

How to Make a Rack Card in InDesign

In a vast community of promotional layouts such as a brochure, flyer, or any card mockup template, you can't undermine the effectiveness of a rack card too. Attractive, professional, and well-designed rack card templates can be the next big thing to make a marketing footprint for your next business venture. And did you know that Adobe InDesign is one of the best tools for creating and printing rack cards? Learn how to create rack cards in InDesign for both Mac and Windows in this article.

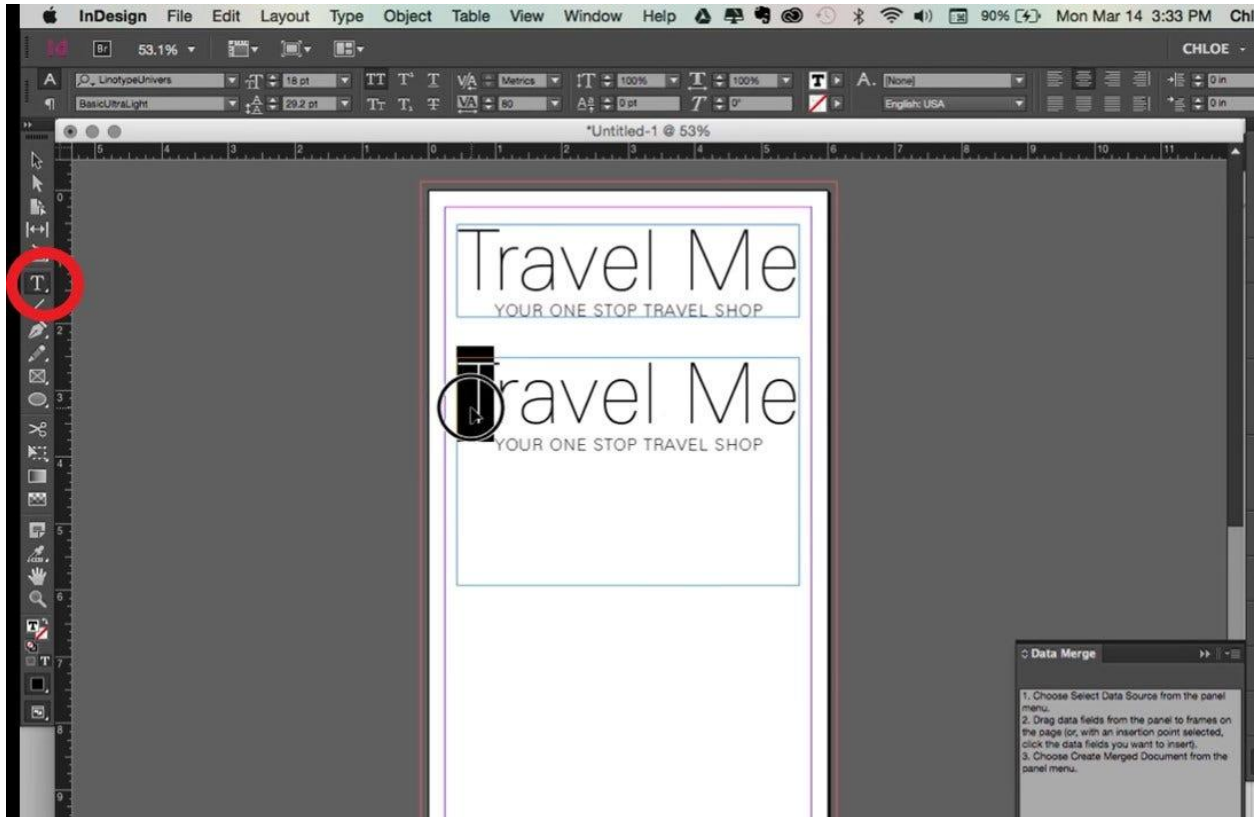
SUMMARY:

- For Mac: Open **Adobe InDesign**. Make a new document then start adding content by clicking the **Text** tool. Insert the rest of the texts, images, logos, and other things to insert and edit the format and design later on.
- For Windows: Open **InDesign** and obey the same process. But for a different route, find a rack card template to download and customize. Then, change the default details in the template and make it your own by adding original pictures, logos, and texts to complete the rack card.

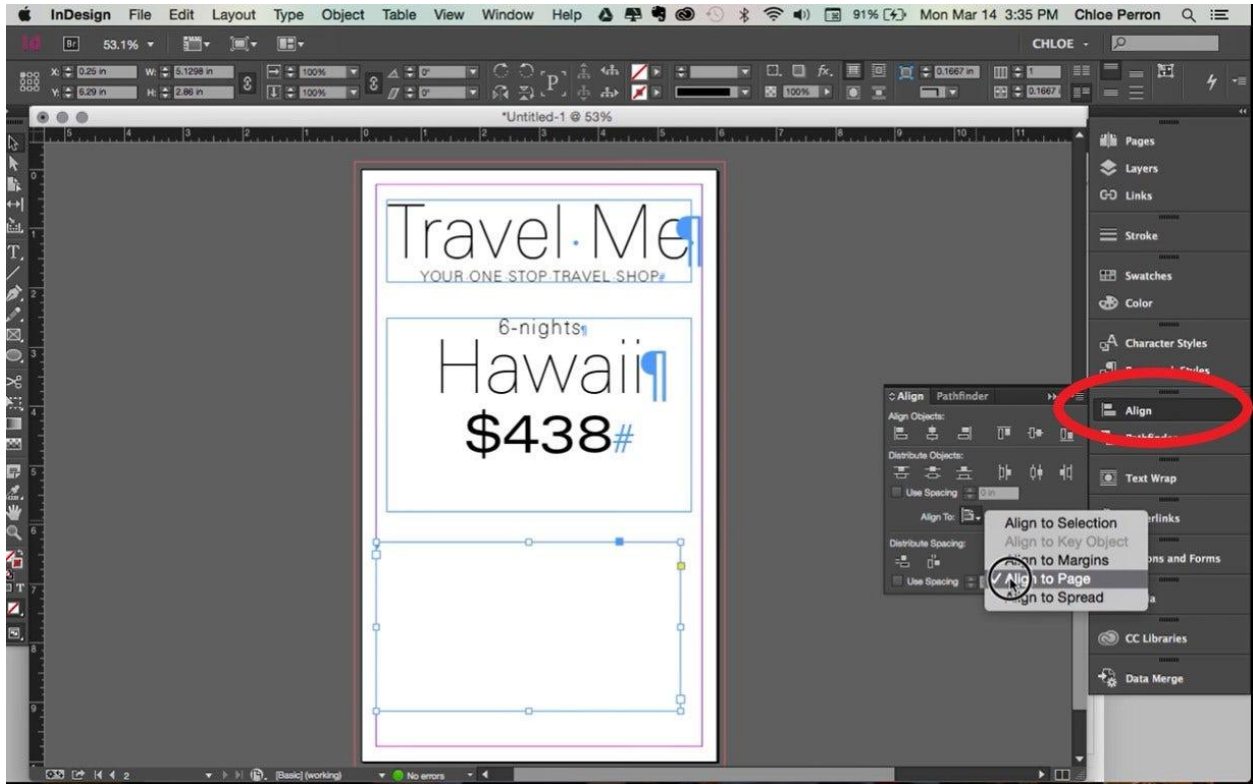
How to Make a Rack Card in Adobe InDesign Using Mac

If you are using Mac to access InDesign, these are the steps you need to create and design a rack card:

1. Open **Adobe InDesign**. And you can only manage that if you have installed Adobe InDesign of any version on your computer. Also, don't decide to make a rack card right away without a plan. What is your rack card for? Are you using it to promote your travel service, insurance company, or any other business? Specify your intent because a rack card doesn't need to be the same for all companies with different goals, audiences, and marketing strategies.
2. Once you have decided on a purpose or theme, start a new document. Click the **Text** tool at the left toolbox so you can insert a text box. And insert as many text boxes as you want. But at the same time, there should only be enough text boxes needed for your rack card. An example for a travel shop is to insert the company name, travel location, etc.



3. Don't forget to change the font size, font style, and other editable features in writing your text. And if you have clicked the text tool, the customizable features of the texts will be shown at the top menu of your document. So alter each feature to customize the text appearance and data. Also, click the **Align** button on the right side to change the margins and other proportions.



4. Next, insert your company's logo and eye-catching images you want to incorporate into your rack card. The same goes for adding color to the background instead of just using the default white color. Also, specify the appropriate rack card size. The dimensions of a standard rack card would be **4" x 9"**. Others would go for **3.5" x 8.5"**.

5. When you are happy with the rack card mockup's outcome, be sure to save your work and print it afterward.

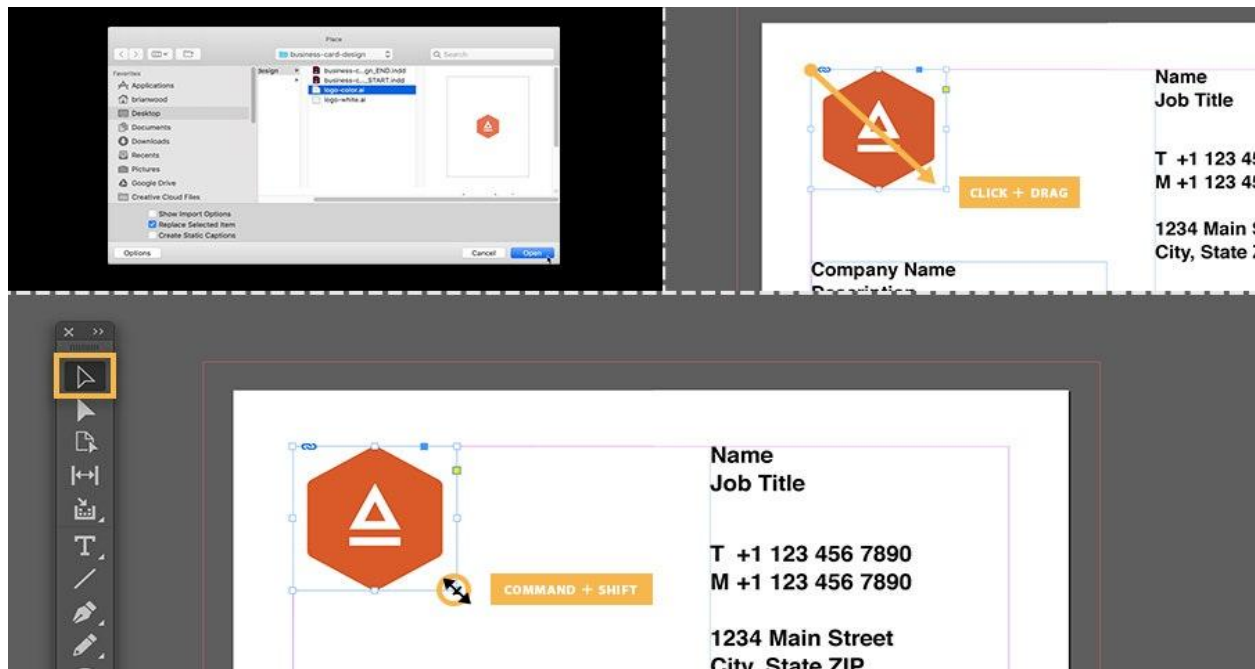
How to Create Rack Cards in InDesign Using Windows

Making rack cards in InDesign with Windows is just about the same as how you managed it using Mac earlier. After all, you are still using Adobe InDesign. But with a twist, create the rack card with card templates. You only need these steps to ace it:

1. Begin by opening **Adobe InDesign**. Look for any downloadable, stock, or free rack card layout available online. There are lots of ready-made templates to choose from so you can make rack cards the quicker way.

Note: If you are having a hard time searching for the best rack card layouts online, Template.net has got your back. From there, you can download, tweak, and print as many [editable rack card templates in InDesign](#) as you want.

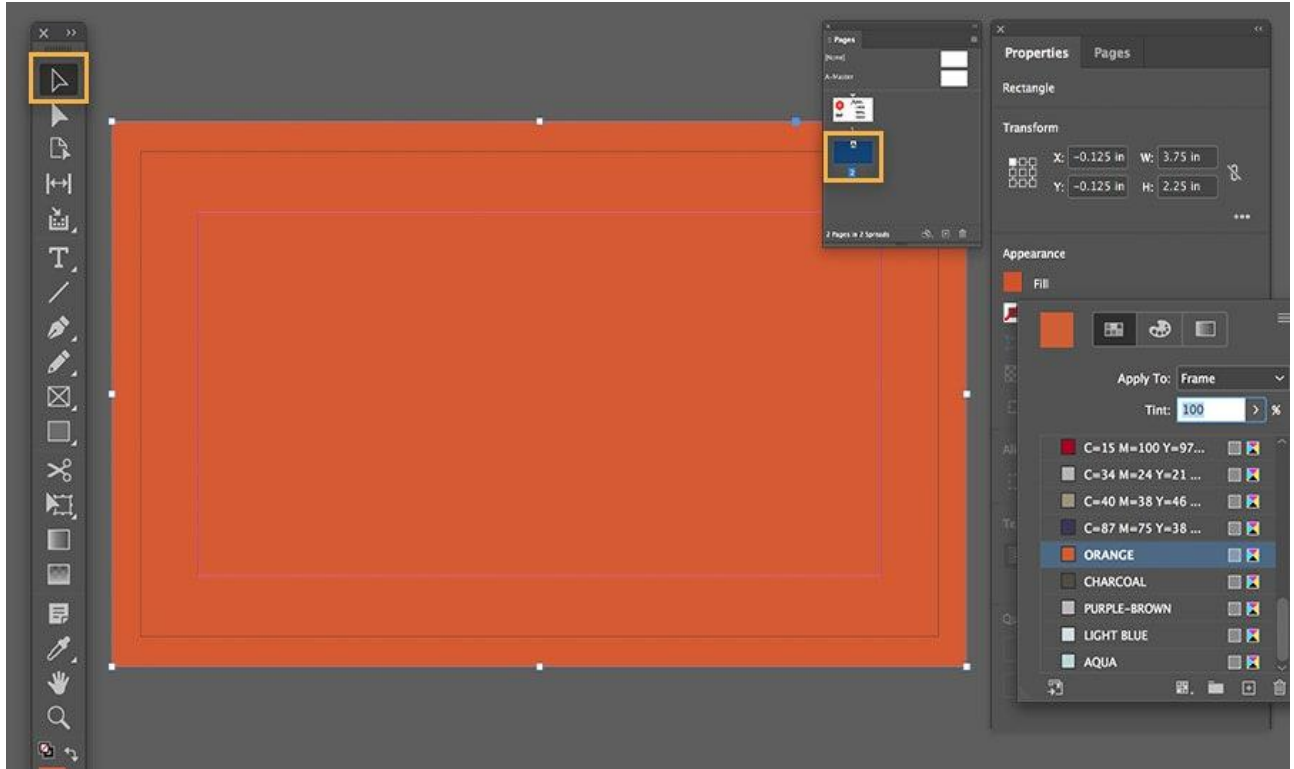
2. Use the template you prefer and start customizing its card design. Start by adding your own logo to the rack card. Just click **File** and **Open** as you select your saved logo already. If you don't have a logo saved yet, then make it first. And do not forget to alter the proportions of the logo and frame.



Note: To change the proportion or size of your logo and frame, tap the **Selection** tool from the left side toolbar. Then, press **Ctrl + Shift** and drag the corners of the logo or frame. That works for Windows. For Mac, press the **Selection** tool followed by **Command + Shift**, then drag any corner.

3. As previously discussed in making rack cards using Mac, the type tool is very important. So same with Windows, click the **Type** tool and highlight any text from the premade template. Then, replace them with your own data. Alter the font style, layout, size, and features afterward.

4. Add colors and images to slowly give life to your rack card. And don't forget to design the back section of the card too. Click **Windows**, followed by the **Pages** tab, then double-click the page 2 icon to make it appear in the document. Tap the black rectangle from the **Selection** button and press **Fill Color**, found at the properties or appearance panel.



5. Complete the overall design, structure, and content of your rack card until it is ready for printing and publishing. Flaunt your newly designed rack cards now!