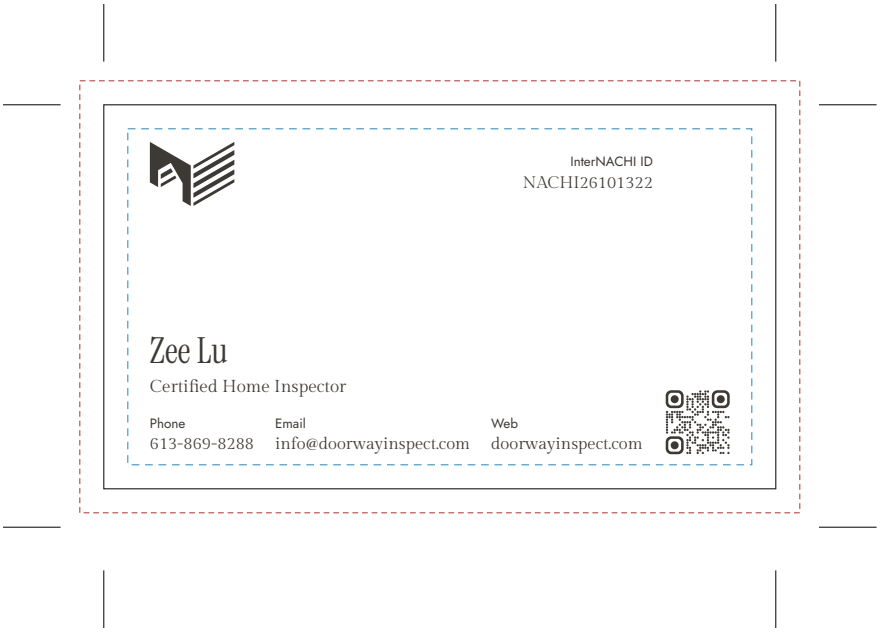
Doorway Home Inspection: business card

Print proof and specification. Shown at 100%. All positions are measured from the top-left corner of the trimmed card.

bleed edge, 3.75 × 2.25 in trim, 3.5 × 2 in safe area, 0.125 in inside trim



Front: 2 inks (charcoal, pale warm grey)



Back: 1 ink (charcoal)

Check before printing

Details	Doorway Home Inspection, Zee Lu, Certified Home Inspector, 613-869-8288, info@doorwayinspect.com, doorwayinspect.com, NACHI26101322. Proofread every character before ordering.
Title	“Certified Home Inspector”: print “Certified” only once the InterNACHI certification is complete.
QR code	The dots are 0.30 mm across. Letterpress can spread or fill small dots: ask the printer whether it holds them, and scan a printed proof with an iPhone, an Android phone and WeChat before the full run. If it doesn’t read reliably, enlarge the code. The link (HTTPS://DOORWAYINSPECT.COM/C) has to work on the website before the cards are handed out.
Small type	HOME INSPECTION (4.5 pt) and the labels on the back (5 pt) are below the 6 pt many letterpress shops recommend, and Gilda Display has fine hairlines. Ask the printer to confirm, or enlarge them.

Fine lines	The finest lines are details in the skylines, about 0.3 pt. Ask the printer to confirm their minimum line weight.
Colour	Screen colours are approximate; match the inks to the Pantone chips.

Job

Size	3.5 × 2 in (88.9 × 50.8 mm), landscape, square corners. Files include a 0.125 in (3.175 mm) bleed on every side: 3.75 × 2.25 in.
Stock	Pearl white 100% cotton, thick (for example Crane Lettra Pearl White, 220 lb / 600 gsm). Uncoated.
Process	Letterpress. Front: 2 colours. Back: 1 colour. No blind deboss, foil or edge painting.
Ink 1, charcoal	Pantone Black 7 C (screen approximation #3D3935). All type, the logo and the QR code.
Ink 2, pale warm grey	Pantone Warm Gray 1 C (screen approximation #D7D2CB). Front only: the two skylines and their base lines.
Files	Plates: Doorway-front-plate1-charcoal.pdf, Doorway-front-plate2-paleGrey.pdf, Doorway-back-plate1-charcoal.pdf (100% black, one per ink). Colour composites for reference: Doorway-front-composite.pdf, Doorway-back-composite.pdf. The same files as SVG with all text outlined.
Fonts	Instrument Serif Regular (the name, DOORWAY), Gilda Display Regular (all other text) and Jost Regular (the small labels on the back); all SIL Open Font License. Embedded in the PDFs, outlined in the SVGs.

Front: positions

Logo	Siding block, 0.58 in wide × 0.44 in tall, centred across the card, its centre 0.57 in from the top. Charcoal.
DOORWAY	Instrument Serif, 10.8 pt, capitals, letter-spaced 0.04 in, centred, baseline 1.15 in from the top.
HOME INSPECTION	Gilda Display, 4.5 pt, capitals, letter-spaced to the exact width of DOORWAY, centred, baseline 1.23 in.
Service line	Gilda Display, 5.5 pt, centred, baseline 1.68 in from the top.
Skylines	Pale warm grey. Left run from 0.24 in off the left edge to 0.06 in before the service line; right run from 0.06 in after it to 0.24 in off the right edge. Each stands on a 0.36 pt base line on the service line's baseline.

Back: positions

Logo	Siding block, 0.44 in wide × 0.33 in tall, its centre 0.46 in from the left and 0.36 in from the top. Charcoal.
InterNACHI ID	Label in Jost, 5 pt, right-aligned at 2.86 in, baseline 0.32 in; the number under it in Gilda Display, 6.2 pt, baseline 0.43 in.
InterNACHI CPI seal	Not in these files. Reserved: 0.33 in diameter, left edge 2.93 in, top 0.19 in, right edge on the 3.26 in margin. Add InterNACHI's own vector seal only once certified; InterNACHI lets only current CPIs use it.
Name	Instrument Serif, 13.4 pt, left edge 0.24 in, baseline 1.34 in.
Title	Gilda Display, 6.5 pt, left edge 0.24 in, baseline 1.50 in.
Phone, Email, Web	Three columns with left edges at 0.24, 0.99 and 2.05 in. Labels in Jost, 5 pt, baseline 1.68 in; the details under them in Gilda Display, 6.2 pt, baseline 1.79 in.
QR code	0.33 in square (8.5 mm), left edge 2.93 in, top 1.49 in, its right edge on the 3.26 in margin. 25 × 25 modules of 0.34 mm, drawn as round dots 0.30 mm across with rounded corner marks. It opens HTTPS://DOORWAYINSPECT.COM/C (written in capitals so the code stays small). The website sends WeChat to the inspector's WeChat page and every other app to the home page.