BIN-HATIM EXCLUSIVE MEN'S WEAR — COMMERCIAL PRINT PROOF

CLIENT: SOHAIL ANWER · ARTWORK SPECIFICATION: BESPOKE OBSIDIAN & 24K HOT FOIL BUSINESS CARD

CMYK + 24K FOIL

SIDE A: EXECUTIVE & CONTACT DETAILS (FRONT)

Artwork with 0.125" Bleed (3.75" x 2.25") · Trim Size: 3.5" x 2.0" · Die Radius: 3.5mm



SIDE B: HERITAGE CALLIGRAPHY CREST (BACK)

Imperial Gold Foil Stamped on Obsidian Matte Cardstock



COMMERCIAL PRINT PRODUCTION SPECIFICATIONS

1. PHYSICAL DIMENSIONS

- Finished Trim Size: 3.50 in × 2.00 in (88.9 mm × 50.8 mm)
- Bleed Canvas: 3.75 in × 2.25 in (95.25 mm × 57.15 mm) [0.125" / 3.175 mm bleed per edge]
- Safe Cutting Zone: 3.25 in × 1.75 in (Keep typography within green dashed line)
- Corner Radius: 3.5 mm (0.138 in) Die-Cut Rounded Corners

2. PAPER STOCK & CORE

- Recommended Stock: 450 – 600 GSM Triple-Layer Velvet Touch / Cotton Core
- Stock Color: Obsidian Black / Through-Dyed Charcoal Core (Gmund Color Matt 99 / Colorplan Black)
- Finish: Soft-Touch Matte Velvet Lamination (Anti-Fingerprint, Silk Handfeel)
- Edge Gilding: Optional 24K Gold Foil Beveled Edges

FINISHING DIES & EMBOSSING

3. SPECIAL FINISHING & FOIL DIES

- Primary Finish: Raised 24K Hot Stamped Metallic Gold Foil (Kurz Luxor 428 / Pantone 871 C)
- Front Side: Hot Foil Stamped Name, Title, Crest, Frame & Icons
- Back Side: Sculpted Multi-Level Embossed & Gold Foiled Arabic Calligraphy Crest
- Stamping Masks: Provided in 100% K Solid Black vector plates (*-foil-mask.svg / .pdf)

4. PRE-PRESS COLOR CALIBRATION

- Color Mode: CMYK + Metallic Spot Foil
- Rich Black Formula: C:60 M:40 Y:40 K:100 (Deep Neutral Obsidian Black)
- Resolution: Native Vector Bézier Paths + 1200 DPI Raster Output
- QR Code: Scalable Vector linking directly to digital vCard & Atelier at binhatim.pk

--- Red Dashed: Trim Cut Line (3.5" × 2.0")

---- Green Dashed: Safe Zone (3.25" × 1.75")

☐ Crop Marks: Bleed Margin (0.125" / 3.175mm)