everything you need
to know about

Cards:
Postcards/Exhibitions Cards
Greeting Cards/Business Cards

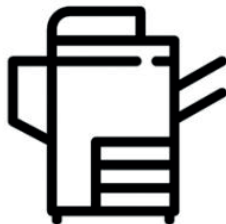\\

Card Printing? What is it? How does it works?

Not just for bragging, all our card options are the perfect tool for all things promotional – from inserts and exhibition announcements to wedding invites and holiday cards.

HOW IT WORKS! --→

1. Download Card Template
2. Edit InDesign File
3. Export PDF
4. Submit for Printing

PDF

GENERAL GUIDELINES

We offer downloadable InDesign templates via our website for all of our cards to make it easier for you to get the exact product you need.

You will download the template for the product you want from Cards page of our website.

Each includes an InDesign file, a sample file and a PDF with detailed instructions for file set up, saving and exporting.

You can submit one card or multiple cards, front and back in your PDF.

We gang them up on a larger sheet, cut them with a machine so they are exact.

*Within a 1/16" of an inch cutting tolerance.

These templates let us do the heavy lifting and cut the cards for you! There is an added charge of $5 dollars added to all card orders.
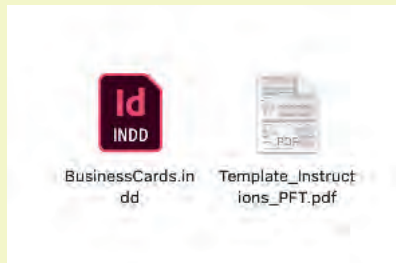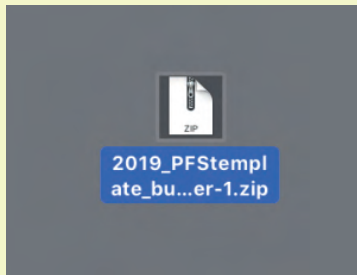
DESIGN CHECKLIST + ARTWORK GUIDELINES

All of our templates are specific to the way the Service Bureau processes, prints and applies finishing/cutting/folding to your order.

Using templates downloaded from another website will not work.

Please do not submit orders with templates from other companies.

We have our templates fine tuned to the millimeter with our printing software and cutting machines.

Before getting too far into your design process we suggest looking at the Design Checklist.
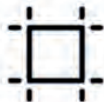
Text
Keep all text at 8pt or higher.

Imagery
Make artwork a vector PDF/photographs at 300dpi or higher.

Crop Marks
We don't need them! We add our own in the places we need them.

Lines
Sharp lines need to be at 0.5 or thicker.

DO NOT ADD BORDERS TO YOUR DESIGN !!

A delicate border around the edge of your cards may look great on screen, but that same border can look off-center on the final product.

Generally speaking, borders are not recommended because slight shifts can occur during cutting.

For small products such as business cards, even half a millimeter of cutting shift can cause the borders to look uneven.
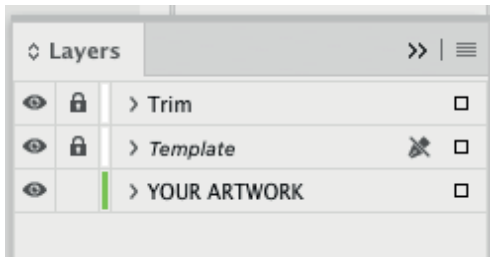
Borders may seem like an artistic choice for business card design, however, the risk of an unsatisfactory outcome is not worth the opportunity.

FILE SETUP OVERVIEW: THE BASICS

Upon opening the InDesign template file, you will see a document the size of the finished product.

Depending on which template you have decided to start with you may have more than one page in the file. Several templates may required you to add pages to your file to complete your product.

Your Artwork:
All images, text and design elements you are adding will go here.

Template:
This layer will have elements that are meant to help you place your artwork in a specific area. It will require you to turn this off or delete when it is time to export so that any blue safety lines do not show up in your artwork.

There will be multiple layers in the file with general instructions on where to put artwork to assist you.

Trim:
This layer denotes where cutting will be occuring on the card.

GUIDES + MARGINS

There will be a set of guides or lines to indicate important areas.

Pay close attention as you start designing and adding content.
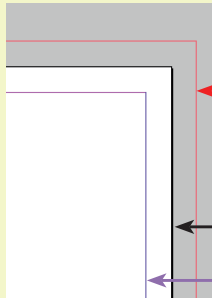
Bleed Line - content that goes "off the card". Content extended to this line and will be trimmed off allowing for <u>full bleed</u> images.

<u>*If you need content to be full bleed then you will need to pull that content out to this line.</u>

Cut Line - this is the actual physical edge of the card and where we will be cutting.

Margin - important information should be inside this line. Anything outside this area could potentially get cut off or be very close to the cut edge.

FILE SETUP OVERVIEW: FULL BLEED VS. NO BLEED

Full Bleed ----→

You have an image or a design element that you want to look like it is going over the edge of your card.

> *We are making it appear as if we have printed to the edge of the paper by printing extra and trimming at the cut line.*

It requires pulling those elements – whether it's an image or a block of color – out to the Red Line of the InDesign file before exporting.

The final size of the PDF file when exported – with the extra bleed area included – will be 3.75" x 2.25".

Cut Line
This is the physical edge of the card and where we will be cutting.

Bu
Ca
3.5" x

Full

Before setting up your file you will need to choose between
Full Bleed or No Bleed.

Bleed Line - the content that goes "off the card" extends to this line. and will be trimmed off, allowing for full bleed images.

*If you need content to be full bleed then you will pull that content out to this line.

Margin - important information should be inside this line. Anything outside this area could potentially get cut off or be very close to the cut edge.

FILE SETUP OVERVIEW: FULL BLEED VS NO BLEED

Common mistakes when adding graphics and images:

When adding elements to your design, if you have anything that you want to "fill the card" or even a line or photo that will go "to the edge" on any of the sides then it will have to be set up as a Full Bleed card. ------------→

No Bleed ----→

Does not require anything special other than you will want to make sure that your important information is not too close to the Trim line and that you are not exporting with crop marks or bleed areas.

The final size of your PDF file when exported for submission will be 3.5" x 2".

Cut Line ················
This is the physical edge of the card and where we will be cutting.

N

Bus
3.5"

O BLEED

front

iness Card
"x2"

back

Bleed Line - There should not be any content that goes to this line for a "no bleed" card.

*If you need content to be full bleed then you will need to pull that content out to this line choose the correct export settings and submit as a Full Bleed.

Margin - important information should be inside this line. Anything outside this area could potentially get cut off or be very close to the cut edge.
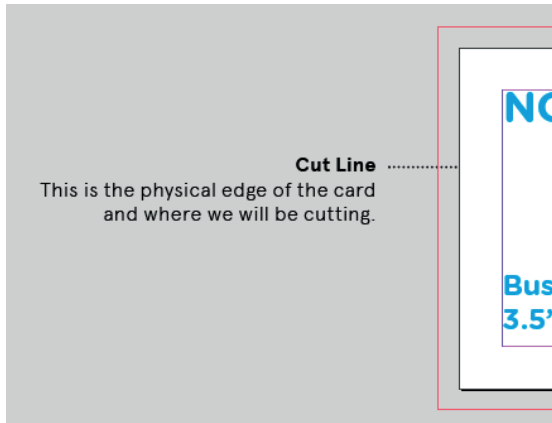
PREVIEWING YOUR ARTWORK

Once you have all design elements in your file you should Preview your file to make sure areas of your design are ending up in the correct spot and not too close to the edges or risk the potential of getting cut off during processing.

We highly recommend doing this to avoid delays with your order.

If files are not set up correctly we will ask you to resubmit or put your order on hold.

Please check files before submitting.

Go to the **View** menu and Screen Mode.

Normal Mode – Shows all guides, bleed areas and tri

Preview Mode – This will d as the final print file will be

If you are using a Full Bleed it will show you what areas artwork are going to be cut processing.

Preview Mode will show yo your type or design elemer edge. Ensure all important design are kept within the

drop down to

artwork,
m lines.

isplay your file
e seen.

d template
of your
t off during

ou how close
nts are to the
parts of your
safe area.

View Window Help

GPU Preview	⇧E
Overprint Preview	⌥⇧⌘Y
Proof Setup	▶
Proof Colors	
Zoom In	⌘=
Zoom Out	⌘−
Fit Page in Window	⌘0
✓ Fit Spread in Window	⌥⌘0
Actual Size	⌘1
Entire Pasteboard	⌥⇧⌘0
✓ Match Pasteboard to Theme Color	
Rotate Spread	▶
Screen Mode	▶
Display Performance	▶
Hide Rulers	⌘R
Extras	▶
Grids & Guides	▶
Structure	▶
Story Editor	▶

Screen Mode ▶
✓ Normal
Preview
Bleed
Slug

Presentation ⇧W
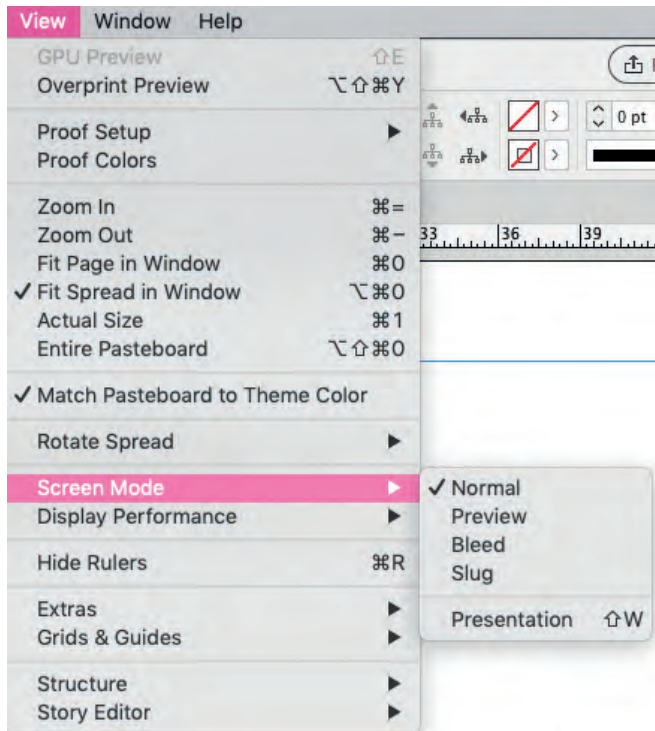
EXPORTING TO PDF FOR CARDS

When you are done with your design we will require you to export to a PDF for submission.

Each template comes with an **instructions.pdf** with a walk thru for that card included.

Please check each templates instructions for specific guidelines.

Card files do not require crop or bleed marks, however, you will need to make sure the "Use Bleed Settings" button is checked if your card is Full Bleed. Follow instructions ---→

File menu:

New	▶
Open...	⌘O
Browse in Bridge...	⌥⌘O
Open Recent	▶
Close	⌘W
Save	⌘S
Save As...	⇧⌘S
Check In...	
Save a Copy...	⌥⌘S
Revert	
Search Adobe Stock...	
Place...	⌘D
Place from CC Libraries...	
Import XML...	
Import PDF Comments...	
Adobe PDF Presets	▶
Export...	⌘E

②

Save As: 2019_PFS_BusinessCard.pdf

Tags:

Desktop
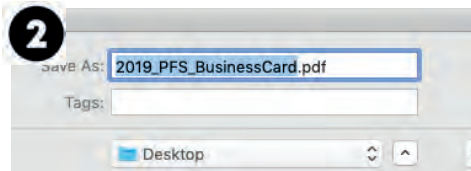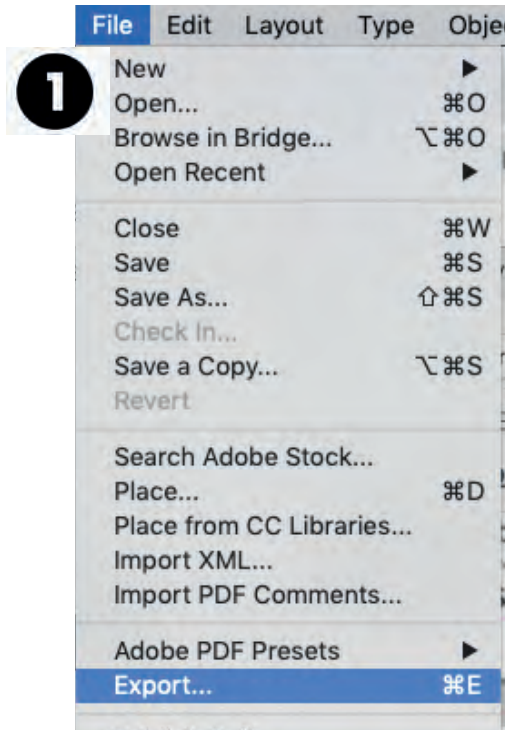
Rename your file so that you can identify it, and find it on your computer... your name or project name, version, etc.

③

Adobe PDF (Print)

ame as the Output Filename
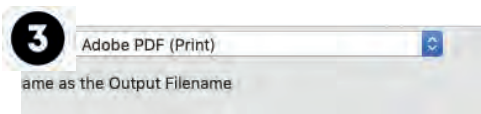
In the bottom of the window be sure to choose for Adobe PDF (Print).

If you don't do this, the next window will not pop up.

Once you click *Save* another window will pop up that has tabs along the left hand side.

Please check the following four areas shown as tabs:
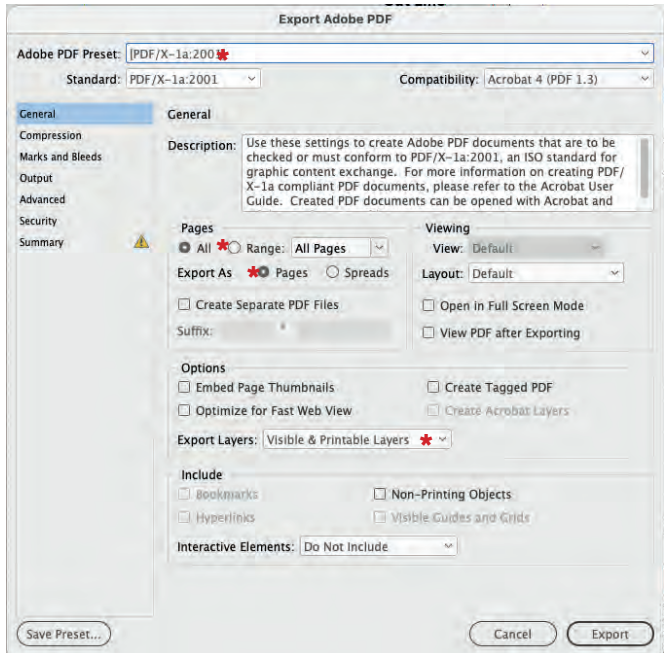
1. General
2. Compression
3. Marks and Bleeds
4. Output

General ------→

Pages: ALL
Pages (NOT Spreads)
Export Layers:
Visible & Printable Layers

When you are adding photos and other design elements to your file the size of the PDF you create can end up being very large. We do have a limit to the file size that we accept via the Digital Storefront and would like to keep the size of your file to a manageable level.

This window will downsample and compress your files to a size that is targeted to the limits of our printers and will not make your file any less quality when printed. You can also adjust your files BEFORE placing them into InDesign to avoid any major changes to resolutions.

Compression ------→

<u>Bicubic downsampling:</u> is the slowest but most precise method, resulting in the smoothest tonal gradations.
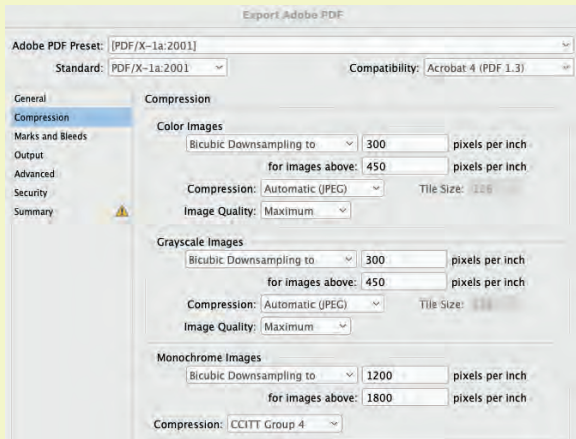
Both the resolutions should be set to 300 pixels per inch which is plenty for the high quality printers we use.

<u>Compression:</u> Choose one of the three to compress your file. It will depend on the type of artwork you are using. We ask that you do NOT choose NONE as your file will be too large to process in our printing software.

Automatic (JPEG) - InDesign automatically determine the best quality for color and grayscale images.

<u>JPEG</u> applies a compression that is best for images with tonal changes.

<u>ZIP</u> applies a compression that is best for images with large areas of flat color.

Export Adobe PDF

Adobe PDF Preset: [PDF/X-1a:2001]

Standard: PDF/X-1a:2001   Compatibility: Acrobat 4 (PDF 1.3)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary ⚠

Compression

Color Images

Bicubic Downsampling to   300   pixels per inch

for images above: 450   pixels per inch

Compression: Automatic (JPEG)   Tile Size:

Image Quality: Maximum

Grayscale Images

Bicubic Downsampling to   300   pixels per inch

for images above: 450   pixels per inch

Compression: Automatic (JPEG)   Tile Size:

Image Quality: Maximum

Monochrome Images

Bicubic Downsampling to   1200   pixels per inch

for images above: 1800   pixels per inch

Compression: CCITT Group 4

Image Quality: Set to Maximum for the highest quality output.

Marks + Bleeds --------------→

This means that your document will _not_ have any cut or crop marks.

We do not want any marks on your file since we drop this file into our software that will arrange multiple files on a sheet with it's own marks for cutting.

The Bleed area has been set up in your document before designing.

Marks – All are Unchecked.

Full Bleed Designs:
Bleed and Slug – Check *Use Document Bleed Settings*
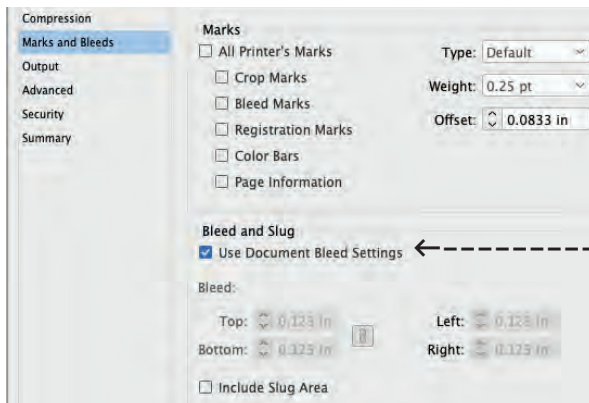You should see .125" on top/bottom/left/right

No Bleed Designs:
Bleed and Slug – Uncheck *Use Document Bleed Settings*

Compression	**Marks**
Marks and Bleeds	☐ All Printer's Marks Type: Default
Output	☐ Crop Marks Weight: 0.25 pt
Advanced	☐ Bleed Marks Offset: ◊ 0.0833 in
Security	☐ Registration Marks
Summary	☐ Color Bars
	☐ Page Information

Bleed and Slug
☑ Use Document Bleed Settings ←- - - - - - -

Bleed:

Top: ◊ 0.125 in   Left: ◊ 0.125 in

Bottom: ◊ 0.125 in   Right: ◊ 0.125 in

☐ Include Slug Area

This box will be checked ONLY if you have set up and designed for FULL BLEED.

Uncheck for NO BLEED designs.
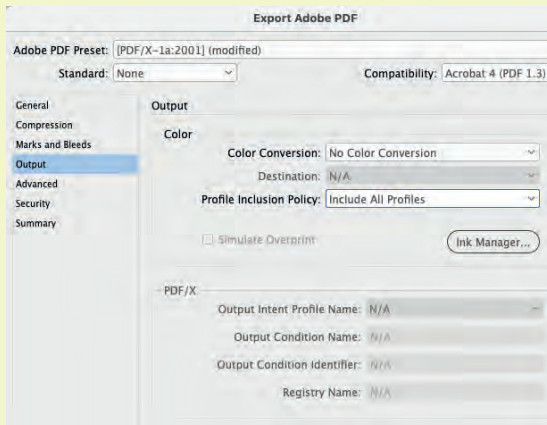
Output -------------->

Color Conversion:
No Conversion

Profile Inclusion Policy:
Include all Profiles

At this point you are ready to export your file for print.

Hit the **Export** button at the bottom of the window and you will have a PDF will be ready to print!

Open and inspect your files before submitting!!

Export Adobe PDF

Adobe PDF Preset: [PDF/X-1a:2001] (modified)

Standard: None   Compatibility: Acrobat 4 (PDF 1.3)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Output

Color

Color Conversion: No Color Conversion
Destination: N/A
Profile Inclusion Policy: Include All Profiles

☐ Simulate Overprint   (Ink Manager...)

PDF/X

Output Intent Profile Name: N/A
Output Condition Name: N/A
Output Condition Identifier: N/A
Registry Name: N/A

Double check that the sizes of the card you have exported match with the information below. If they are not the exact dimensions then you have done something incorrectly.

Business Card
No Bleed – PDF Size Submitted – 3.5"x 2.0"
Full Bleed – PDF Size Submitted – 3.75"x 2.25"

Exhibition Card
No Bleed – PDF Size Submitted – 5"x 7"
Full Bleed – PDF Size Submitted – 5.25"x 7.25"

Postcard
No Bleed – PDF Size Submitted – 6"x 4,25"
Full Bleed – PDF Size Submitted – 6.25"x 4.50"

Greeting Card
No Bleed – PDF Size Submitted – 5.5"x 8.5"
Full Bleed – PDF Size Submitted – 5.75"x 8.75"

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room 1111

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w: sites.artic.edu/
servicebureau