

Art Specifications

FORMATS

Our preferred formats are EPS or PDF, no image compression.

Please ensure all fonts are converted to outlines and all color raster images are CMYK and 300 ppi at actual size. Grayscale images should be a minimum of 600 ppi; 1 bit (Black and White) images should be a minimum of 1200 ppi to maintain clarity.

We accept Illustrator .AI and Photoshop .PSD - We also accept JPG, TIF, BMP

We do not recommend supplying files in Microsoft Word or Powerpoint.

FILE COMPRESSION

ZIP or STUFFIT compression can be used to reduce final size.

SPOT COLORS

Where PMS colors are to be printed as separate spot colors, please ensure objects are correctly filled with the required color and that the order indicates this.

Extended areas of filled black such as backgrounds on CMYK jobs should be filled with Rich Black (50 C, 40 M, 40 Y, 100 K) in order to generate a deeper, richer black.

BLEED

A minimum of 0.125" bleed is required for any image that extends beyond the cutline. All live elements (type, logos etc.) should be kept at least 0.063" from the cut edge to allow for movement during production.

All art should be placed in position on the final page size with allowances for bleed, slot or hole punching, magnetic stripes, barcodes etc. indicated. Templates are available on request. Crop marks, cutlines etc. may be used, but must remain outside the maximum bleed area, or be placed on a separate layer to allow for removal prior to production.

EMBEDDED HOLOGRAPHIC FOIL/FOIL STAMPS

All art submitted for foil stamping must be 1 bit Black and White only - no color or grayscale tints. When creating art please remember that fine detail can fill in/drop out during the foil stamping process. Distinct, solid line and type is recommended.