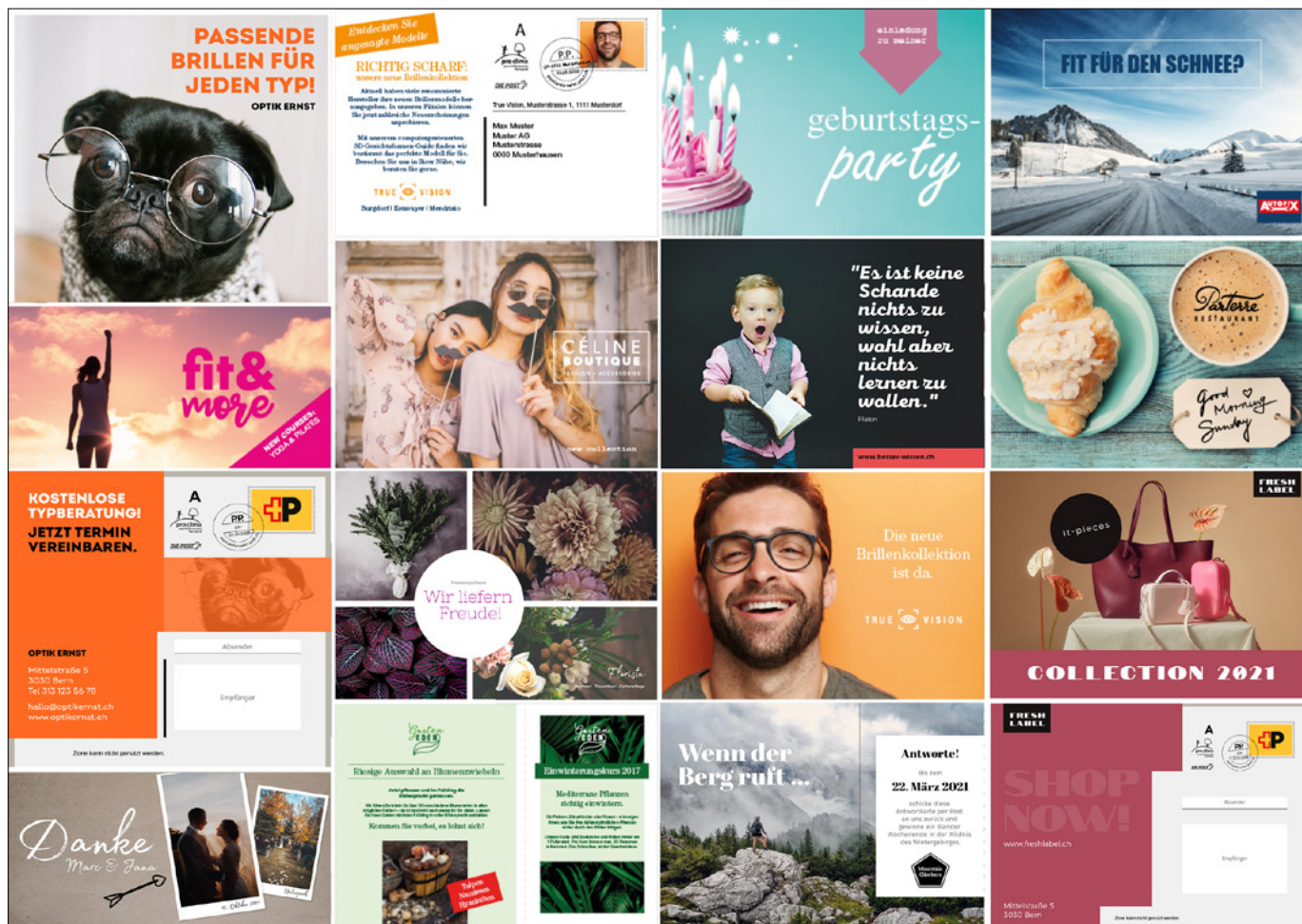


PostCard Creator Business guidelines

Producing your postcard mailing online



URL

www.swisspost.ch/postcardcreator

Dimensions

Postcards	A6, A5, A6/5, B5
Creative postcards	Square

Image formats

- PNG
- JPEG
- EPS
- SVG
- BMP
- PDF

Please be aware that PostCard Creator Business converts EPS files into bitmaps (sRGB with 300 dpi).



Colours

The PostCard Creator Business system uses the sRGB colour profile; however, images and PDFs can have their own colour profile embedded (e.g. CMYK). The printer then ensures that the colours are calculated according to the colour profile of the printing machine. However, the sample card images must have an sRGB colour profile as they will be displayed online.

Optimum image sizes in pixels at 300 dpi

Postcard A6 (105 × 148 mm)	1311 × 1819
Postcard A6/5 (105 × 210 mm)	2551 × 1311
Postcard A5 (148 × 210 mm)	1819 × 2551
Postcard B5 (176 × 250 mm)	2150 × 3024
Square card (148 × 148 mm)	1819 × 1819
Stamp (29 × 21 mm)	343 × 248

Images with a resolution below 300 dpi can lead to reductions in quality during production. Images containing text should have a resolution of at least 300 dpi to ensure that neither sharpness nor contrast suffers. However, you should not generate any images above 600 dpi as this does not offer any improvement in quality. PostCard Creator Business accepts image sizes up to 20 MB. An additional 3 mm bleed must be provided around all edges for the formats selected. The bleed is cut off after printing, creating a borderless result.

Fonts

PostCard Creator Business provides the following fonts as standard:

Aleo	AMATIC	Archivo
BUNGEE INLINE	Carter One	CODYSTAR
Fira Sans	Intro	KRONA ONE
KUMAR ONE	<i>Lobster</i>	<i>Madelyn</i>
Mixa	<i>Nolle</i>	MONOTON
Nixie One	NOTABLE	Open Sans
Oswald	Palanquin Dark	PERMANENT MARKER
Poppins	ROBOTO	ROBOTO
SANGREEK	<i>Senza</i>	Stint Ultra
VT323	Yeseva One	

Texts can be personalized using only these fonts. For copyright reasons, it is not possible to use corporate fonts for personalization. The return and recipient addresses are printed in Arial as standard. These fonts cannot be modified.

Graphic – bleed – format – contents

Writing and important information which must not be truncated should be placed at least 6 mm (3 mm bleed + 3 mm tolerance zone) from the edge as tolerances may be required due to heat and humidity (colour and lamination).

Paper quality

Postcards: Invercote 260 g/m², coated white on one side

Printing

Items are printed double-sided and in four colours using an HP Indigo digital printer.

Exclusion zones

Please observe the exclusion zones. These are marked in grey in the templates.

Trim marks

PostCard Creator Business generates the trim marks. You therefore do not need to add any trim marks to your templates.

Preview / final printing proof

Once you have uploaded the addresses, you can see a PDF preview of every address in the editor (click on the PDF icon). You can order a physical final printing proof once you have placed the product in your shopping basket.

Templates

To enable you to design your cards using the most popular image editing programmes (InDesign, QuarkXPress, Photoshop), you can download the front and rear side of every card.