Guidelines for supplying artwork
Digital printing information (and database formats for variable data)

Artwork that is not supplied using the following criteria may require design work that will incur additional costs. Our sales team will advise an estimate for all required amendments before proceeding.

<u>Colour mode of files supplied</u>

- All files should be supplied using CMYK colour mode and not RGB.
- Pantone colours should only be used if being matched. Where additional colours are needed (e.g. Orange, Violet, Green) to achieve Pantone match, this may incur additional charges which will be advised by our sales team. All orders quoted using CMYK will be matched as close as possible but please be aware that a pantone match is not guaranteed.
- Artwork using Black should be supplied as "100% black". If a richer Black is required then values of Cyan 20%, Yellow 20%, Black 100% can be used.
- Ink coverage in text, pictures or graphics should be no more than 310%
- Registration should not be used as a colour or 0% for White. It should be used for crop/trim/registration only.
- Colour consistency should be maintained across ranges. If there is a colour change then please inform us when you submit your artwork.

Please note: Digital printing is very detailed and will pick up any slight issues in the files, so it is imperative that a/w is to a very high standard.

<u>File formats</u> - Files types such as .eps, .tiff or .jpeg should be at least 300dpi when placed/viewed at 100%. Please do not convert a lower resolution file to 300dpi as this will NOT improve the image. Please also note, we will not be able to change/edit Photoshop files unless they are supplied as a layered PSD file with fonts (if used) all supplied.
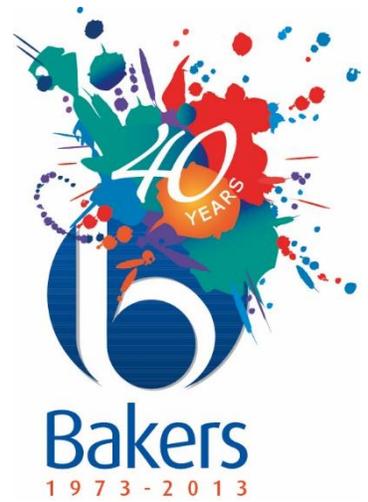
- Illustrator .eps files should have all "type" outlined and images should be embedded
- PDF's should have both the fonts (if used) and images embedded.
- If "type" is not outlined or text change are required, we will need the font supplied.
- Cutter guides, foil, varnishes and white must be on separate layers and coloured as a spot ink.
- Please ensure that any a/w is intact under the cutter guide and also, please supply the guide as a "stroke" and not "fill".

<u>Bleed & Quiet zones</u> - Bleed is the area that prints beyond the trim marks or cutter guide of a label. This bleed should be at least 1.5mm all around the relevant design. The quiet zones are areas inside the trim marks or cutter guide where nothing critical is being printed. This should be at least 1mm of non-critical print all the way around.

<u>Databases</u> - should be supplied in an editable format and within the following guidelines

- File formats preferred are, .xls, .xslx or .txt, .csv
- Please format text in as needed – i.e. CAPITALS, Upper And Lower Case, or lower case.
- Columns should be headed: A, B, C … and so on.
- Please only supply information in the columns or cells that are relevant to the order and will be printed. All other data should be removed. Please note, all databases supplied are treated as "clean and reviewed" and we will print exactly as the files provided. We will not edit or proof read any databases before printing.

Please contact our sales team if you would like any further information about our studio capabilities as they can arrange for a team member to contact you. If you require a general guide to accepted files and formats please see our supplement guide "General Guidelines for supplying artwork."