

# Sizing Artwork for Print Production

For best print results files should be created at the desired size of the finished piece.

For example, after printing and cutting, a business card is 3.5 inches (8.89 cm) wide by 2 inches (5.08 cm) high, so the artwork file for a business card should be created at 3.5"x2" in your preferred design application.

Make sure your job has proper bleed and safety (see our guide on adding bleeds)

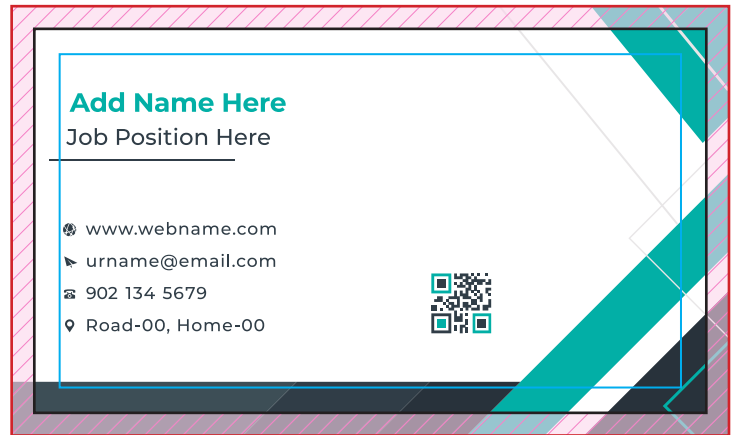
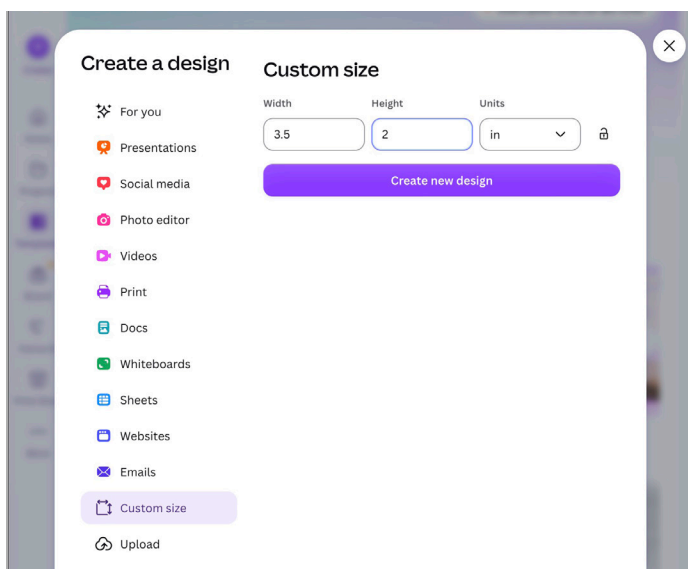


*If your job is double sided each side should on a separate page or file.*

## Making a file to size

If using an Adobe application, you can choose a size after clicking File>New or enter a custom size in the dialog box

If using **Canva** you can search for and choose a template or click the Custom size icon near the bottom of the 'Create a Design' dialog box.



— Finished size

— Bleed (excess artwork that will be cut off)

— Safety (non-printing inner guides to prevent information getting cut off)

## The importance of Bleed and safety

**Bleed** and **safety** are important to make sure your job looks its best.

**Bleed** ensures that white borders don't appear on the edges of your print where colours or images go right to the edge of the artwork.

**Safety** guarantees that important information does not get cut of when the job is trimmed.



**Tip:** Clearly identifying your job with a descriptive filename will help jobs run smoothly. i.e. *Your-Company-Name-Business-Card.pdf*