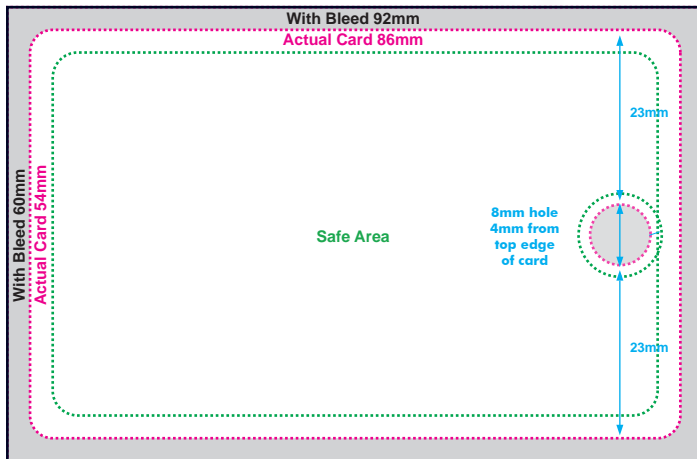




Use this guide to produce artwork for **Cloakroom Tags full colour and single colour.**

A separate guide exists for Cloakies®.

FRONT



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

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. For single-colour tags please use only 100%K black (this will be produced in the chosen colour during printing) and avoid fine detail work.

Size: Artwork should be sized to the **full 92x60mm rectangle** as shown. This includes 3mm of bleed around all edges, shown in grey. This will be removed during the production process to leave the 86x54mm card 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.

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 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.

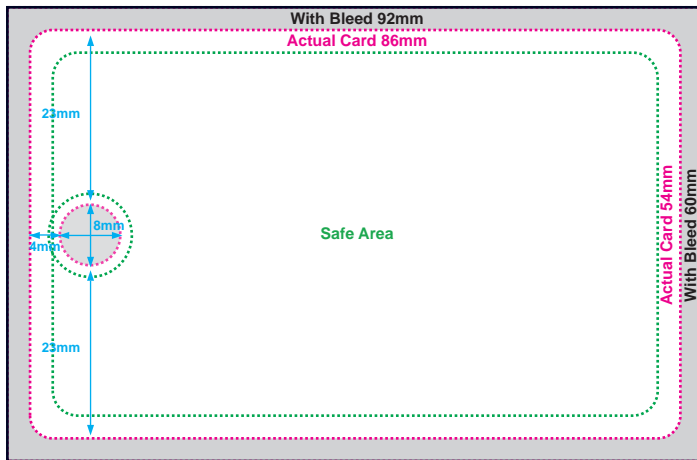
- Please send separate files for the front and back (if applicable).

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

Artwork Guide

Cloakroom Tags

BACK



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!

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