The **BLEED** is indicated by the blue lines and arrows. A bleed is when graphics (including backgrounds) extend to the edge of a finished product. In order to create a bleed, it is necessary to extend the graphics or background an additional 1/8 inch beyond where the card will be trimmed. With the bleed, the card will measure 3.75 x 2.25 inches. After trimming, it will be 3.5 x 2 inches.

The **TRIM LINES**, indicated by the red lines and arrows, show where the card will be trimmed. The finished, trimmed card will measure 3.5 x 2 inches.

The **SAFE ZONE** is indicated by green lines and arrows. To ensure that your content is properly centered and will not be cut off, do not place any text or important graphics beyond this point. The safe zone is placed 1/8 inch in from where the card will be trimmed.

The black lines directly below the red arrows are **CROP MARKS**. These are used by Print & Copy Services as guides for trimming. They are essential to trimming and must not be deleted.