Standard Fanfold Butterfly Badge

Design Guidelines

Fanfold Butterfly badges are printed in one pass in full colour, on a carrier sheet. When printed the badge peels off the carrier, folds in half and can be attached to a lanyard or clip.

The Standard Fanfold Butterfly badge is 96mm wide x 82mm high.

Please add 3mm of bleed to the artwork.

Maximum extent for images and text not intended to bleed is 5mm in from the badge edge.

At the top of the badge are three slots for attaching a lanyard. Please make sure that your design allows for these and keep logos, text etc. away from the top 15mm.

If barcodes are going to be printed on the badge they will need to be printed on a plain white area (or very pale tint of colour) at least 50mm wide x 20mm high. This area must be clear of the edge of the badge and the slots.
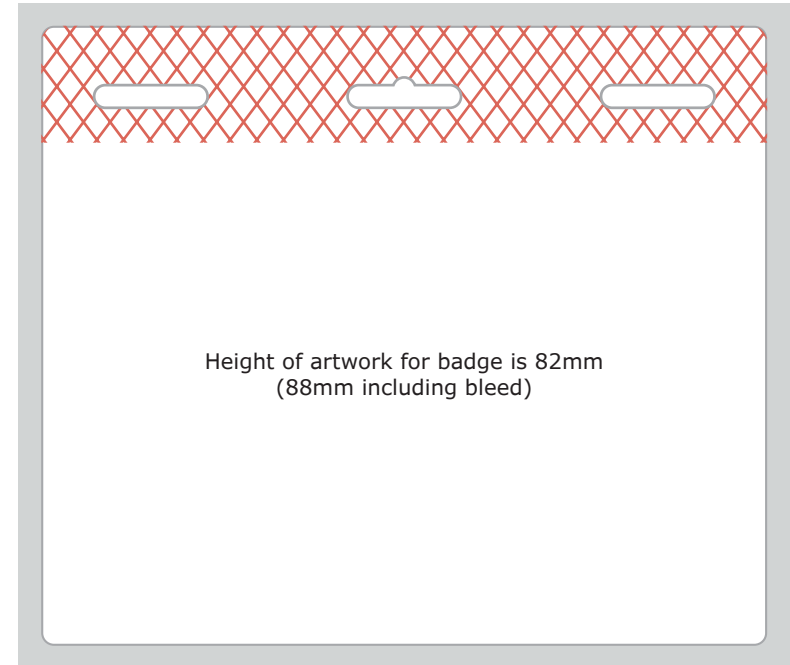
Create CMYK artwork at 300dpi.

The badges are printed double sided. The same artwork will be printed on both sides of the badge. If the back of the badge is different please supply separate artwork for each side.

We prefer artwork to be supplied as a pdf but can also accept artwork in the following formats: ai, eps, tiff or jpeg (If sending jpegs please make sure they are saved at maximum quality with the least compression).

Please do not add trim marks, cut-lines, badge outlines, hole/slot outlines or any other printing guides to the artwork.

Do not place logos or text in the top 15mm of the badge

Height of artwork for badge is 82mm
(88mm including bleed)

Width of artwork for badge is 96mm (102mm including bleed)