





-  **SAFE ZONE:** All critical elements (text, logos etc.) must be kept inside this area- 1/8 inch away from the trim edge.
-  **BLEED AREA:** Background images or colors should extend to edge of this area to ensure full color border-less printing. (1/8 inch past the trim line)
-  **TRIM LINE:** Represents where the piece will be cut out. Due to production variance, borders should be at least 1/8 inch away from the trim line or avoided completely.
-  **FOLD LINE:** Where the folds and/or scoring will occur if applicable.

**Back**

**Front**

**N  
O  
I  
N  
K**

**N  
O  
I  
N  
K**

**Inside Right Pocket**

**Inside Left Pocket**

**Inside  
Left**

**Inside  
Right**

**N  
O  
-  
N  
K**

**N  
O  
-  
N  
K**