Artwork Guidelines

Setting up your business cards correctly for print



- Business Cards are printed multiple up on an oversized sheet then cut down on a guillotine.
- When artwork is setup to the exact size of a business card, we cannot guillotine precisely on the edges.
- Any background colours or images that print to the edge of the business card must extend past the edges of the card by 3mm. This is called **Bleed.** The bleed is then cut off when the cards are guillotined.
- Text must not sit close to the edges of the card.
- Allow at least 3mm in from edge of card.
- Avoid fine reverse text. Keep reverse text bold to be readable.
- Check correct spelling of names, address, phone numbers, email and website details.
- Avoid framed borders when possible as they often appear uneven. Take into consideration movement of the paper when printing. If you must have borders these need to be at least 5mm inside the business card.

Once setup correctly as a CMYK document save as a High Resolution PDF and ensure crop marks and 3mm bleed have been ticked. Your ready to print!

We print our business cards at a size of 90mm x 55mm. Custom sizes available.

varsity graphics

Phone: 5562 2121 Email: print@varsitygraphics.com.au

Artwork Guidelines

Setting up your pullup banner
correctly for print



Total document size 850mm x 2110mm plus 5mm bleed. This allows for base and top gripper. Total visable area 850mm x 2000mm.

Once setup correctly save as a High Resoultion PDF and ensure crop marks and 5mm bleed have been ticked. Your ready to print!

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Artwork Guidelines

Setting up your flyers
correctly for print



Flyers are printed multiple up on an oversized sheet and then cut down on a guillotine. When artwork is setup to the exact size of a flyer, we cannot guillotine precisely on the edges therefore would most likely leave uneven white edges around the flyers.

For this reason any background colours or images that print to the edge of the flyer must extend past the edges of the card by 3mm. This is called **Bleed.** The bleed is then cut off when the flyers are guillotined.

Text must not sit close to the edges of the document. Allow at least 5mm in from edge of flyer. Avoid fine reverse text. Keep reverse text bold to be readable.

Once setup correctly save as a High Resoultion PDF and ensure crop marks and 3mm bleed have been ticked. Your ready to print!

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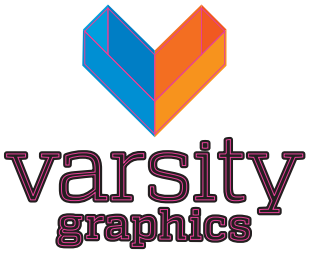
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Artwork Guidelines

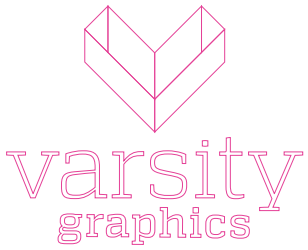
Setting up your vinyl stickers
correctly for print



Example 1.
Basic shape vinyl stickers.
Circles, squares, retangles etc.



Example 2.
Cut to shape vinyl stickers.
Requires colour to extend past cut line.



Example 3.
Cut to shape white vinyl lettering.

Using our 'Cut Contour' swatch, copy and paste this swatch into your file.
Use this swatch to apply to your cut line. This line indicates where our machine will cut out your labels. Any shape, any size. 1mm bleed is required for our vinyl labels. Stroke to be .25pt. White vinyl cut lettering requires only a cut line. See example 3.

Once setup correctly save as a High Resoultion PDF. Your ready to print!

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