

Artwork Design Guidelines

To help our clients and their design houses, we've set out the core requirements for artwork files. Please follow these guidelines to ensure a trouble-free workflow that will produce great results for you and your client.

Artwork Format

We recommend using **VECTOR based graphics software** such as Illustrator CS6/CC or Corel Draw. Vector software will ensure that your finished product is of higher quality than Raster based artwork (i.e. Photoshop). It also enables better flexibility when colour-matching to previously printed labels from other suppliers, as the colours in the design can be easily altered and edited.

Files should be exported in an editable vector PDF format, with all images and fonts embedded (not just a jpeg saved as a PDF file). **A jpeg is not acceptable** for most designs.

If the fonts cannot be embedded, the best option is to **convert the text to outline paths instead**. Files with missing fonts will cause problems and delays with your orders. Any raster/photographic images within your design should be at least 300dpi otherwise they may appear pixelated once printed. Graphics pulled from a website are not good enough quality for print purposes.

Cutter Guides

Please create a "Cutter Guide" to show us exactly where to cut your labels correctly. These lines are later removed in the studio before going onto the press. When you supply a cutter guide within your artwork, please make sure it is **a stroked line set to a spot colour which MUST be named "7"** at the actual size and shape that you require us to cut. This allows our pre-press software and our printing presses to view the cutter guide whilst also preventing them from being printed. Setting the cutter guide correctly will save time and may avoid the need for us to charge for time in graphics.

Safe Area

To allow for slight movements during print, there should always be a **"safe area" of at least 1.5mm inside the edge of the cutter guide** where no text or important elements are located. This will prevent the cutter removing any critical content from the label.

Bleed

In the same way that we need a safe area, we also need to allow for "bleed," which is the area that extends over the edges of the finished labels. Allowing a tolerance for slight movement prevents the finished product having white edges.

We ask our customers to create a **1.5mm bleed on each edge** of the artwork (e.g. the artwork should be 3mm wider and taller than the required label size; so, a label size of 76 x 51mm should be designed on an artboard that measures 79 x 54mm).

Finishing and Materials

Certain substrates may darken or lighten the colours of your artwork once printed, and different finishes can also affect the colour; matt varnish can dull colours and gloss lamination can increase the brightness. If you are unsure how these would impact your design, we would recommend a printed press proof which is available at a small additional charge.

Metallic Colours

Our digital presses use CMYK toner to create a range of metallic colours in print. Therefore, there is no need to use metallic pantones in artwork as this does not help to achieve the metallic effect on press.

By printing onto silver polypropylene, we can create a variety of metallic colours. If your design does not need to be metallic, we must create a white plate to flatten the silver. These **white plates are made by creating a layer above the artwork with a spot colour named "5,"** which is then **set to overprint**. When our presses see this layer, white will automatically be printed under the CMYK artwork.