NAME CARDS

ADDING VARIABLE DATA (NAMES) TO CARDS

Names will be added by Paper Go Round via a data merge using your supplied excel file.

NAMES FOR DATA MERGE

Individual names, organisation, job titles etc must be provided in an excel document. Include details in columns eg. "Names" in column A, "Company" in column B, "Job title" in column C etc….
Data will be printed exactly as provided in the excel file. Please double check spelling of names. Once data merge has been completed, changes to the excel file may incur additional costs.

ARTWORK REQUIREMENTS

Artwork files are to be supplied as a Print Ready PDF.

If providing artwork that is not editable, we will require **TWO** PDF versions of your artwork.
Artwork can also be provided as an Adobe Illustrator or InDesign file.

VERSION ONE PDF	*VERSION TWO PDF*
This is your artwork **without any names or holes/slots** - it's the blank version of your artwork. • We will add the names to this artwork via a data merge. • We will also print from this artwork if you require additional cards without printed names.	This is an example of your artwork showing the positioning of your variable data (names, organisations etc) so we know where to add these names when running the data merge. Also include any hole/slot positions. • We will use a similar font and text size when adding names. • If needing a specific font we may require you to supply the font files.

ARTWORK DIMENSIONS

The dimensions of your name card artwork should be supplied at either the **TRIM** size or **BLEED** size.

What is the TRIM size?

The finished cut size of the product is often referred to as the **trim** size.
If your design does **not print to any edges**, your artwork can simply be supplied at the trim size.
• As there can be some paper movement when printing and cutting, all artwork (graphics and text) must be approximately 5mm clear of the trimmed edges.

What is a BLEED & why do I need one?

A **Bleed** is the area in your artwork that extends outside the trimmed edge.
If any part of your design prints directly to an edge, a bleed must be added. It's almost impossible to print and cut precisely on an edge. Without a bleed the finished card will end up with small white unprinted areas around the edges. To avoid this, it's essential to print the product at the larger bleed size and then cut down to the trim size.

See following pages for examples showing trim, bleed and clearance dimensions for each name card product.

Why are prices higher if I print to the edge?

We try to keep prices as low as possible and product pricing is often based around the amount of cards we get from a printed sheet of seed paper. Keeping your artwork design clear of any edges allows us to use the paper more efficiently – this means less printing/cutting time, and also less wastage.
When your design prints to the edge (even just one edge!) we need to set up artwork differently. The added 3mm bleed reduces the quantity of products we can fit to each sheet of printed paper. This increases the price per product as extra seed paper is required, printing (we print one sheet at a time!) and cutting time is longer and more waste created.

ARTWORK AND PRINT APPROVAL

Once your artwork design is finalized, we will prepare the data merge and add all your names.
• A PDF print proof with all the merged names will be emailed for your final approval prior to full printing.
• A photo of the test print (with names) will also be emailed to you.

Printing and trimming of seed paper can be challenging and we encourage you to consider the guidelines on our **Artwork and Print Support** page when designing and preparing your artwork. They will help to speed up your order and achieve a beautiful printed seed paper product.
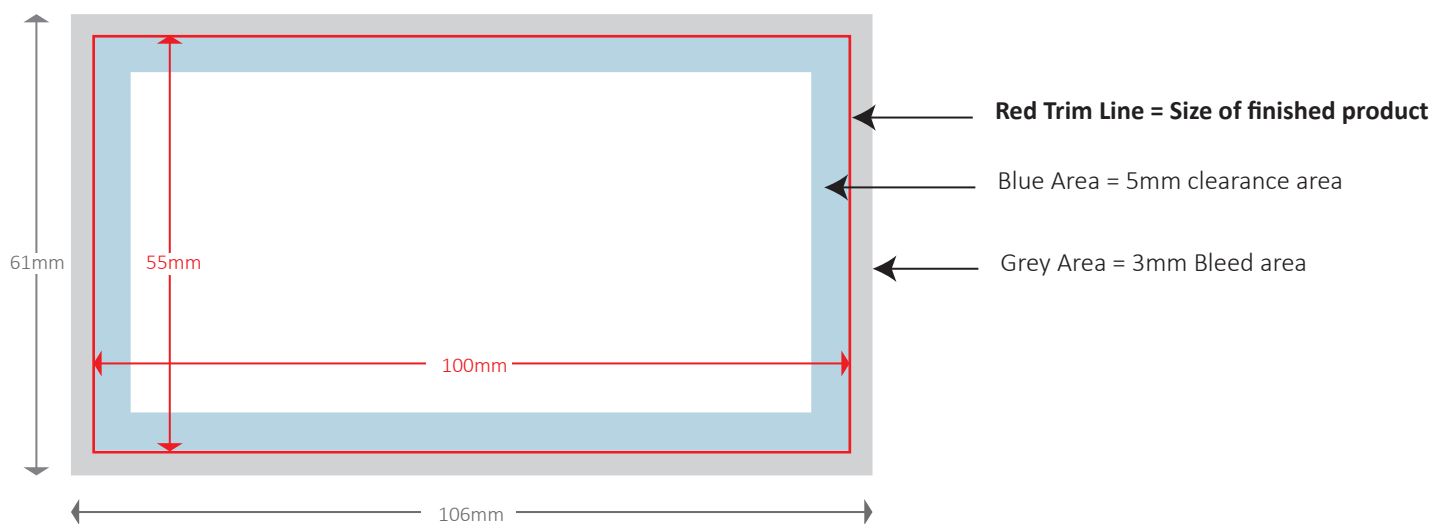
NAME CARD DIMENSIONS

*see notes regarding trim, bleed and clearance area on last page.
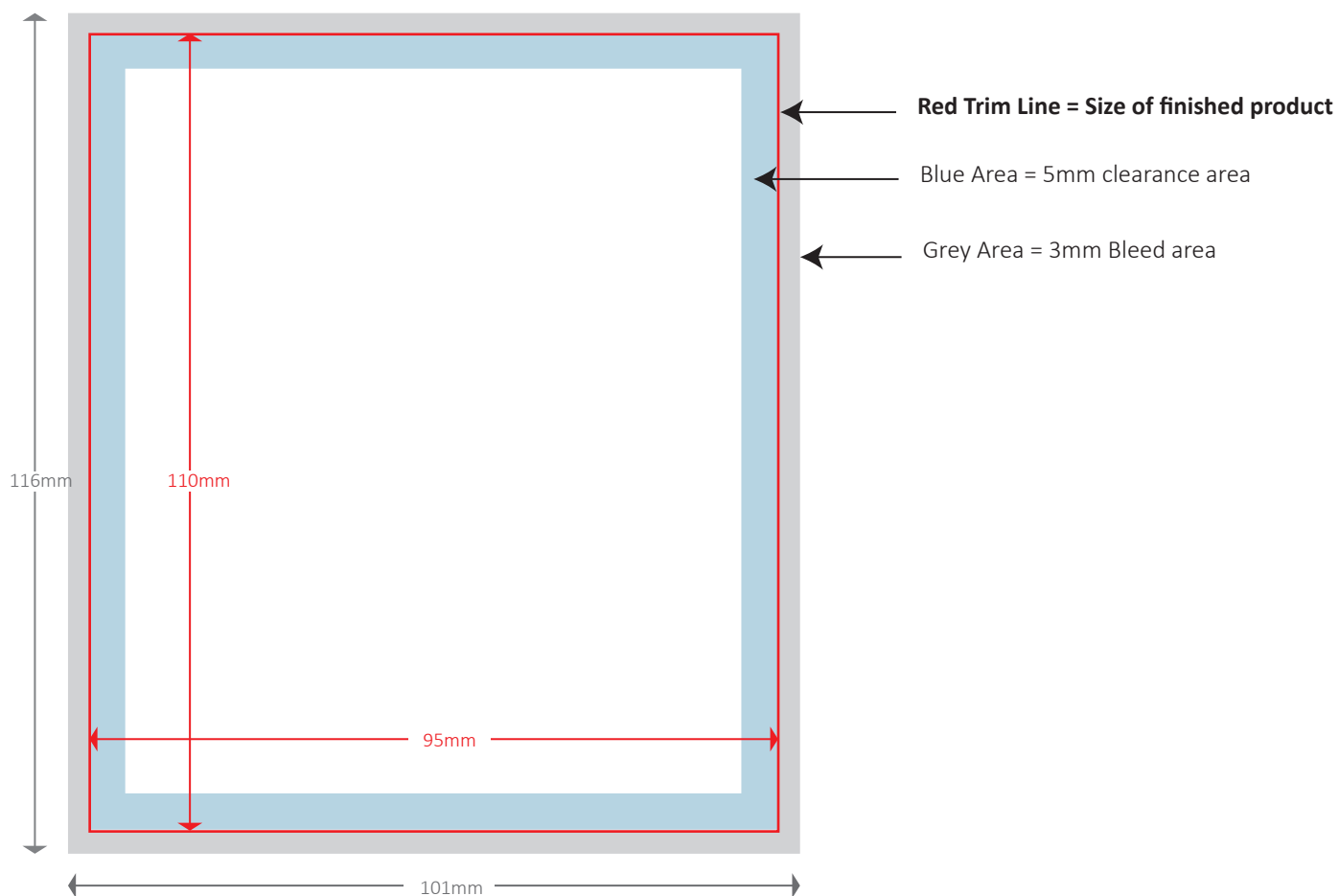
Small Name Card
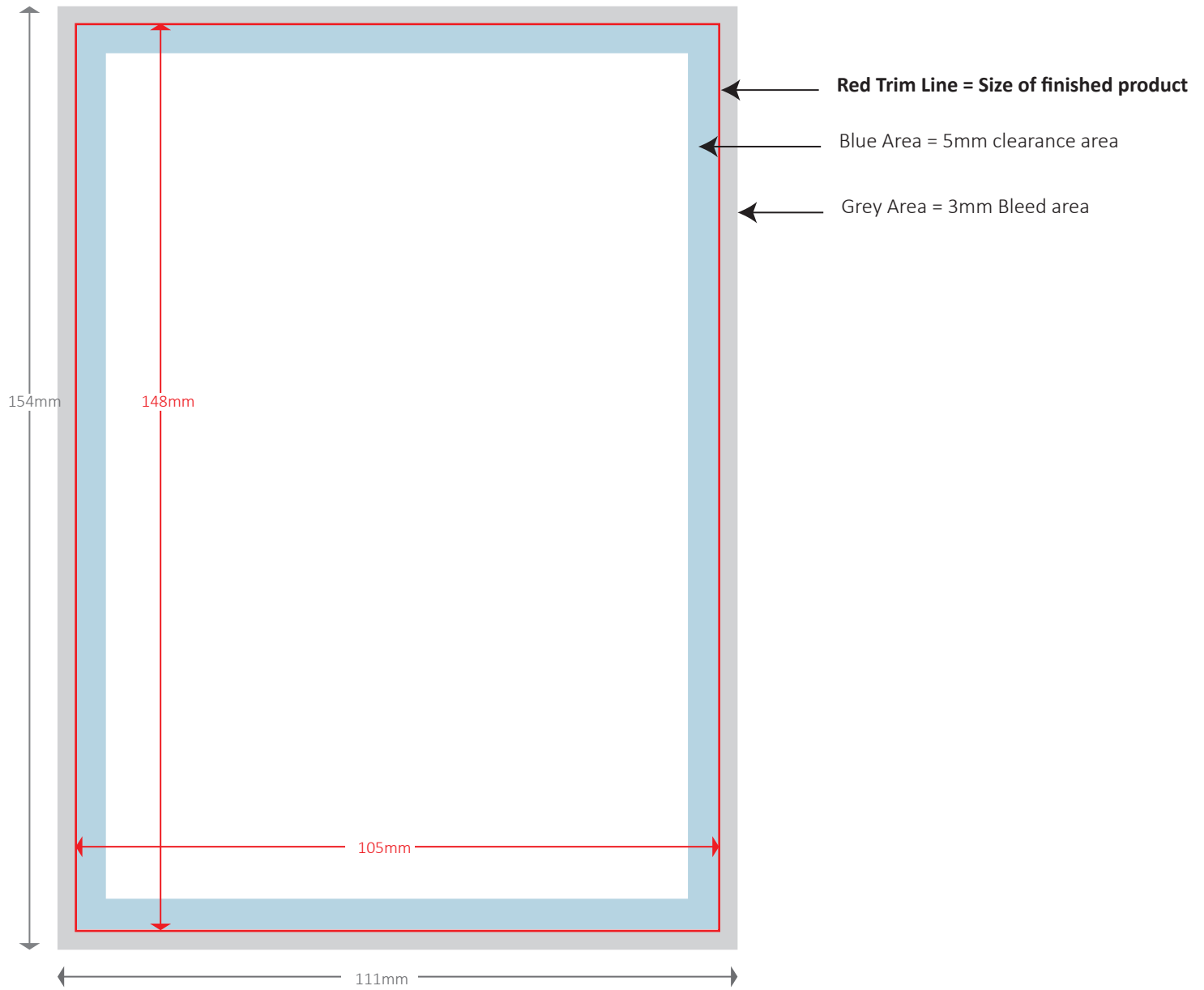Trim size = 100mm x 55mm
Bleed size = 106mm x 61mm

61mm

55mm

100mm

106mm

Red Trim Line = Size of finished product

Blue Area = 5mm clearance area

Grey Area = 3mm Bleed area

Medium Name Card

Trim size = 95mm x 110mm
Bleed size = 101mm x 116mm

116mm

110mm

95mm

101mm

Red Trim Line = Size of finished product

Blue Area = 5mm clearance area

Grey Area = 3mm Bleed area

Large Name Card

Trim size = 105mm x 148mm
Bleed size = 111mm x 154mm

Red Trim Line = Size of finished product

Blue Area = 5mm clearance area

Grey Area = 3mm Bleed area
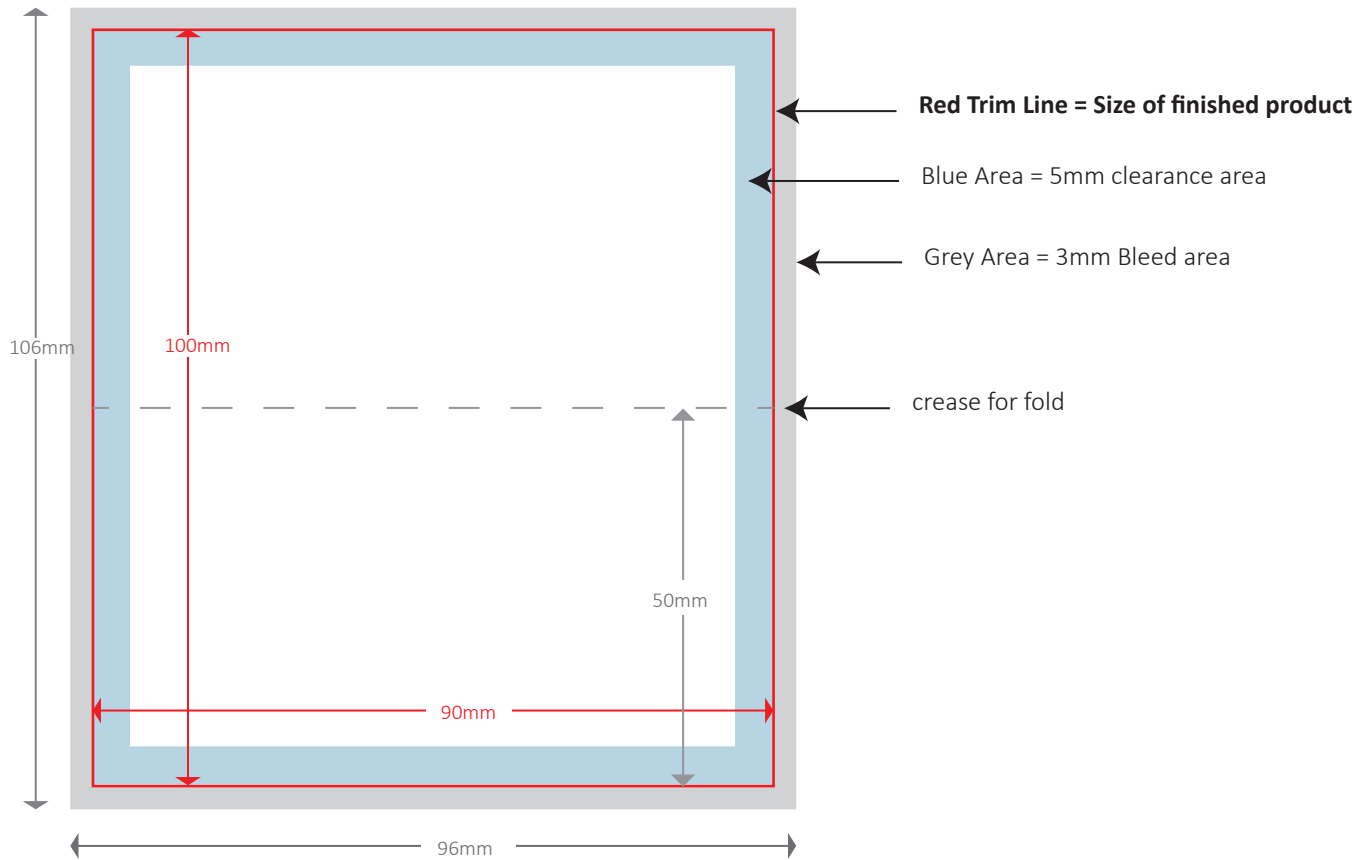
154mm

148mm

105mm

111mm

The dimensions of these illustrations are to scale when printing this PDF on A4 paper.
An Adobe Illustrator template is available if preparing your artwork using this program.

Place card

Trim size = 90mm x 100mm
Bleed size = 96mm x 106mm

Red Trim Line = Size of finished product

Blue Area = 5mm clearance area

Grey Area = 3mm Bleed area

crease for fold

106mm · 100mm · 50mm · 90mm · 96mm

NOTES

Trim line (red line)
This is the size of the product after being trimmed.

5mm clearance area (shaded blue areas)
The handmade nature of seed paper can cause some paper movement when printing and cutting. This slight movement (1mm to 3mm) can also make it more difficult to accurately line the front to the back when printing. Borders and text close to edges should be avoided as they may not always be perfectly centered or positioned. Keep important details out of the 5mm clearance area so they don't get chopped off.

3mm bleed area (shaded grey area)
The bleed area is important for artwork that requires ink to be printed directly to one or more edges. Extending your design into the 3mm bleed area will ensure there is no white edge on the finished card after being trimmed. *Printing to the edge is more costly to produce on seed paper so prices will be higher if your artwork design prints directly to an edge.*

Punched hole or slot
The default position for the hole or slot is approximately 5 to 8mm from the top. The standard hole size is 6mm and the slot is 14mm x 3mm. Other hole position/sizes may be available if required. Keep any important text at least 3mm clear of the punched hole/slot area.

Hole and slot size illustration
red line = actual size
blue area = clearance area

14mm slot · 6mm hole · 3mm hole

Safety pin
If required a safety pin can be added to the name cards.