



Peel and Stick (Butterfly) Badge Design Guidelines

Peel and Stick (Butterfly) badges are printed in one pass in full colour, on an A5 carrier. When printed the badge itself peels off the carrier, folds in half and can be attached to a lanyard or clip.

The standard Peel and Stick (butterfly) badge is 96mm wide x 80mm high.

Please add at least 2mm of bleed.

Maximum extent for images and text not intended to bleed is 4mm in from badge edge.

Centred at the top of the badge there is a combined slot and hole. Please allow a safe area of 20mm wide x 13mm high (measured from the top of the artwork) for the hole/slot.

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 47mm wide x 20mm high. This area must be clear of the edge of the badge and the hole/slot.

Create the 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 can accept artwork in the following formats: eps, pdf, tiff or jpeg (If sending jpegs please make sure they are saved at maximum quality with the least compression).

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