

# GIFT CARD DESIGN GUIDELINES

## FRONT OF CARD

Size with bleed: **3 5/8" x 2 3/8"**

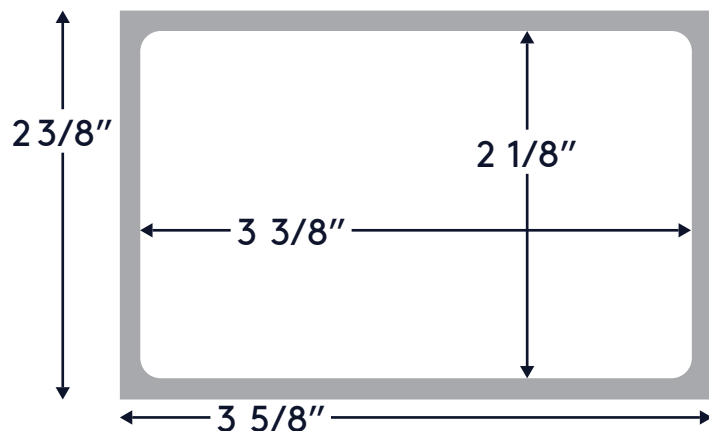
Trim size (final size): **3 3/8" x 2 1/8"**

 Bleed area

 Text and graphics\*

*\*(8-bit CMYK; leave text as text layers or outlined/converted to shapes)*

Note: you can only use the white space for your design.



## BACK OF CARD

Size with bleed: **3 5/8" x 2 3/8"**

Trim size (final size): **3 3/8" x 2 1/8"**

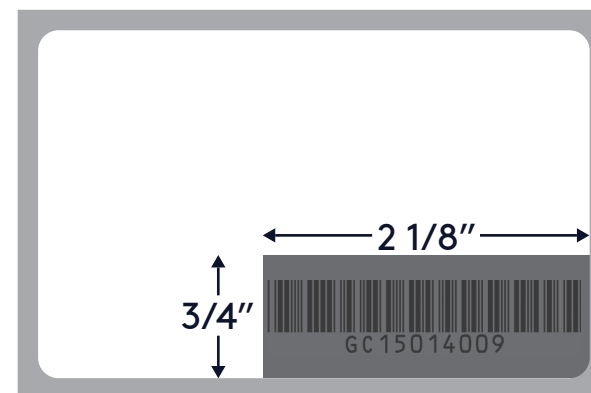
 Bleed area

 Barcode area

 Text and graphics\*

*\*(8-bit grayscale; all text left as text and Black, not K=100)*

Note: you can only use the white space for your design.



**Note:** leave  
2 1/8" x 3/4"  
blank for  
barcode.

## ARTWORK REQUIREMENTS

Send graphics to [trevor@bookmanager.com](mailto:trevor@bookmanager.com)

Preferred file formats: .psd, .ai, .eps | Other formats (*final print results may not be as high quality*): .pdf, .jpg, .png, .tif

Colour Mode: CMYK | Resolution: minimum 300dpi (600dpi recommended)

**NOTE:** Front and back text and shape layers should remain as text/shape layers or outlined/converted to shapes.

