

# Isle of Wight Voucherbook

## Voucher Design Guide

ANY QUESTIONS CALL US 07507 627449.

Voucher Dimensions

74mm X 210mm

Ensure Document Includes a 3mm Bleed





Do not add Crop Marks to Document

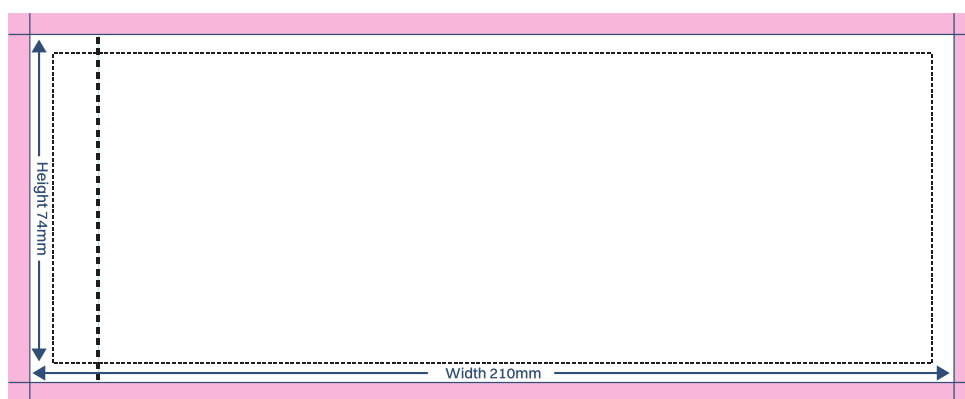
Colour Mode: CMYK

Make artwork a vector PDF

Photographs at 300dpi or higher

PLEASE NOTE: VOUCHER IMAGES IN THIS DOCUMENT ARE NOT TO SCALE.

-  Ensure your background extends to fill the bleed area to avoid any white edges.
-  Trim area, this is your final voucher size. 74mm X 210mm
-  Safe area 4mm inside trim area. Ensure important items such as logos and texts are inside the safe area.
-  Perforation line is 15mm out from left edge. (Voucher Front)  
15mm out from right edge. (Voucher Back)



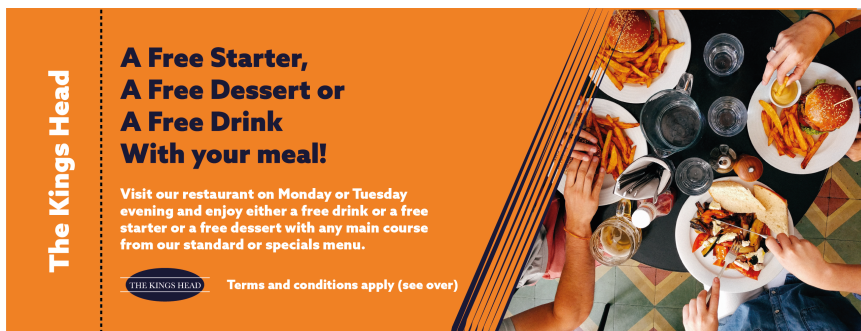
### MUST HAVE...

Perforation line is 15mm out from left edge.

Business name - Vertical and centred between left edge and perforation line (do not print line)

**MUST SHOW TEXT:**  
Terms and condition apply (see over)

### VOUCHER FRONT



### OPTIONAL DESIGN

Voucher design can be of your choosing, however should include the following. As per this example.

**Headline:**  
(the offer, deal or discount)

Details Of Offer

Business Name or Logo

Ensure photographs are high quality, not pixelated, at 300dpi or higher.

### MUST HAVE...

Perforation line is 15mm out from right edge.

Your T&C: (suggest bullet points, keep them simple)

**LAST T&C MUST BE:**  
We reserve the right to withdraw or replace this offer due to unforeseen circumstances.

Offer expires Sept 30th 2024

### VOUCHER BACK



### OPTIONAL DESIGN

**Headline:** Terms & Conditions

Business Name, location and contact details.

Business Name or Logo

**Customer Spend Box**  
(optional but recommended to monitor voucher revenue)

**NOTE:** We recommend offers be available on presentation of the voucher. If you wish you may instead use a discount code to be used for website based offers/deals. Please note this will be blanked out on the online sample version (view before you buy flipbook) of the Isle of Wight VoucherBook.