

The diagram shows a white tag with a red border. Inside the red border is a light blue shaded area. Within the blue area is a green dashed line. At the top center of the tag is a red circle representing a punch hole. The text '2 x 3 1/2 TAG' is centered in the white area. Below the text is a legend with five items, each with a corresponding line or color swatch.

# 2 x 3<sup>1</sup>/<sub>2</sub> TAG

- - - - - SAFE AREA MARGIN keep all artwork or text within this area
-  - PRODUCTION BUFFER artwork or text in this area *may* get trimmed
-  - FINISHED SIZE (2 x 3.5)
-  - BLEED AREA artwork or text in this area *will* be cut off
-  - ART SIZE (2.25 x 3.75)