

- 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**

**NON  
INK**

**NON  
INK**

**Inside Right Pocket**

**Inside Left Pocket**

**Inside  
Left**

**Inside  
Right**

**K  
N  
-  
O  
N**

**K  
N  
-  
O  
N**