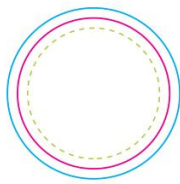# Artwork Guide

Please read through the checklist for providing design files. Remember: If your files do not meet our specifications, your product may be printed incorrectly. If you do not supply artwork which matches our requirements, we will ask you to resupply it or charge you for the time it takes to adjust.

1. File Format

ai, eps or pdf are the preferred file format. These are created in illustrator. psd, jpg or tiff (300 dpi)

2. Artwork Setup

- Sticker Set Up

Trim : 30x30mm
Bleed : 34x34mm (2mm on each side of trim line)
Safe Area : 26x26mm (internal bleed)

Trim : 60x40mm
Bleed : 64x44mm (2mm on each side of trim line)
Safe Area : 56x36mm (internal bleed)

Trim
This line is where we aim to cut (actual cutting line).

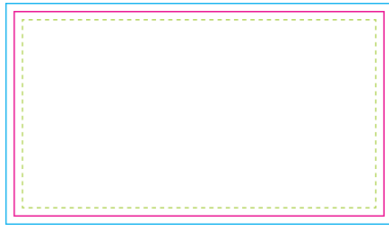| Bleed |
|---|
| 2mm bleed is required for the printing process.
Please make sure background needs to extend into the bleed area, the bleed ensures unprinted white edges after trimming. |

Safe Area
Please make sure all important information and graphics are contained in this box otherwise you risk losing it.

- Business Card Set up

STANDARD

DIE-CUT

Trim
This line is where we aim to cut (actual cutting line).

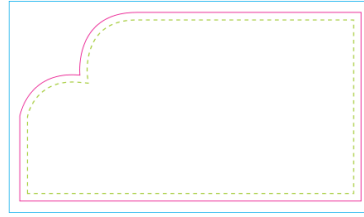| Bleed |
| --- |
| 2mm bleed is required for the printing process.
Please make sure background needs to extend into the bleed area, the bleed ensures unprinted white edges after trimming. |

Safe Area
Please make sure all important information and graphics are contained in this box otherwise you risk losing it.

2. Colour

All colour mode must be converted to CMYK We will not take any responsibility for print results like discolouration or unexpected outcome when you supplied file as RGB or PANTONE.

C 70 M 50 Y 0 K 0	C 80 M 50 Y 0 K 0	C 90 M 50 Y 0 K 0
C 70 M 60 Y 10 K 10	✔ C 80 M 60 Y 10 K 10	C 90 M 60 Y 10 K 10
C 70 M 70 Y 20 K 10	C 80 M 70 Y 20 K 10	C 90 M 70 Y 20 K 10
C 10 M 80 Y 80 K 10	C 20 M 80 Y 80 K 10	C 30 M 80 Y 80 K 10
C 10 M 90 Y 90 K 10	✔ C 20 M 90 Y 90 K 10	C 30 M 90 Y 90 K 10
C 10 M 100 Y 100 K 10	C 20 M 100 Y 100 K 10	C 30 M 100 Y 100 K 10
C 60 M 40 Y 70 K 10	C 70 M 40 Y 70 K 10	C 80 M 40 Y 70 K 10
C 60 M 50 Y 80 K 10	✔ C 70 M 50 Y 80 K 10	C 80 M 50 Y 80 K 10
C 60 M 60 Y 90 K 10	C 70 M 60 Y 90 K 10	C 80 M 60 Y 90 K 10

- All colour mode must be converted to CMYK

- We will not take any responsibility for print results like discolouration or unexpected outcome when you supplied file as RGB or PANTONE.
  VIEW COLOUR GUIDE
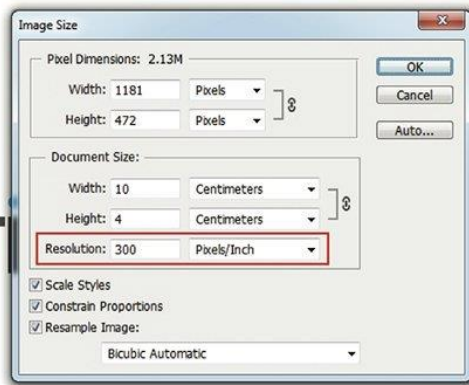- Useful Information Full Colour Colour Variation Chart

3. Font

All fonts must be outlined or embedded Fonts must be no less than 6pt Since there are literally thousands of fonts available on both Mac's and PC's, it can Since become tricky to be sure that everyone has access to the same fonts and are able to see your images properly (illustrator and photoshop documents) When a design file is supplied with missing fonts, a printer cannot proceed your file for production. To solve this issue, please convert texts to outlines or send actual font files. Select "Create Outlines" on your computer to do this.

4. Image Resolution

Images created in photoshop requires minimum 300 dpi resolution. 6. Stroke Weight has to be a minimum of 0.25pt

300dpi   150dpi   72dpi

5. Stroke

Weight has to be a minimum of 0.25pt