

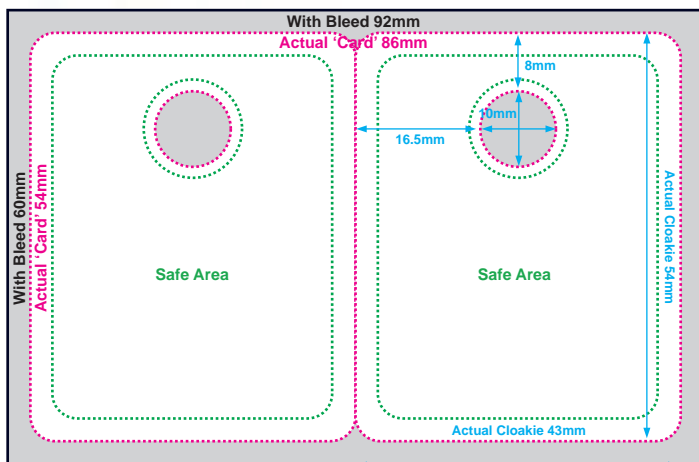
# Artwork Guide

## Cloakies®



Use this guide to produce artwork for **Branded Cloakies®**, mini plastic Cloakroom tags.

### FRONT



Cards use **ISO standard size of 85.60x53.98mm** which are rounded to 86x54mm for artwork purposes.

Cloakies® are produced as a single 'card' that snaps apart along the central line to produce two tags.

**File formats:** Our preferred format is **Adobe Illustrator, Adobe Photoshop or vector-based EPS**. It may be possible to use a different file, please contact us for more information.

**Colours:** Save all files as **CMYK** colour. If Pantone colour matching is required, please check your branding guidelines or contact us.

**Size:** Artwork should be designed to fill the 92x60mm rectangle as shown. This includes 3mm of bleed around the external edges, shown in grey. This will be removed during the production process to leave the double Cloakie® 86x54mm 'card' with rounded corners shown in white.

**Safe Area:** Keep any important elements of the design, such as text or logos, **at least 3mm** from the card edges **and hole** to avoid issues when cards are cut to size.

**Snap-apart lines:** We cannot guarantee the exact position of the print on the 'card' when it is cut down. Please carefully check any design elements that flow off the edge of the first Cloakie® into the second as print movement could mean that print intended for one Cloakie® could move slightly into the other.

**Images:** Vector-based artwork gets the best results. If using images, these should be embedded and be at least 300 dpi. The same goes for logos too.

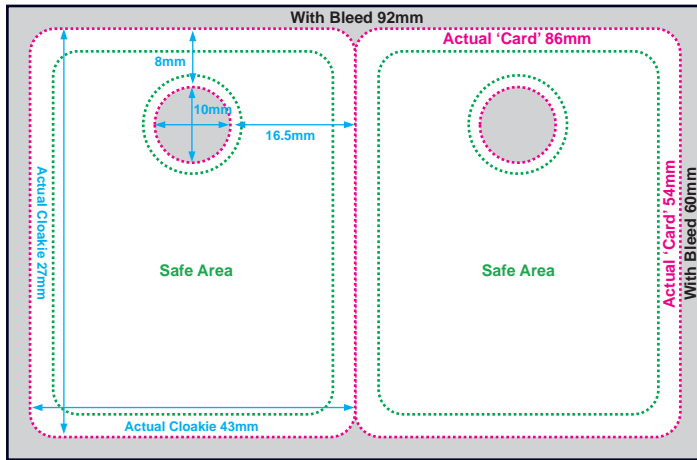
**Text:** Text should be saved as outlines except for the card number.

**Hole Placement:** The size and position of the hole is fixed as shown. **There is no need to include the hole on your artwork** but be sure to keep any important elements of your design at least 3mm away from its position.

**Numbering:** The tag number can appear wherever you wish. **Please leave the number as standard text rather than converting to outlines**. If the font is non-standard you may have to provide this for us to use on press.

**Remember we can set your artwork for you for just £25**

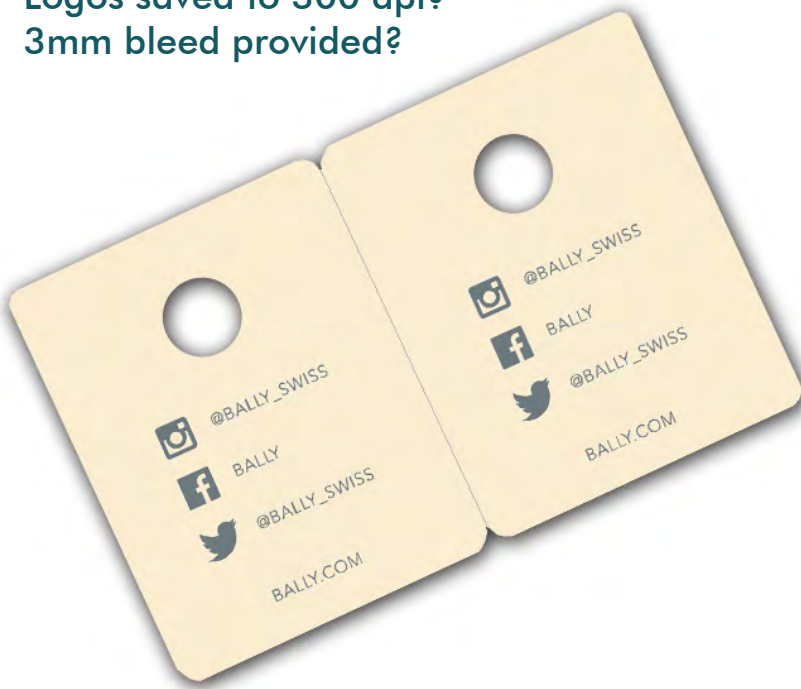
## BACK



Please send separate files for the front and back (if applicable).

## Checklist

- Illustrator, Photoshop or EPS file?
- Separate files attached for front and back?
- Artwork supplied with square corners?
- File(s) saved as CMYK?
- Fonts converted to outlines, except on tag number?
- All important text & images at least 3mm from the card edge?
- Images at a minimum of 300 dpi?
- Logos saved to 300 dpi?
- 3mm bleed provided?



Rest assured if we don't think your file will print well, we'll tell you!

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