


# Designing for a Pledgemine Solution



**Pledgemine**  
by evertrue



*Before you start on an internal design, make sure to get our template InDesign files to ensure all panel dimensions are correct. There are download buttons for each solution size in the “Unit Values Guide” section of your Dashboard.*

The packaged InDesign files you download will have markings for folds, perfs, bleed, etc. already set up within the InDesign file.

These downloads are to help ensure the best outcome when you want to use your resources and vision to create your piece internally. Client-designed pieces qualify at our lower Catalog project rate if they are sent with proper dimensions and do not need to be significantly modified.

We understand not everyone has access to InDesign as an option for designing internally, because of this, we also allow .pdfs to be sent for the following solutions only: D, E, F, h, H, J, K, U as long as they are the exact dimensions and follow the guides and regulations needed. Please see last page on how to correctly export for a .pdf.

If you'd like to design for our other solutions it must be created with InDesign.

# Mail Panel/Envelope Regulations

## ADDRESS BLOCK:

Recipients' address should be at least 10-point type.

Return address should be at least 8-point type.

No reverse type (white printing on a black background).

Address inside a window needs at least .125" clearance around all sides.

No text/images in the space below the address block.

"Handwriting" or script fonts cannot be used in the address block unless a Full Rate First Class Forever stamp is used for postage.

## INDICIA AREA:

Ancillary endorsements (e.g. Return Service Requested) need .25" clear zone on all sides.

No art in the Postage Area Clear Zone (1.5" high and 1.5" wide from upper right corner of the mail panel).

## BARCODE/INTERNAL CODES:

No text/art in the Barcode Clear Zone (.625" vertically across the entire length of the mail panel).

## OCR READ AREA RESTRICTIONS:

Recipient's address should be within the OCR (Optical Character Reader) read area, as shown below.

Return addresses should not be within the OCR read area.

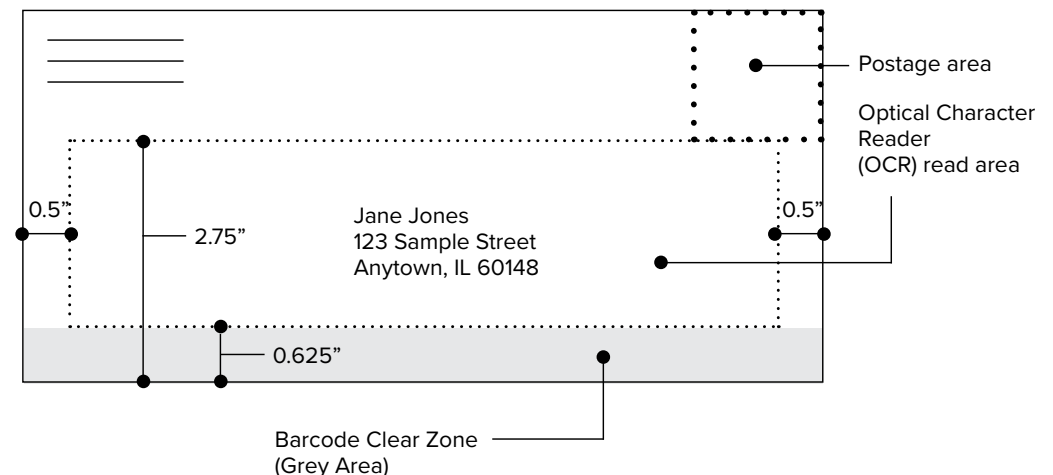
No art or text should extend directly below the addressblock, wherever it is placed within the OCR Read Area.

The top of the address block shouldn't be higher than 2.75" from the bottom of the envelope/mail panel.

The bottom of an address block shouldn't be lower than .625" from the bottom of the envelope/ mail panel.

Address block should not start or end within .5" of either edge of the envelope/mail panel.

## OCR READ AREA:



# Basic Design Tips

## BLEED ON ALL SIDES:

If you want your art to go to the edge of the paper, your design should include .125" of bleed on all sides. All art or patterns meant to go to the edge of your design must extend to the bleed line.

## NO TEXT AS VARIABLE IMAGES:

Items with text cannot be treated as variable images because the text in print will not appear crisp after merging.

## QR CODES:

If you are adding a QR code to your piece, the minimum size it should be is 0.9in x 0.9in to ensure the recipient can easily scan it.

## IMAGES:

We print in CMYK. Because of this, images sent in CMYK with .jpg or .png format are preferred to avoid color conversion issues.

## AVOID THE FOLLOWING:

Any border that is smaller than 0.5 inches.

Specific design elements meant to be cut at exact points (e.g. words that exactly touch the edge of the design).

Avoid text (or people's faces) on folds as much as possible.

Any text or important parts of images (e.g. people's heads) should be at least .25" from the finished edge to ensure that it is not trimmed off in processing. This edge is marked on provided InDesign document as "No text past this margin line on all sides".



Bleed is already correctly set in provided design file (0.125in).

Example of the correct way to extend image to bleed shown here:

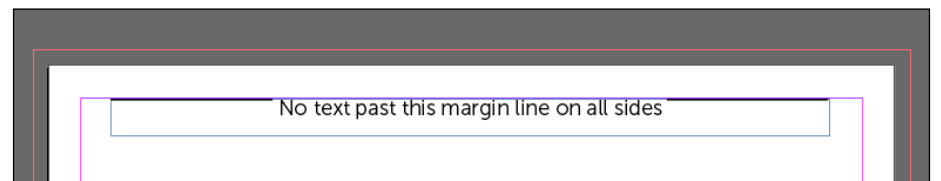


0.9in



0.9in Minimum QR Code size

Example of text touching edge:



# Sending Your Files to Pledgemine



## Designing in InDesign (Preferred):

Once your design is complete please go to InDesign > Preferences > Composition... from there make sure the box for “Custom Tracking/Kerning” is checked.

Once that is done, go ahead and “Package” your design before sending it on to Pledgemine. In Adobe InDesign, go to File > Package and ensure that a zip file is created with links, fonts, design file, and pdf.

## Designing for .pdf:

Download the template you would like to use from our Dashboard. You will then use the “WithBleed” .pdf file for the correct dimentions of the .pdf you create. Please export your .pdf with no extra bleed or crops added as the size given already includes the added .125in bleed and we will add our own crops when preparing for print.

*One proof is mandatory for client approval.*

*Proofs are provided within 2 business days of receiving all materials.*

For a direct link to the client designed request form [click here!](#)

