**1. Document Setup**

- **Trim Size (Final Size):** Set to exact postcard dimensions (e.g., 4"x6", 5"x7", etc.)

- **Bleed:** Minimum 0.125" (3 mm) bleed on all sides

- **Safe Zone (Margin):** Keep critical content (text/logos) at least 0.125" (3 mm) inside the trim line

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**2. 🌈 Colour Mode & Profiles**

- **CMYK Colour Mode:** Convert all elements and images to CMYK (not RGB)

- **Colour Profile:** Recommended: U.S. Web Coated (SWOP) v2

- **Spot Colours:** Convert spot/Pantone colours to CMYK if not using foil

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**3. ✏️ Typography**

- **Fonts Embedded or Outlined:** Ensure all fonts are embedded or converted to outlines

- **Minimum Font Size:** 6 pt for readability (especially on dark backgrounds)

- **Black Text:** Use 100% K (not rich black) for small text

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**4. 📷 Images & Graphics**

- **Resolution:** Minimum 300 DPI at final size

- **Image Format:** Use high-quality formats (TIFF, PSD, or maximum-quality JPEGs)

- **Linked Files:** All images should be embedded or packaged with the file

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**5. ⛰️ Bleeds, Crop Marks, and Layout**

- **Bleed Area:** Extend background images/colours into the bleed

- **Crop Marks:** Include crop marks if required, offset from the bleed area

- **Single Page Layouts:** One page per side (Front and Back), not imposed/spread

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**6. 📄 File Formats**

- **Preferred Format:** High-resolution PDF

- **Other Accepted Formats:** AI, INDD (with packaged links/fonts), EPS, TIFF (flattened)

- **File Naming:** Clear and specific (e.g., Postcard_Front.pdf, Postcard_Back.pdf)