

The diagram shows a rectangular layout for a loyalty card. It features three nested rectangular frames: an outermost blue dashed border, a middle green dashed border, and an innermost red dashed border. The text is centered within the green border. The main title is in bold black font. Below it, the card's physical attributes are listed in black font. Then, the bleed area is specified in red text, followed by the trim area in blue text, and the safe area in green text. Finally, technical specifications are listed in grey text at the bottom.

LOYALTY CARD — STANDARD 85 × 55 MM (85 × 55 MM)

Flat, double-sided

Bleed 91 × 61 mm — fill to page edge

Trim 85 × 55 mm — cut line

Safe area — keep text & logos inside

CMYK · 300 dpi artwork · delete guides before export