

9"

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COPY DIRECTION

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Using this Designer's Template...

- Use Illustrator version CS3 or newer
- Use the "Layers" palette to navigate through the template
- **DIELINE:**
 - Dieline layer shows the cuts and scores for the product
 - Do not alter the Dieline
 - Do not use the COLOR Dieline in your artwork
- **FOIL STAMP ARTWORK & ELEMENTS:**

Minimum size requirements:

 - use type larger than 8 point
 - choose styles with thick, crisp, clean characters
 - avoid fine-serif typestyles – block fonts are best
 - rules/lines: minimum thickness 2 point
 - avoid copy with screens or fine, thin lines
 - these will not reproduce in foil stamping cleanly

Logos (Illustrator):

 - use solid, black and white artwork (no RGB or CMYK)
 - convert all type to outlines; save as .EPS before placing

Images/Scans (Photoshop):

 - solid "black and white" scans
 - NO SCREENS
 - 1200 dpi
 - save as .PSD or .TIF before placing
- **CARD SLOTS:**
 - H-1 (four-corner style) are standard, in RIGHT pocket
- **CHECK YOUR LAYOUT:**
 - Print a reduced-size copy of your file...trim and fold it up.
Does all copy appear as intended?
- **PACKAGE YOUR FILES:**
 - Use the "Package" function to gather your completed layout
 - send all links and fonts for print production

After reading this message, "hide" it to begin creating your layout.

AVOID type with dramatic thick/thin serifs & very fine line weight such as these
Avoid • Avoid • *Avoid* • Avoid • AVOID

Example:
Minimum TYPE size 8 point

Example:
TYPE with thick, clean characters

Example: _____
Minimum line/rule thickness 2 point

Example: =====
Lines/rules space between 1 point

5 x 3 Front Center

5 x 3 Lower Front

12"

4"

GLUE FLAP
do not place copy here

GLUE FLAP
do not place copy here

H-1 Card Slots

RIGHT POCKET - Card Slots are Standard, as shown

LEFT POCKET

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