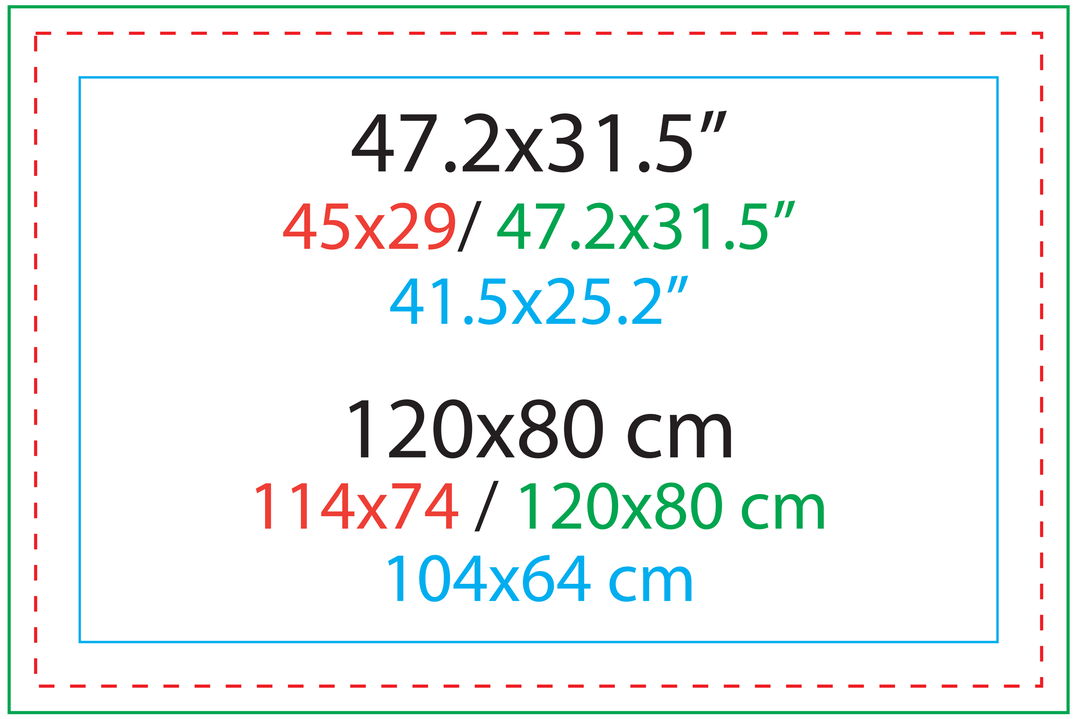
visible area / background area / safe line

No text or important artwork features (emblems, logos, etc) should be beyond the safe line. However, background artwork can be between the safe line and the stitch line. If possible use vector graphics.