



*Artwork Setup Guide v3.0*

# Size, Bleeds, Marks & Colour

## Artwork Size

*This is the file dimensions, you need to send us:*

**91mm x 61mm file (includes 3mm bleed - on all sides)**

## Finished Size

*This is the finished size of business cards, that you will receive:*

**85mm x 55mm**

## The Safe Area

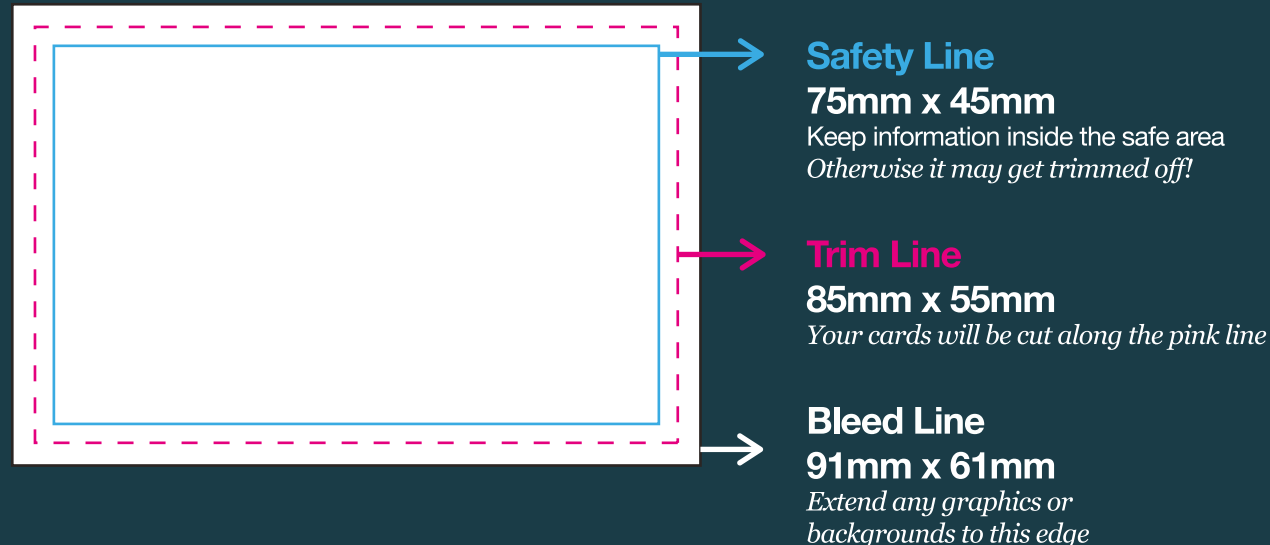
*Keep information you don't want cut off, within the safety lines:*

**75mm x 45mm**

## The Bleed

*The bleed area is an extra 3mm on all edges which helps us when we cut down your cards, Therefore any image(s) or graphics you want to go to the edge, must extend to the bleed line*

**3mm on all edges**



## Crop, Trim, Tick Marks

*To show where to trim the card, we add this manually*

**Do Not Add**

## Registration Marks

*To ensure print accuracy, we add this manually*

**Do Not Add**

## Colour Mode

*Create artwork in cmyk not rgb, any images ensure in cmyk also*

**CMYK**

## Resolution

*Ensure any images are at 300dpi resolution*

**300dpi**

*Business Card Example*



File GOOD TO PRINT

# Artwork Files

## Number of Files

*This is the number of separate files that you need to upload*

**Foil on 1 Side = Upload 3 Files**

**Foil on 2 Side = Upload 4 Files**

## Naming Your Files

*Please ensure files are named correctly so we can easily identify which side to apply the finish(s) to.*

**Front:**

***Name\_F***

**Foil on the Front:**

***Name\_F\_FOIL***

**Back:**

***Name\_B***

**Spot UV on the Back:**

***Name\_B\_FOIL***



**Name\_F**



**Name\_B**



**Name\_F\_UV**



**Name\_B\_UV**



*Final Product*

# Creating the Foiling File

## Create Seperate File

You need to provide a seperate file for the foiling. So we know where to apply it.

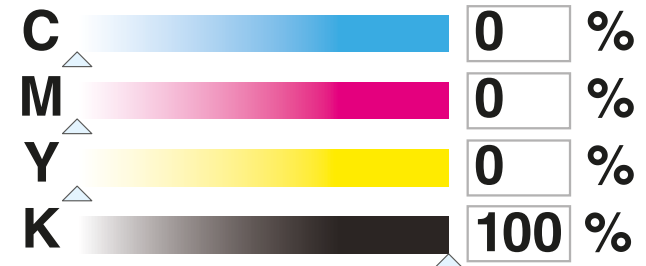
The file is black and white, anything in black will have foil applied to it

**1 File for each colour of foil**

## Indicate Foiled Areas

Anything in black will have foil applied to it

**K = 100% (CMYK Mode)**



+



=



+



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# Colour Advice

## Colour Mode

Using the correct colour mode, will ensure your job prints correctly

Also ensure any images used are also converted to cmyk mode before hand

**CMYK (Not RGB)**

## Black Text

For sharp and clear text use the following colour code

**K100**

## Maximum Colour

Please do not use any values exceeding 300%

(it will increase drying time, and you may get rub off on to other sheets)

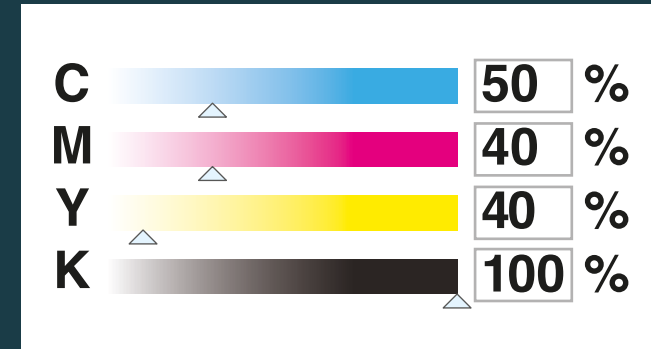
**Do Not Exceed 300%**

## Pantone / Spot Colour

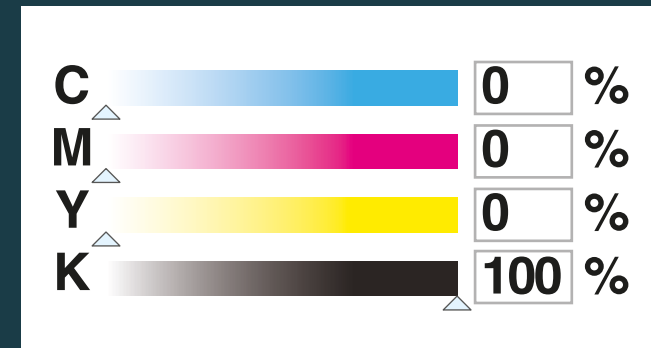
We only print in cmyk mode, please convert before hand

or we will automatically convert, once we receive your artwork

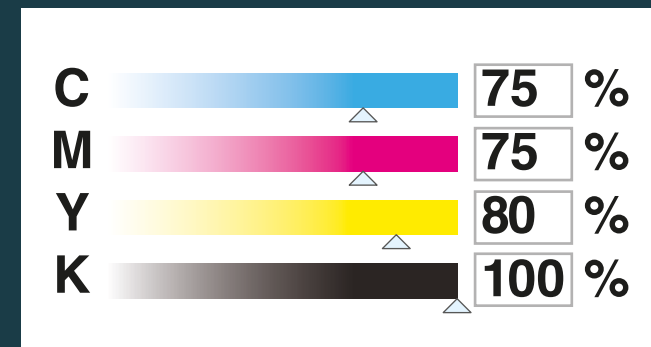
**Do Not Use**



Rich Black - Perfect for large solid areas



This is perfect for text, but not for large solid backgrounds



The colour value is 330%, keep with in 300%

# General Notes & Tips

## Artwork Created in Adobe Illustrator / Indesign

*For vector based software*

- **Use CMYK Mode (NOT RGB mode)**
- **Outline all fonts (Convert to curves)**
- **Try to use vector based text, where possible** *(Results in sharper text)*
- **Embed all images (Do not PLACE images)**
- **Ensure all embedded images are 300dpi resolution** *(Otherwise images will be pixilated)*
- **Do not include any tick/crop marks**
- **In Illustrator CS, do not use the bleed function** *(Set artboard to 91x61mm)*
- **Send us seperate files (Back / Front / Front\_FOIL / Back\_FOIL)**
- **Do not send a Multi-Page PDF**
- **Provide files as PDF**

## Artwork Created in Adobe Photoshop

*For raster based software*

- **Use CMYK Mode (NOT RGB mode)**
- **Set resolution to 300dpi** *(otherwise images will be pixilated)*
- **Do not include any tick/crop marks**
- **Send us seperate files (Back / Front / Front\_FOIL / Back\_FOIL)**
- **Provide files as PDF**



FOR HELP & ADVICE PLEASE CALL **0843 289 0136**

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