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Button Bleed Line - 4.202 x 3.204 inches

Actual Display Area 3.5 x 2.5 inches

3.5 x 2.5 - Inch Rectangular Button

Your design is the most important part of your button. The display area is the front flat area of button, before it starts to curve around the edge of the button. The bleed area is so that your background colors go all the way around the edge of the button to the back.