

← **Safe Zone** - All important elements should be within this area.  
This is also the minimum border width.  
← **Trim Line**  
← **Bleed** - All elements, including borders should extend to the bleed line.

Fold → ← Fold

↑ 1/8" SPINE ↓

COVER

Fold ↓

Business Card Location - On Pocket  
(Up side down)

INSIDE POCKET  
(Up side down)