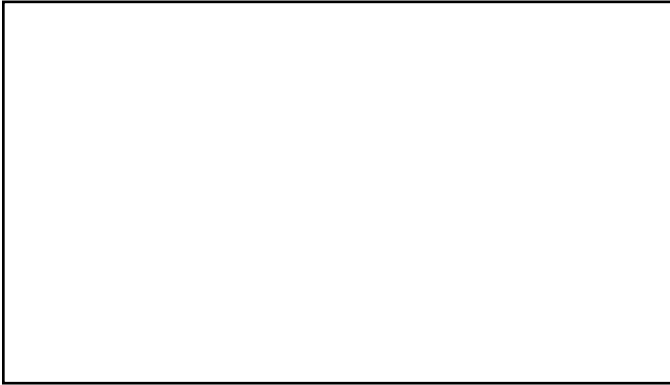


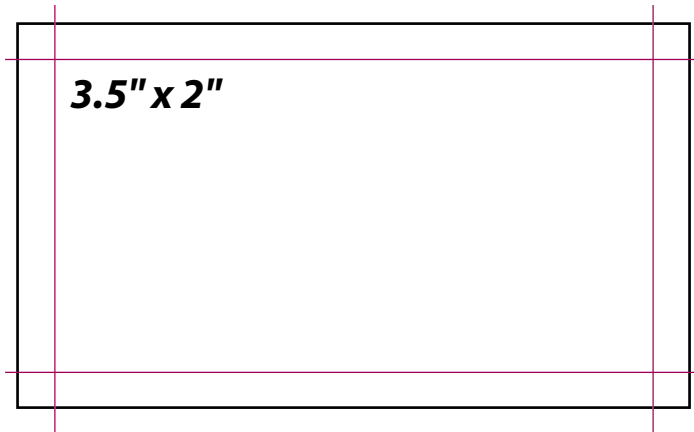
# DESIGNING A BUSINESS CARD



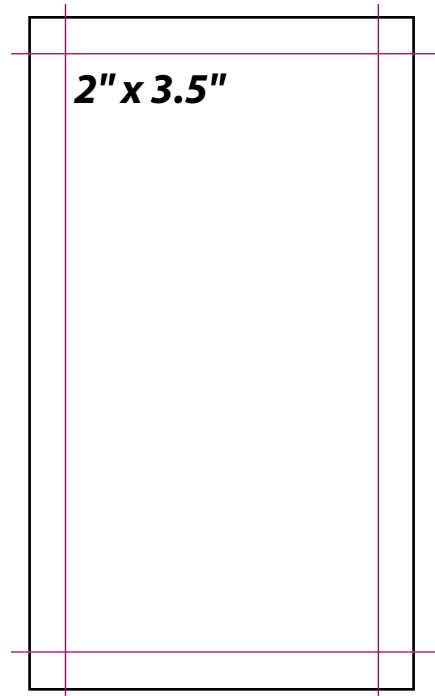
Draw a box 3.5" x 2" portrait or landscape.

You can also make the size of your page 3.5" x 2" but we feel it's easier to visualize the card if it has a border around it.

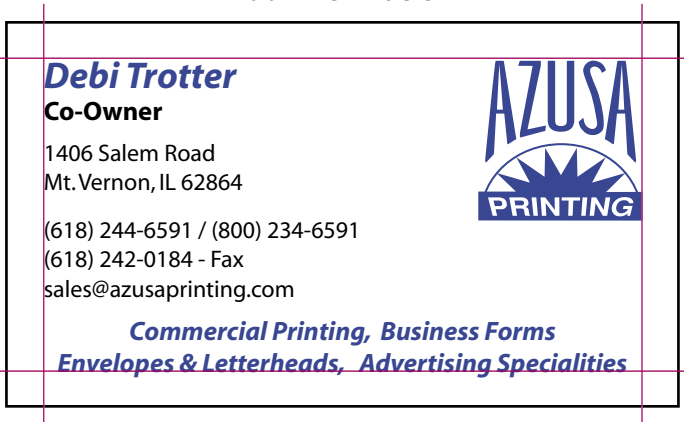
\*Note the black line around the card will be removed before printing and is only for proofing purposes.



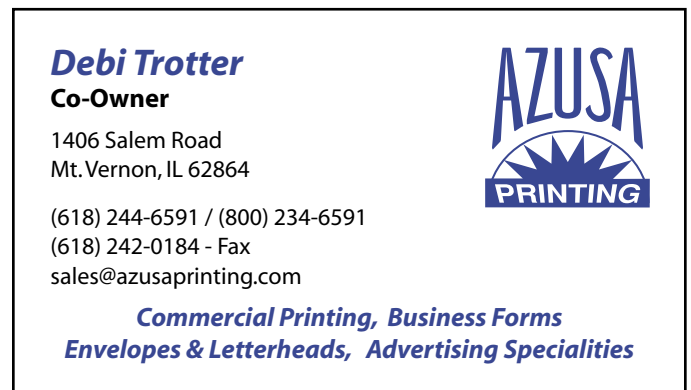
**Add a margin of 3/16"  
to each side of the card**



## Add Information



## Finished Card



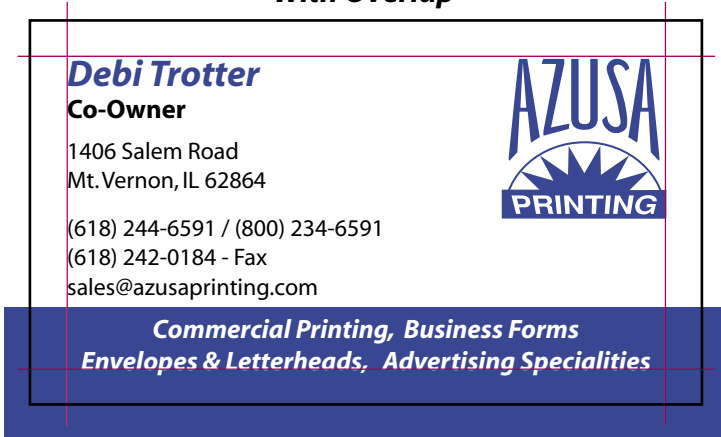
When you've finished working on your design, turn off your margins and this will allow you to see the card as it will be printed.

**Next - Explaining Bleeds**

# BLEEDS EXPLAINED

A bleed is artwork that goes over the edge of your card.

## With Overlap



If your design needs to have a bleed then it is important that you allow a 3/16" overlap. (See image on left).

This gives the guillotine operator a chance to cut the artwork and produce a well finished card. (See image below)

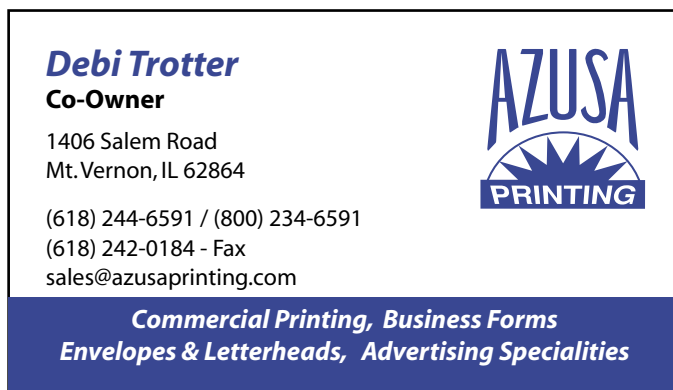
## Why are bleeds so important?

If the artwork stopped at the edge of the card and the guillotine was only a fraction off, then we run the chance of getting a thin white strip on the card.

You can now send this to us and we can layout and print your business cards from your design.

## Next - Setting up artwork for printing.

## Finished Card



## \*\*Important\*\*

Before sending your design to us we highly recommend that you convert all your fonts into outlines so as to avoid any font issues when we work on your card. If your software does not support this function call us to see if we have the fonts your using.

## Templates

If you work with vector software we would be happy to send you templates for both your business card design and print layout. Email us at [graphics@azusaprinting.com](mailto:graphics@azusaprinting.com) for to request a template.

# SETTING UP PRINT READY ARTWORK

Unless you're using professional software we suggest you allow us to set your artwork up for print.

In order to print your card we have to layup the design either 8, 10, 16 or 20 cards up depending on the stock being used. Below are samples of 4 up for both regular and bleeds.

Size has been reduced for viewing purposes

**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



**Debi Trotter**  
**Co-Owner**

1406 Salem Road  
Mt. Vernon, IL 62864

(618) 244-6591 / (800) 234-6591  
(618) 242-0184 - Fax  
sales@azusaprinting.com



*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*

*Commercial Printing, Business Forms  
Envelopes & Letterheads, Advertising Specialities*