ART REQUIREMENTS:

To assist us in producing the highest quality, finished product for you, it is greatly appreciated that you follow the below requirements to ensure all details are clear and understood from the outset, and that no unexpected surprises arise!

THE BASICS:

- All art in CMYK, not RGB
- Art preferably supplied in Illustrator/PDF format
- Necessary PMS colours named appropriately in swatches (not Brand Red, but PMS 485)
- All blacks to be 100% K, not a CMYK mix
- Art supplied with a dieline
- Art supplied with ample bleed, minimum of 1.5mm outside dieline
- Text and important elements to sit at least 1.5 – 2mm from dieline
- Fonts to be outlined, or font files supplied
- Images to be embedded in art, or image files supplied
- Rasterised images to be of a suitable DPI, anything less than 300DPI would be considered questionable
- No keylines thinner than .15mm / .2mm for reversed

THE SPECIALTY:

- White ink separations must be set up as a separate spot colour called "White", on a separate layer above the artwork, and set to overprint
- Spot varnishes must be set up as a separate spot colour, named appropriately as to wether it's gloss or matt, on a separate layer above the artwork, and set to overprint
- Any embellishments (such as foils, emboss, pattern varnishes, high build) to be set up as a separate spot colour, named appropriately, on a separate layer above the artwork, and set to overprint.

If you are unsure, please do not hesitate to contact our team for guidance.

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