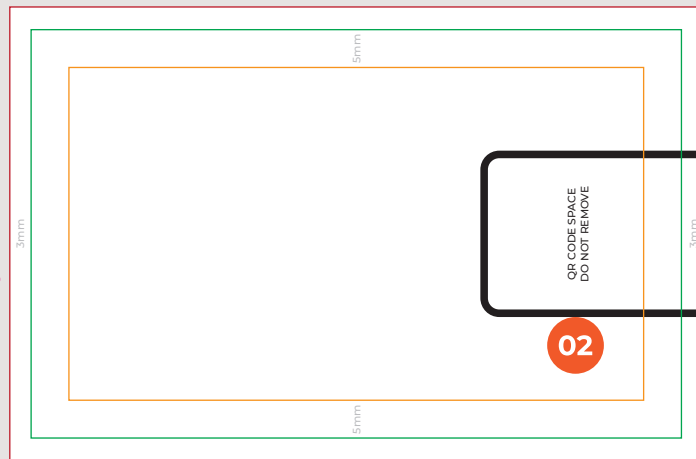
# Design Guidelines.

Profyle Card for Business

Front Top of card



Reverse Top of card



# Artwork Guidelines

Version 2.0 - 140622

## Colour

All files supplied must be based in the CMYK colour mode, with no tints/transparencies/opacity lower than 20%. All gradients, tints, transparencies and opacity should be rasterised/flattened to 300dpi for final output.

## Fonts

Make sure all fonts are converted to outlines before creating the final file for output.

## Bleed & Safe Area

We require a 3mm bleed and a 5mm inner safe area, DO NOT include Marks or Bleeds in the final output file.

### 01. NFC Icon

The NFC icon is not to be removed, you are free to change it's colour but it must stay in place.

### 02. QR Code Space

The shape on the reverse must stay in position, the inner white area must remain white. The outer line is NOT to be removed you are free to change it's colour but it must stay in place. The fill colour must be a printed colour and not match the background colour, a contrasting colour or darker shade of the background colour is best.

## Image Resolution

Artwork must be CMYK at a resolution of 300dpi or higher, we encourage all artwork to be vector based for the best finish and print quality we advise the use of imagery with caution.

## Output

Remove all guides and keylines from submitted files. Go to: File / Save as under Format select 'Adobe PDF' save, this takes you to the 'Export Adobe PDF window, under 'Adobe PDF Preset' select 'PDF/X-4:2008' select 'Marks and Bleed' and click Marks off and Bleeds off finally select Save PDF.

## Keyline Overview

- ☐ **Bleed Area:** The Bleed area extends out 3mm from the edge of your finished product. All images or colour that print to the edge of your document should be extended into this area to avoid the chance of any white lines appearing. DO NOT place any content that that you wish to appear in your document in this area as it WILL be trimmed off.
- ☐ **Text Safe Area:** Avoid putting any text 3mm from the edge of the document. Text placed outside this area will run very close to the edge of the document and could possibly get trimmed off. If possible also avoid using any thin borders in this area as you may get inconsistent thicknesses
- ☐ **Trim Area:** This is the finished size of the finished card. Anything placed outside of this area WILL be trimmed off.

# Thank you.

If you have any questions or queries please do not hesitate to contact us directly.

[info@profylecard.com](mailto:info@profylecard.com)

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