



# PDF Template Instructions



## Exclusion Zones, Safe Zones and Layout

- Any key elements (text/graphics) of the artwork should only sit inside the 'safe zone' (white area).
- Avoid placing crucial text or logos near the document edges including the Exclusion Zone (blue edge)



## Image Quality Requirements

- Recommended resolution of imagery: 300 DPI (dots per inch) for high quality printing.
- File formats that can be uploaded to Canva: PNG, JPG, JPEG or SVG.
- Avoid web-compressed images (.WEBP) as this file format results in blurry image quality.



## Check Before Exporting

- Review your artwork at 100% zoom (e.g No images are blurry).
- Ensure the artwork is covering the entire template stretching to the edges to cover the bleed area.



## Bleed (Outer Border – 5mm):

The area beyond the trim edge of a printed piece to prevent white edges after cutting.

## Exclusion Zone (Blue Area):

The margin around the edges where important elements should not be placed, avoiding cutoff.

## Safe Zone (White Area):

The area where all critical content should be located to ensure it appears without risk of being cut off.