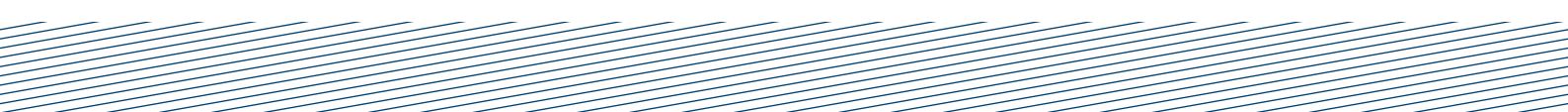
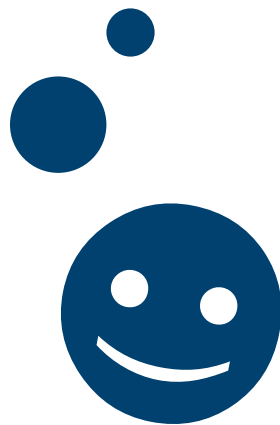


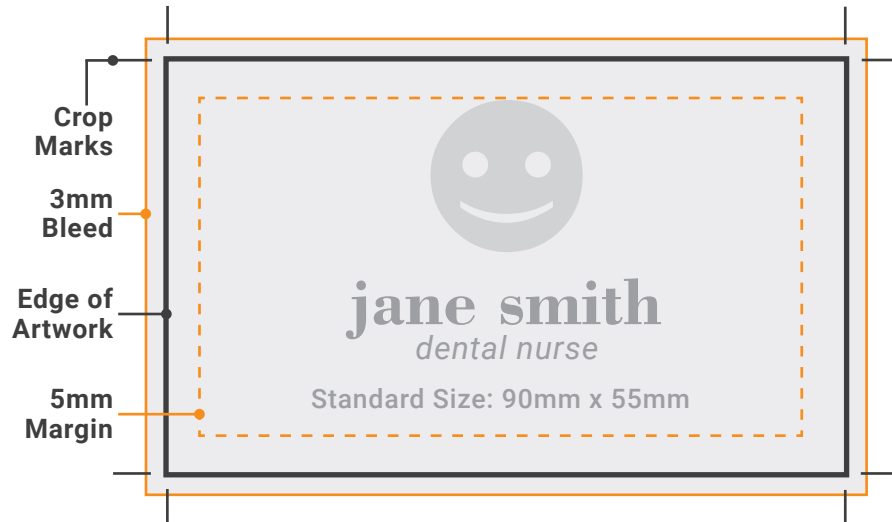


# Artwork Specification Guide



## quick artwork setup guide

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### High Quality PDF

- We only accept 'Print Ready' PDFs either supplied to us through email, file upload through our website or a USB Drive.
- The best resolution for high quality printing is 300dpi

### Crop Marks

- These indicate where the artwork need to be trimmed.

### 3mm Bleed

- Bleed is used to ensure there is no unwanted white border around the printed artwork. Please extend your artwork to 3mm past the edge.

### 5mm Margin

- Please allow a 5mm margin for important information such as text or logos.

### Embed or Outline Fonts

- To ensure no fonts are missing, please either embed or outline fonts in the file.

### CMYK Colour Profile

- To minimise changes in colours, export your file in CMYK (for print), and not RBG (for screen)

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## export as PDF using Adobe

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### In Your Adobe Program:



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### In The 'Export Adobe PDF' page:



## setting up bleed

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### In Your Adobe Program:



## outlining fonts

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### In Your Adobe Program (with the font highlighted):



Editable Font:

**FONTS**

Outlined Font

**FONTS**

## export as PDF using Canva

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### In Your Canva Program:



## setting up margins

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### Margins

- Margins can help guide on where to place elements for your artwork. Please ensure all important text and logos remain inside the margin area.

### In Your Canva Program



## setting up bleed

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### Bleed

- Bleed is required for print ready files. Please ensure the bleed area around the document is covered with the background colour or images.
- If this is not done, your file could print incorrectly with white borders

### In Your Canva Program



## business cards - foil or spot uv setup

### Print Ready PDF

- We only accept 'Print Ready' PDFs either supplied to us through email, file upload through our website or a USB Drive.
- Please refer to 'quick artwork setup'

In Your Adobe Program, after selecting your cut line:



In Your Adobe Program, in the 'New Swatch' panel:

**Swatch Name:** —> 'Foil' or 'SpotUV' or '3DUV'

**Colour Type:** —> Spot Colour

**Colour Mode:** —> CMYK —> Magenta 100%

Please separate your artwork into at least two layers. One layer for the 'artwork', one layer for the 'contour'.

### In Adobe Illustrator:



### In Adobe InDesign:



- Use this on objects that you want foiled or scodix.
- These object must be set to overprint, so the colours underneath it still print. If it isn't set up correctly, the artwork will print black or white underneath

Layer One (Artwork):

Layer Two (Contour):



**jane smith**  
*dentistry*



*dentistry*

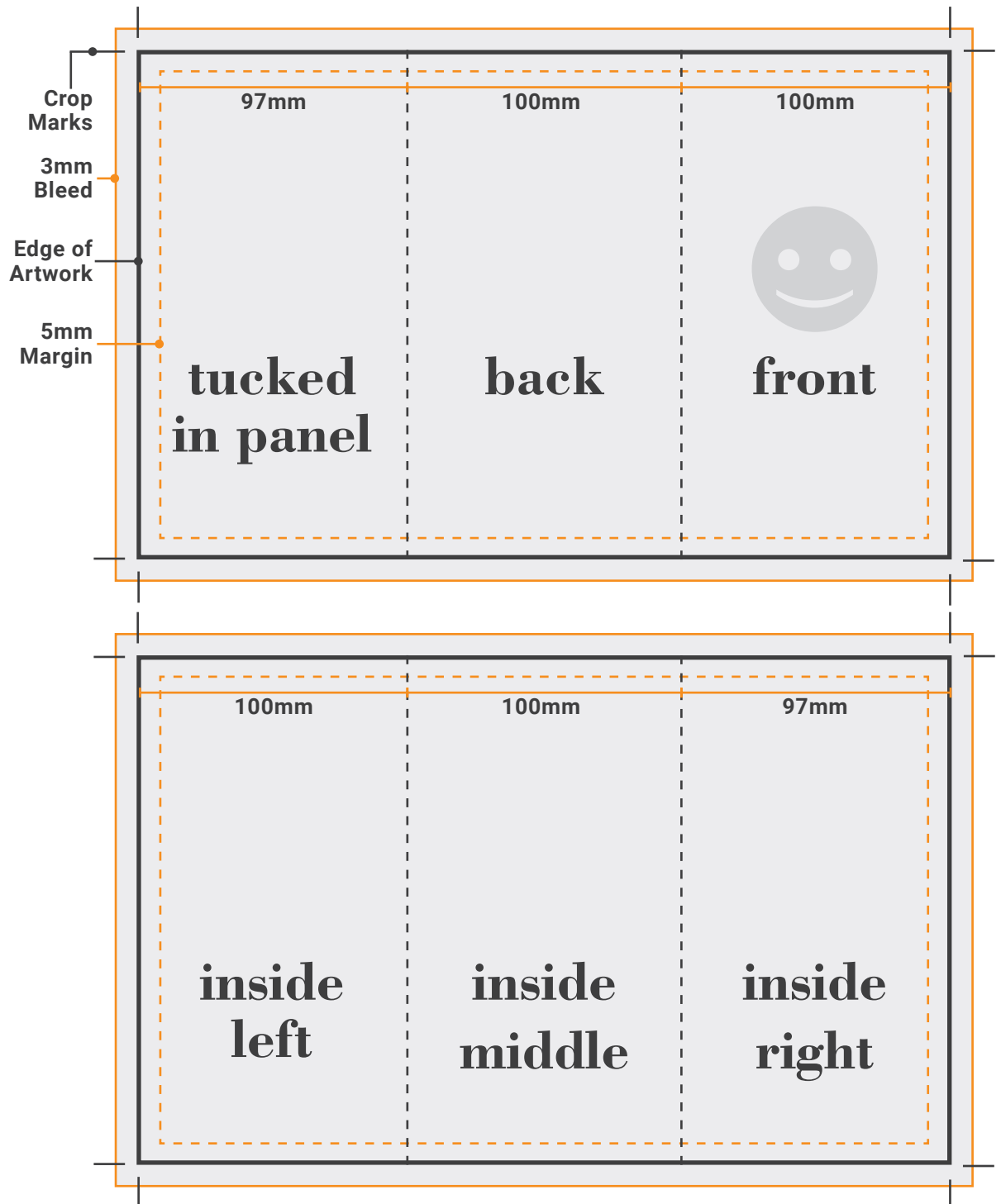
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## set up dl trifold flyer



Please refer to quick artwork setup guide for details.

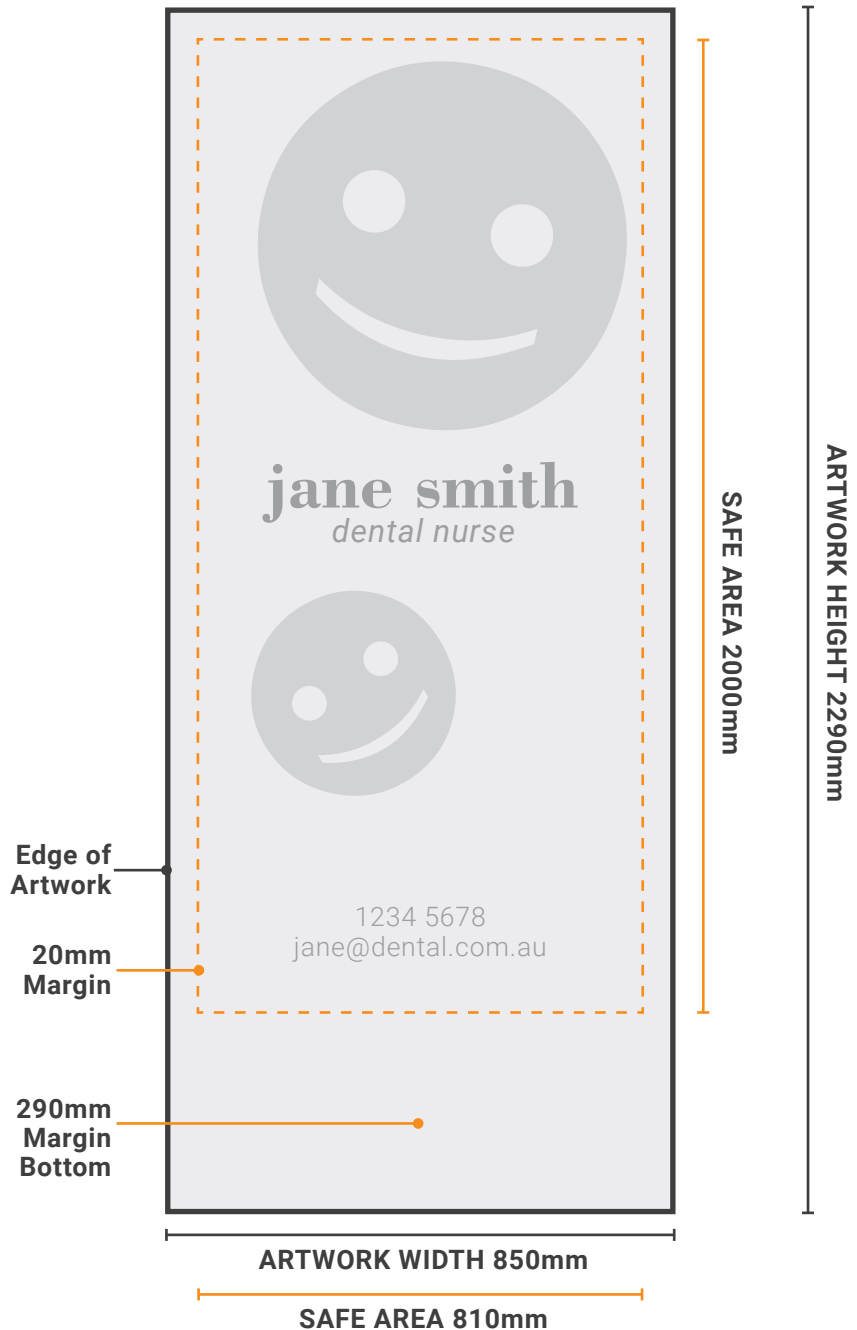
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## set up rollaway banner



### Bottom Margin

- Please allow 290mm at the bottom as this will retract into the cassette and will not be visible. This area must match the background colour, design or image.

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**Please refer to quick artwork setup guide for details. No need for bleed and crop marks.**

## setting up cut contour lines

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Setting up a cut contour line is essential for custom cutting for stickers and packaging. This tells the machine where to cut the artwork, while making it 'invisible' when printing.

In Your Adobe Program, after selecting your cut line:



In Your Adobe Program, in the 'New Swatch' panel:

**Swatch Name:** → **CutContour**

**Colour Type:** → **Spot Colour**

**Colour Mode:** → **CMYK** → **Magenta 100%**

Please separate your artwork into at least two layers. One layer for the 'artwork', one layer for the 'contour'.

---

**Layer One (Artwork):**



**jane smith**  
*dentistry*

**Layer Two (Contour):**



**jane smith**  
*dentistry*



# vinyl sticker application



**Paper Backing**



**Sticker**



**Application Tape Over Sticker**

## Step 1

Clean the area with rubbing alcohol or soap and water. DO NOT use window cleaning products.

## Step 2

Place the sticker in the desired location. Place masking tape down center of the sticker to hold in place.

## Step 3

Hold sticker and gently fold across and keep close to the surface, keep masking tape on. Cut the paper backing off.

## Step 4

Using a felt squeegee or a credit card wrapped in a sock, carefully apply the sticker from the middle, and work your way to the edge of the sticker.

## Step 5

Fold the other half across, and carefully peel the backing paper. Slowly apply the sticker from the middle to the outer edge.

## Step 6

If water was used, wait until dry, then carefully remove application tape to reveal sticker.



## TIPS

- If the sticker is large, avoid choosing to apply sticker on a windy day. Also having a second person to help can make the job easier.
- When applying medium to large sized sticker, use soapy water on the surface before application. This allows the sticker to move around in case of a mis take when applying. Once you are happy with placement, use a squeegee to push bubbles and excess water out and leave to dry.
- If the sticker was supplied rolled up, please store flat an hour before applying to surface. This is to avoid the sticker curling during the application process.
- Clean the surface before application. Do not use window cleaner as this will leave a residue behind that will prevent the sticker from adhering effectively to the surface.

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