

Business Card Artwork Guide

Size: 90mm x 55mm

DESIGN TIPS FOR PRINTING ON SEED PAPER

Seed paper is different to that of standard machine made paper. It's handmade from recycled content and embedded with seeds. Each sheet is unique and beautifully textured with slight variations in colour, thickness and the placement of seeds. Printing and trimming of seed paper can present some challenges!

Following are some important points to keep in mind for artwork design:

- full/high ink coverage may affect seed germination and costs more to produce - we recommend up to around 50% ink coverage
- very small or light text on a dark background may not print well on seed paper- avoid less than 7 or 8 pt
- there can be slight movement of the seed paper (around 1 to 3 mm) when printing and trimming
- borders or important text close to the edge may get chopped off, or look uneven & not perfectly centered in the finished product
- colour matching may not be precise (but will be close!) due to recycled content in paper.

FILE FORMATS ACCEPTED

Print Ready PDF or Adobe Illustrator

- Artwork must be provided at the correct TRIM SIZE.
- If your design prints directly to the edge, please include a bleed allowance of 3mm beyond the trim size and crop marks. Remember to extend your artwork into the bleed area.
- If not printing to any edge, a bleed allowance is not required.
- If printing both sides, supply each side as a separate page or as individual files.

If artwork is supplied as an Illustrator file:

- Convert fonts to outlines or supply fonts files.
- Embed any images/logo's or provide linked files.
- Guides or information that is not to be printed must be on separate layers.

* **Please note - we are not able to work with files created in word or powerpoint.**

PRINT OPTIONS

Paper-Go-Round standard printing prices includes ink coverage up to 50% along with no printing to any edges on either side. If your artwork requires high ink coverage and/or printing directly to one or more edges extra print fees apply.

Standard print example

- **Artwork that contains low ink coverage - up to 50%**
- **And does not print to any edges, on the front or back.**

This is more efficient to print and low ink coverage is better for seed germination!

Extra print example

- **For artwork with high ink coverage - more than 50%**
- **And/or artwork that prints directly to one or more edges.**

This printing option is more costly to produce and creates more waste. Full ink coverage is available but may affect seed germination.



Example showing low ink coverage with no edge to edge printing



Example showing high ink coverage and printing to the edge.

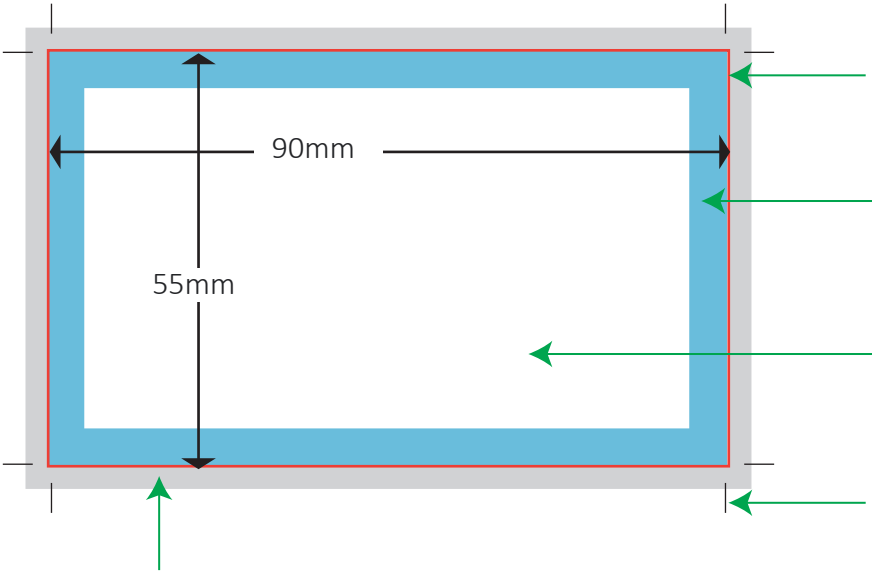


Example showing printing to the edge.

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DIAGRAM WITH BLEED/TRIM/CLEARANCE INFORMATION



Trim line (red line)

This is the edge of the card, everything outside the trim line will be cut off. Ensure trim is set to the correct dimensions in your PDF.

Blue Area (5mm clearance inside of trim line)

Due to paper movement anything printed in this blue area may risk being cut off.

- Things to consider - keep important details out of this area.

Safe Area (white area)

Anything within this white area will be safe from being cut off.

- Things to consider - slight paper movements means final product may not always be perfectly centered. Borders and text close to edges may make this more noticeable.

Crop marks (grey line)

If your design prints to the edge, include crop marks (and bleed).

- Things to consider - crop marks are not required if there's no printing to any edges.

Bleed Area (shaded grey area)

The bleed area is important for artwork that has printing directly to one or more edges of the card. Extend your design into this bleed area to ensure that there is no white edge on the finished card after being trimmed. We require a **bleed of 3mm** to be included in all artwork that prints to an edge along with **crop marks**.

- Things to consider - printing directly to the edge is more costly to produce on seed paper, higher prices apply.