

# Size Guidelines for Color Cards

The following information pertains to different size terminology referred to when referencing our General Guidelines and Application Specific Guidelines.

## Explanation of size terminology:

**Final Size** Final size of card once card has been cut.

**Size w/bleed** Size of card with bleeds (final size + bleed). We require a 0.125" bleed on all sides of the card.

**Safe Zone** All critical items that do not bleed should be placed within this area. Items placed outside this area may unintentionally get cut of due to slight variations that can happen during cutting.

Card Item	Final Size	Size w/bleed	Safe Zone
Business Card	2" x 3.5"	2.25" x 3.75"	1.75" x 3.25"
Trading Card	3" x 4"	3.25" x 4.25"	1.75" x 3.75"
Bookmark	2" x 7"	2.25" x 7.25"	1.75" x 6.75"
Mini Card	3.5" x 5"	3.75" x 5.25"	3.25" x 4.75"
CD Card	4.75" x 4.75"	5" x 5"	4.5" x 4.5"
Postcard (small)	4" x 6"	4.25" x 6.25"	3.75" x 5.75"
Postcard (large)	5" x 7"	5.25" x 7.25"	4.75" x 6.75"
Rack Card	4" x 9"	4.25" x 9.25"	3.75" x 8.75"
Half Page	5.5" x 8.5"	5.75" x 8.75"	5.25" x 8.25"

## For sizes not listed above:

Size w/bleed is 0.25" larger than the Final Size for each dimension and the Safe Zone is 0.25" smaller than the Final Size for each dimension.

## EXAMPLE:

