Artwork Guide

Supplied formats

PDF – If supplying in pdf format please supply with trim marks and a minimum of 2mm bleed.
- Resolution 300 dpi
- Supply in CMYK only please
- Embed all fonts.

Illustrator – If supplying in illustrator format please supply with the document set to the trimmed/cut size with minimum of 2mm bleed. Please supply files as .ai NOT eps format
- Resolution 300 dpi
- Supply in CMYK only please
- Convert all text to outlines
- Supply all linked files

InDesign – If supplying in InDesign please supply with the document set to the trimmed/cut size with a minimum of 2mm bleed.
- Resolution 300 dpi
- Supply in CMYK only please
- Convert all text to outlines
- Supply all linked files

Photoshop – If supplying as a Photoshop file the file will need to be at least 2mm bigger on all edges to allow for bleed. Ideally supply as a tiff or psd. If supplying as a jpeg we cannot take responsibility for any poor image quality.
- Resolution 300 dpi
- Supply in CMYK only please
- Supply all fonts used

We can not accept any artwork supplied as Microsoft documents.

Resolution

This is the amount of pixels per inch on your images. We recommend that files are set up at 300 DPI unless the product is larger format A2+ you could use 150 dpi. We take no responsibility for the quality of your artwork.

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Bleed

Bleed is required for all products. This is extra image extending past the finished size the job which is required for trimming or die cutting. This prevents any white edges when the job is finished.

Please create all documents with a 2mm bleed all around. For example if you require an A5 print (210 x 148 mm) please ensure that the artwork is sized to 214 x 152 mm. The 2mm bleed will be trimmed off after print.

We may be able to add bleed for you but we will need to charge for this on a job by job basis.
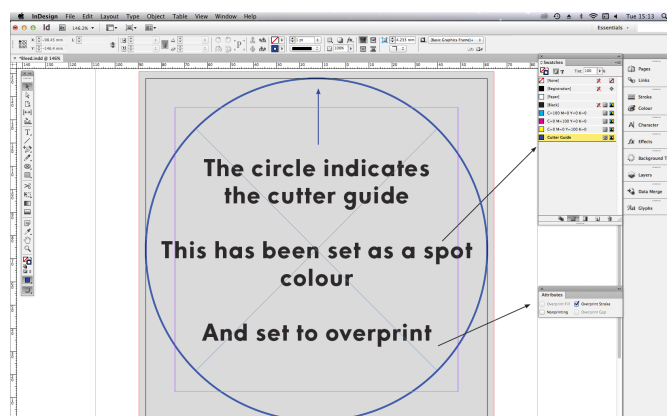

Sticker is trimmed to 210mm x 148mm

Supplied with 2mm extra image all theway round

Trim / Cutter guides

We will need the artwork to be set up either with trim marks indicating where the cut is or in a document big enough to have bleed and trim marks.

If you require a bespoke cutting shape we will need this supplied as a spot colour i.e. Not part of the CMYK image. The bespoke shape needs to be created and supplied as a vector file. The spot colour must also be set to overprint the artwork it sits upon.

In some instances we may be able to create a cutter guide but this will be charged on a job by job basis.
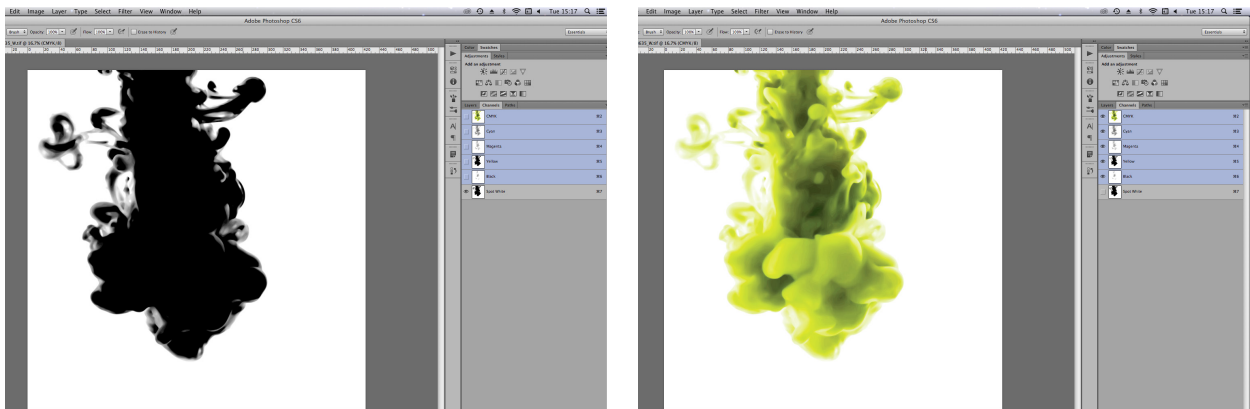
We may need to simplify some shapes due to cutting tolerances. In some Instances we will edit shapes to aid the cutting process.

The circle indicates the cutter guide

This has been set as a spot colour

And set to overprint

Artwork Guide

Select Whites

Because we print some of our products on to clear materials we need to print white ink behind the colours to make them more opaque. Any white ink needed should be set as a spot colour and set in the correct position . Please see below picture as an example of a select white file to print under a CMYK image.

Proofing

As part of the cost we include a pdf proof. This will be e-mailed to the customer before printing commences. Once the proof has been approved via an email confirmation we will continue with the order. If you require a paper proof there will be an extra charge of £25 per copy.

Questions

If you have any further questions please contact us via e-mail.