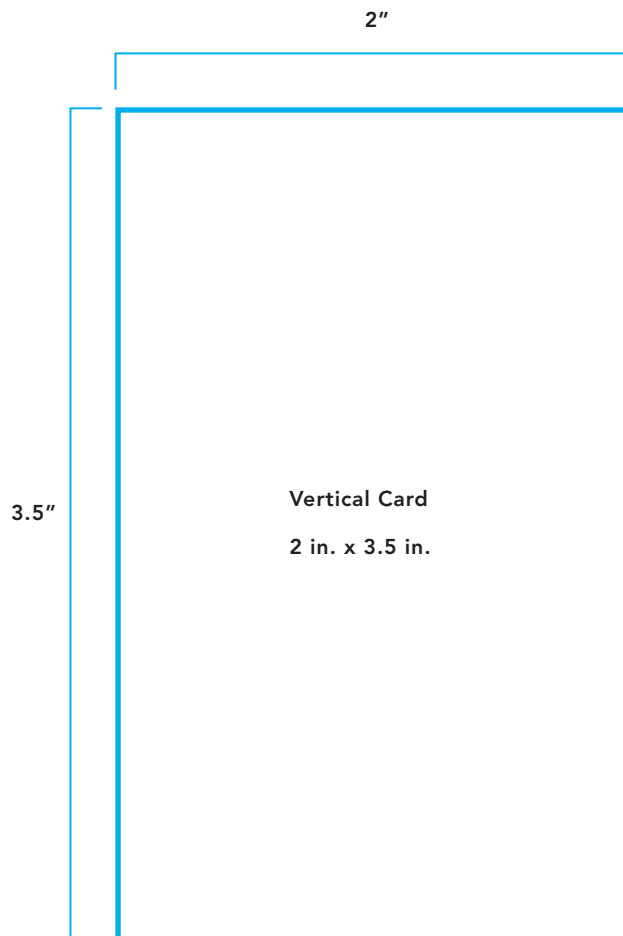


Standard Business Cards

Trim Size

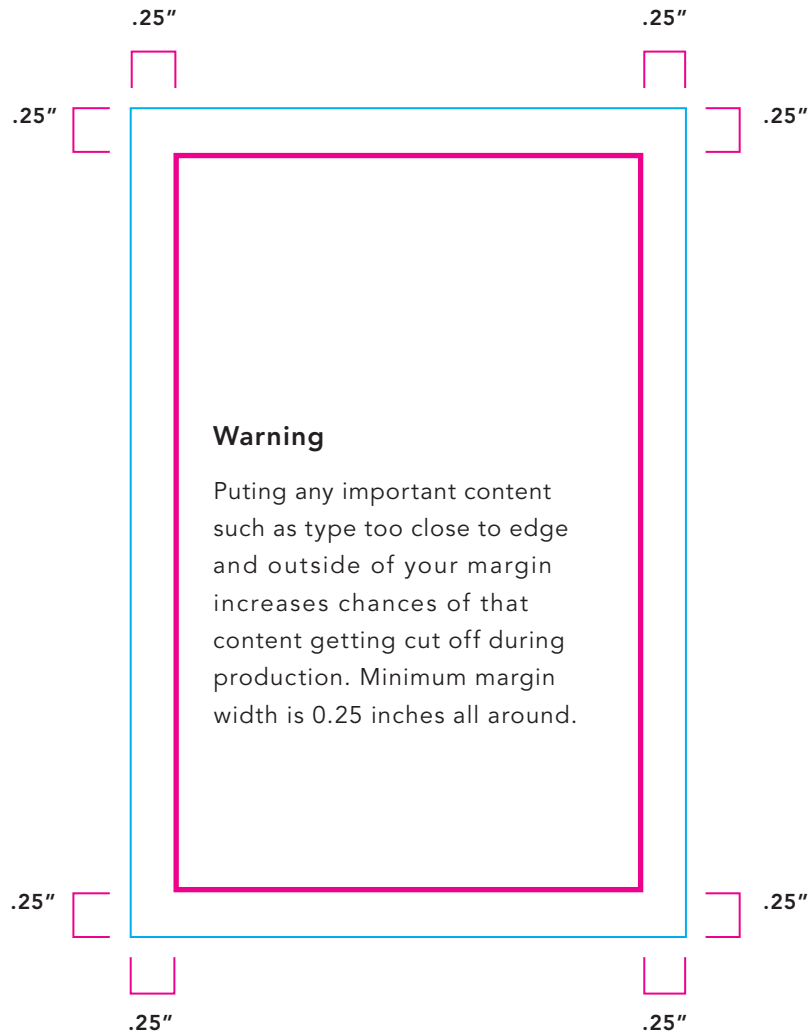
When setting up your file it is important to be aware of your design areas. The first area we will cover is your overall trim size. The trim area should establish the size of your post card. This is a sample for a standard vertical card



Standard Business Cards

Margins

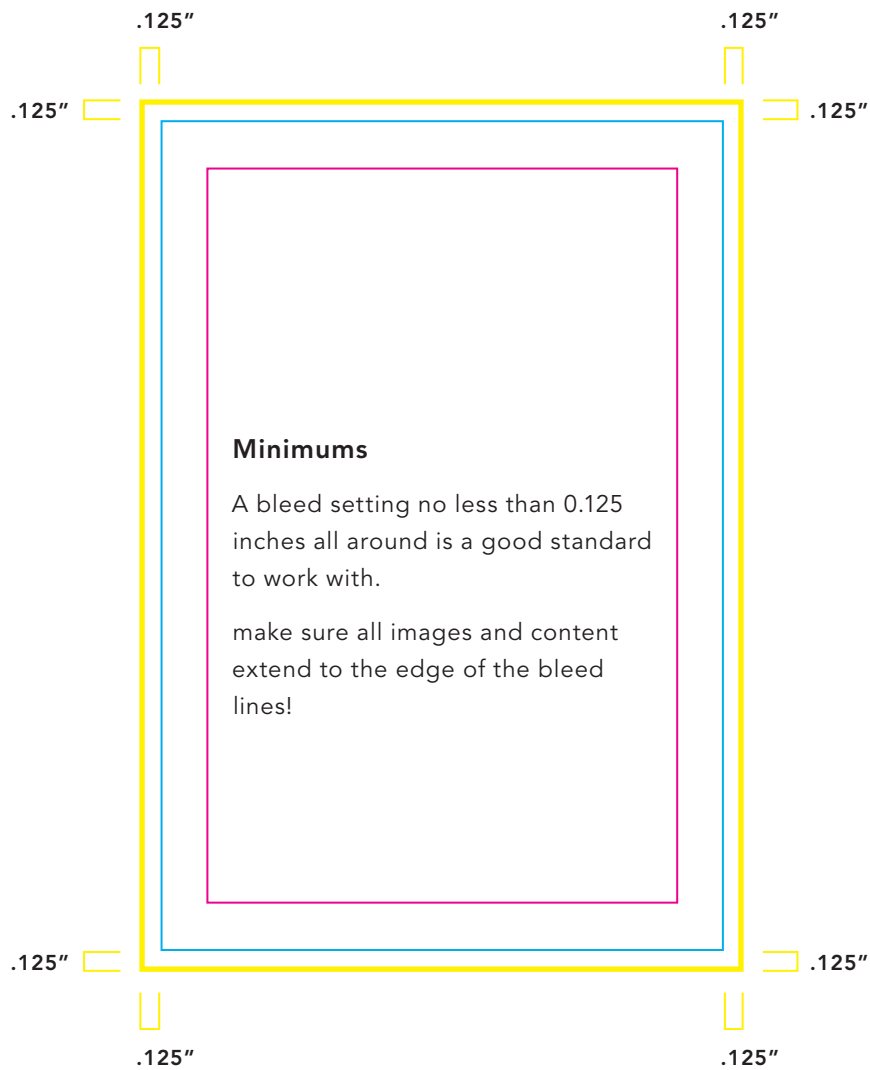
Margins are the parts of a page that are above, below, and the side of the main printed area. Though there are times when printing beyond the margins is acceptable, such as for full bleeding images, the margins are used as a buffer so content doesn't get too close to the edge.



Standard Business Cards

Document Bleeds

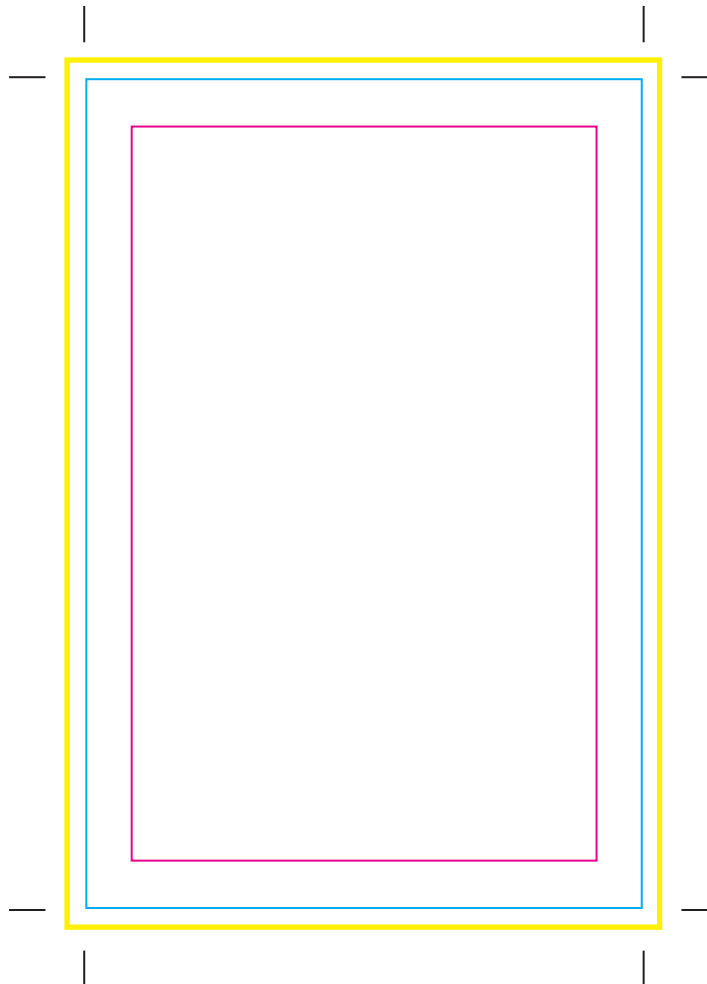
When you set up your document it is highly important to include bleeds. Bleeds allow extra space for images or any content to extend over your trim lines to avoid white spaces around your business cards after trimming.



Standard Business Cards

Crop Marks

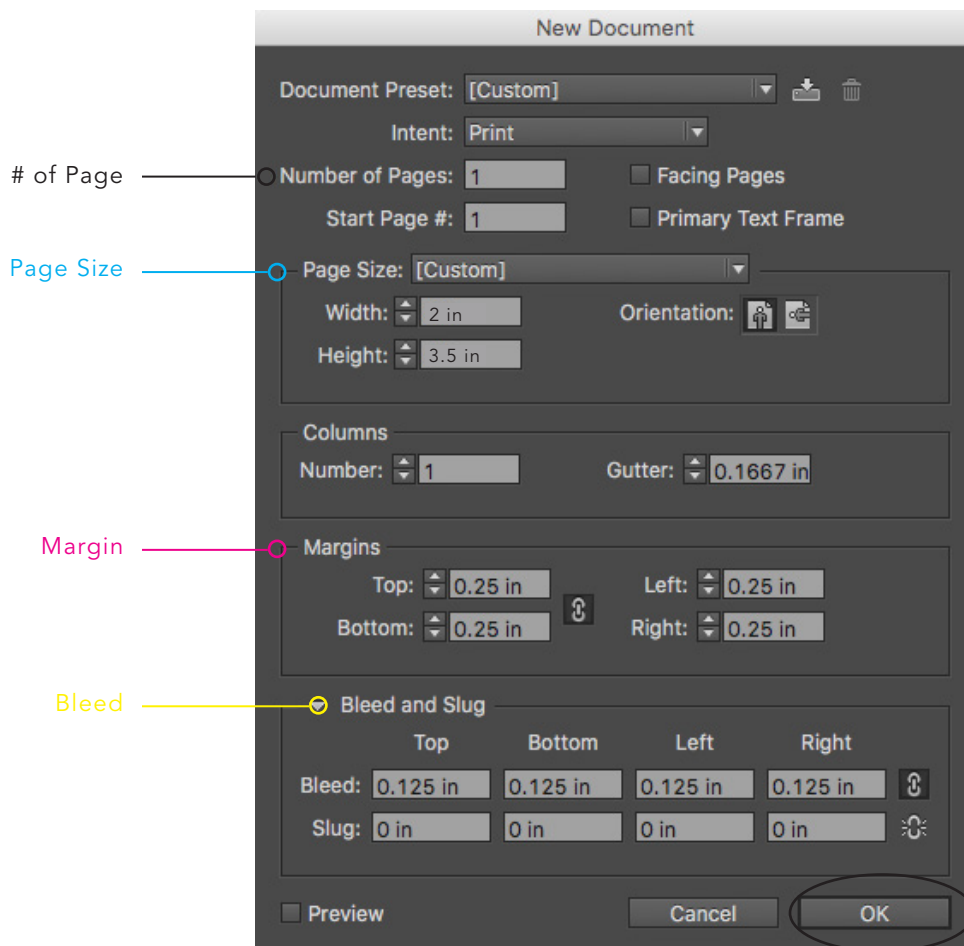
Since you are using bleeds, crop marks are necessary to make sure the business cards come out the correct size. The crop marks tell the printer where to cut your cards so your finished product matches your trim size and any excess content gets cut off.



Standard Business Cards

InDesign Set Up

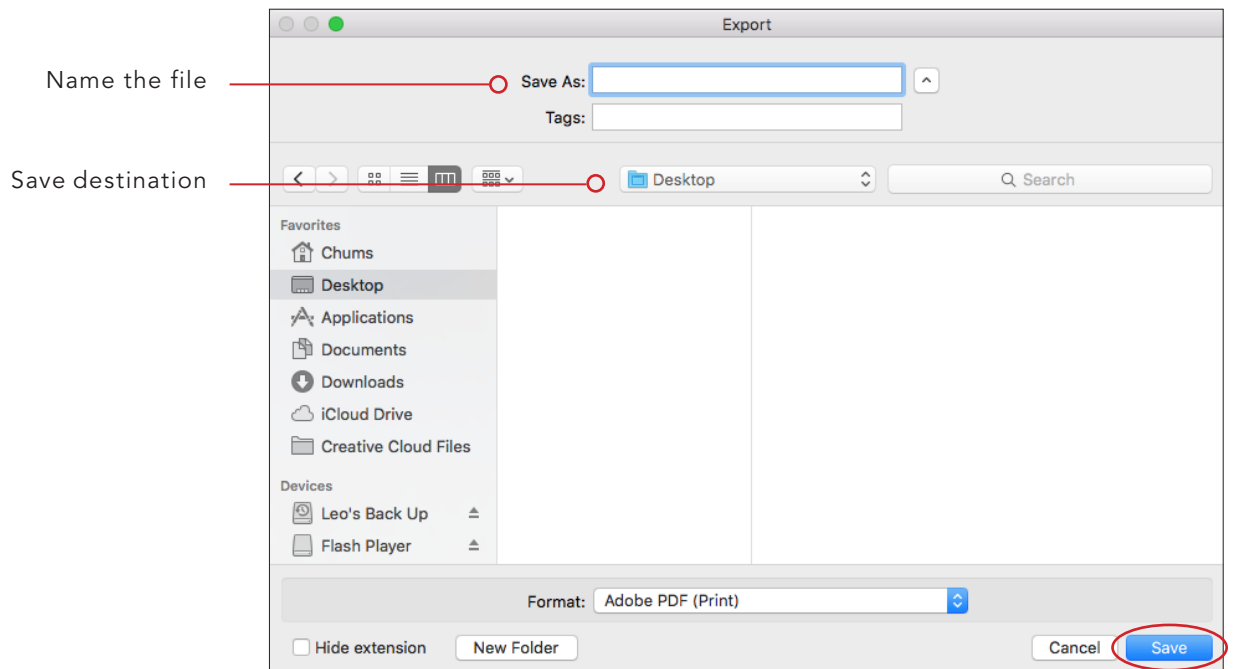
1. Open InDesign
2. Go to File // New // Document (this will bring up the dialogue box below)
- 3. Set the **number of pages** (1 pg. for single sided cards, 2 pgs. for double-sided cards)
- 4. Set the **page size** (this is your trim size, adjust according to desired card size)
- 5. Set your **Margins** (minimum 0.25 in.)
- 6. Set your **Bleeds** (minimum 0.125 in.)
- 7. Once you have set up your document click **OK**. Now you are ready to design.



Standard Business Cards

Exporting as PDF

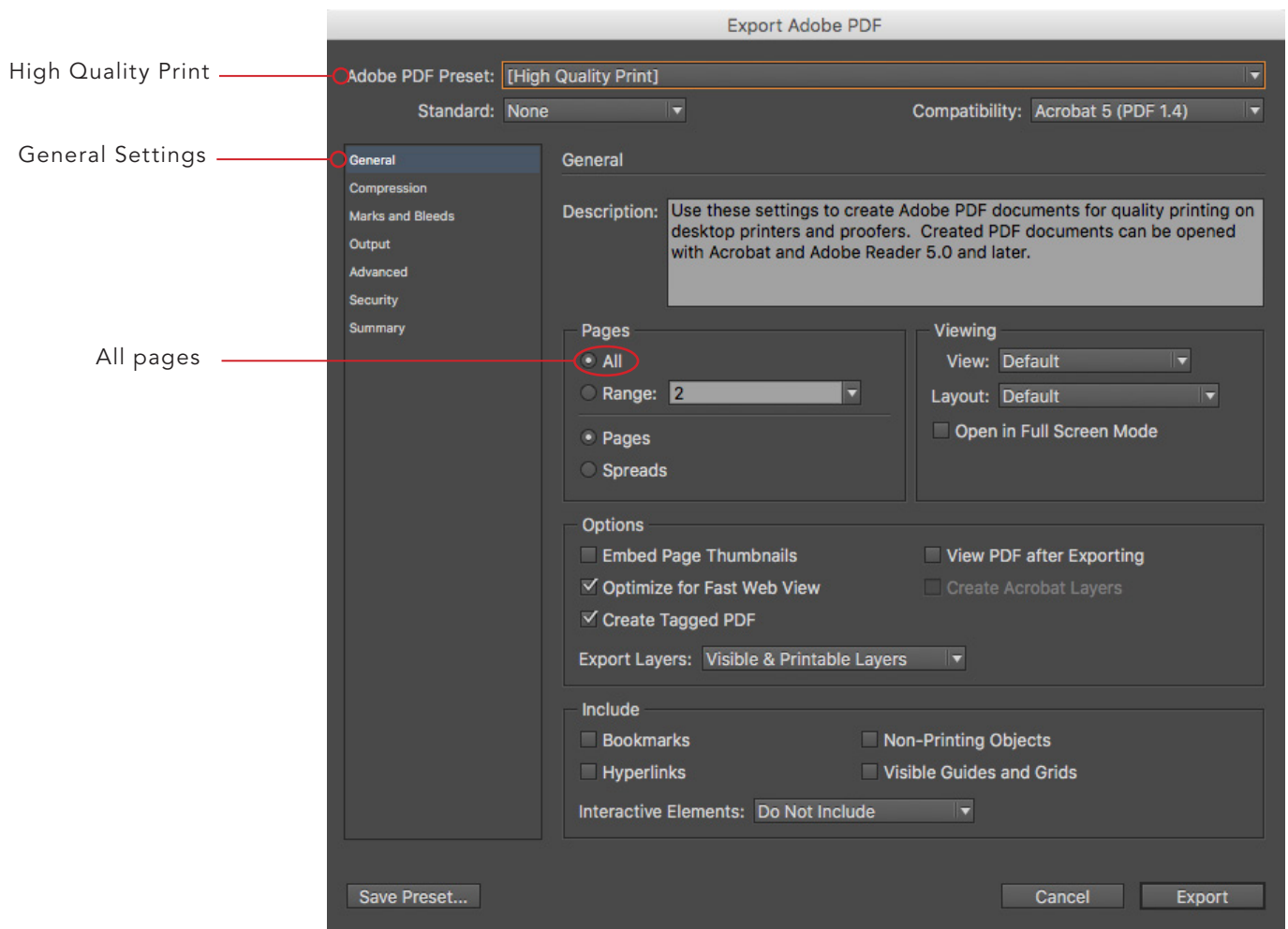
1. Go to File // Export (this will bring up the dialogue box below)
2. Give the PDF a name (ex: LeoBusinessCard_Print...)
3. Chose destination where you want to save the new PDF file.
4. Click Save (this will bring up the exporting options window)



Standard Business Cards

Exporting as PDF (cont.)

5. In the General settings Select High Quality Print for Adobe PDF Preset
6. Select All for the Pages options



Standard Business Cards

Exporting as PDF (cont.)

7. In the Marks & Bleeds setting make sure to have Crop Marks checked out
8. Select Use Document Bleed Settings. This will automatically include the bleeds you previous established when setting up your document.
9. Click Export and you are all set for printing!

