

DL artwork guidelines



Bleed area: 105mm x 216mm

Extend your background to fill the bleed area. Bleed is necessary to avoid white edges when the document is trimmed.



Trim area: 99mm x 210mm

Where the document will be trimmed



Safe area: 89mm x 200mm

Keep all text and important graphic elements of your design within this safe area. Background images or elements should extend to the bleed area.

Resolution

Images should have a resolution of 300ppi, and should also have an embedded ICC colour profile for optimal quality.