

# Notes:

- We use Adobe Illustrator for all event badge artwork.
- Vector artwork will provide the best print quality
- Any raster artwork should be < 300dpi
- Be sure to include dynamic text boxes so we know what font style, size and weight you would like
- Include any font files you would like used for your design when submitting your order
- Please outline any non-variable text
- Please save as an .eps, .svg or .ai file (or .pdf for viewing purposes)

A diagram of a badge layout. It features a solid magenta outer border and a dashed green inner border. Two white ovals at the top represent punch slots. A solid magenta line follows the inner edge of the outer border. A dashed green line follows the inner edge of the inner border. Text labels with leader lines explain these elements: 'Bleed Line' (solid magenta), 'Badge Slots' (white ovals), 'Badge Outline' (dashed green), and 'Safe Zone' (dashed green). Dimensions for 'Bleed', 'Badge edge', and 'Ad-safe zone' are listed in the bottom left.

### **Bleed Line**

Any edge-to-edge artwork should stretch all the way to the bleed line.

### **Badge Slots**

This oval represents appx. where slots will be punched.

### **Badge Outline**

This line represents the edge of your badge.

### **Safe Zone**

This dotted line represents the area that your information should be contained in. Do not place any logos or text past this line.

Bleed (4.25" x 3.25)

Badge edge (4" x 3")

Ad-safe zone (3.75" x 2.75")

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