



SMARTPRESS

FOIL BUSINESS CARD

Finished Product Size: 2" wide by 3.5" high

FOIL - All foil design elements need to be placed on their own layer and have a spot color assigned called Foil. Please reference our website for more in depth information.

BLEED - Your file needs to include a **0.125" bleed necessary for production**. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance that there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. More information on bleeds can be found on our website:
smartpress.com/support/printing-basics/bleeds-borders

CUT LINE (FINISHED SIZE) - This is where your artwork will be trimmed.

SAFE MARGIN - Your file needs to include a **0.125" safe margin necessary for production**. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. More information on Cutting Tolerance can be found on our website:
smartpress.com/support/printing-basics/cutting-tolerance

