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TECHNICAL SPECIFICATION

LOYALTY CARD

85 × 55 MM

trim size 85 × 55 mm · size with bleed 91 × 61 mm

91 mm size with bleed

85 mm trim size



Scale 1:1: do not resize. Artwork size including bleed: 91 × 61 mm.



Bleed 3 mm: the background and every element reaching the trim line must run on smoothly 3 mm past the trim line.



Trim / crease: trim and crease lines. Some tolerance is allowed for during finishing.



Safe print area: all important elements, logos and text must sit inside it.

Resolution 300 or 600 dpi: use 600 dpi for important small elements and text.

File formats: send the design as TIFF (flattened to a single layer, LZW compression) or PDF.

CMYK colour: do not change the colour profile contained in the template.

61 mm

55 mm