



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

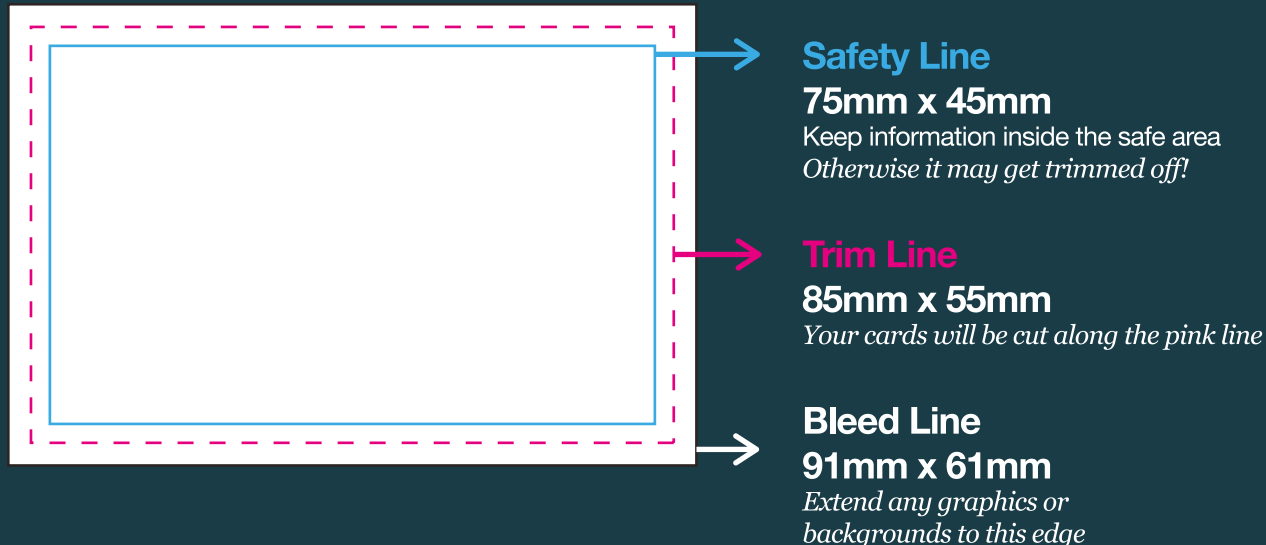
Keep information you don't want cut off, within the safety lines:

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

Emboss on 1 Side = Upload 3 Files

Emboss 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

Spot UV on the Front:

Name_F_EMBOSS

Back:

Name_B

Spot UV on the Back:

Name_B_EMBOSS



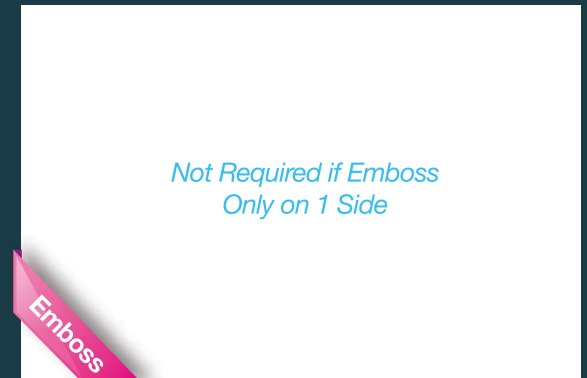
Name_F



Name_B



Name_F_EMBOSS



Name_B_EMBOSS



Final Product



Creating the Emboss File

Create Seperate File

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

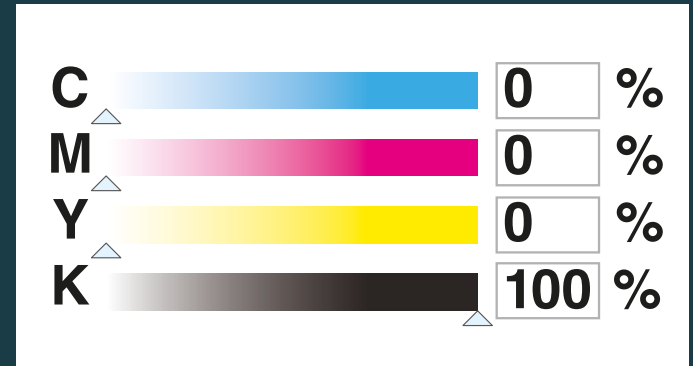
The file is black and white, anything in black will be embossed

Provide 1 File Per Side

Indicate Spot UV Gloss

Anything in black will be embossed

K = 100% (CMYK Mode)



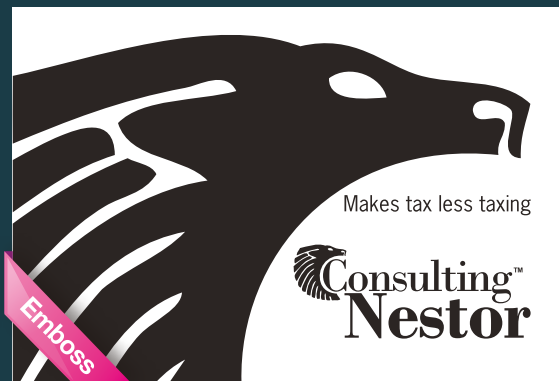
+



=



+



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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)

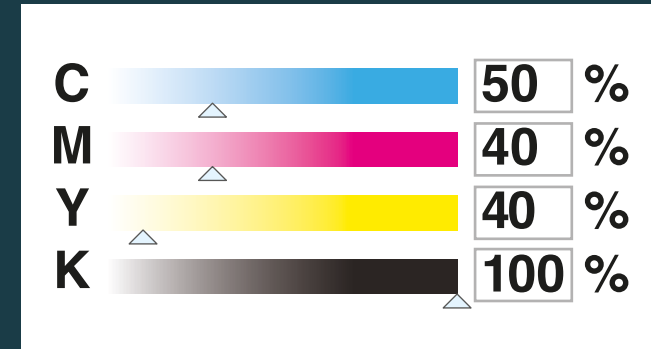
Do Not Exceed 300%

Pantone / Spot Colour

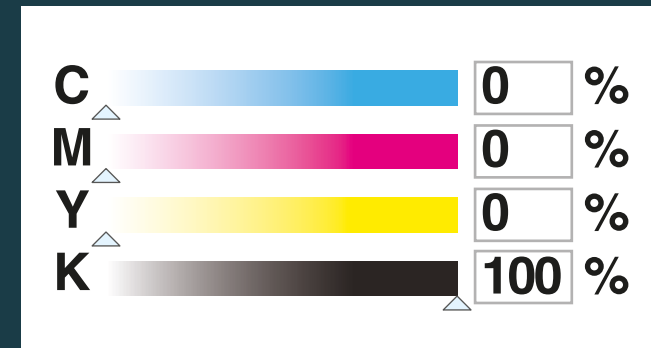
We only print in cmyk mode, please convert before hand

or we will automatically convert, once we receive your artwork

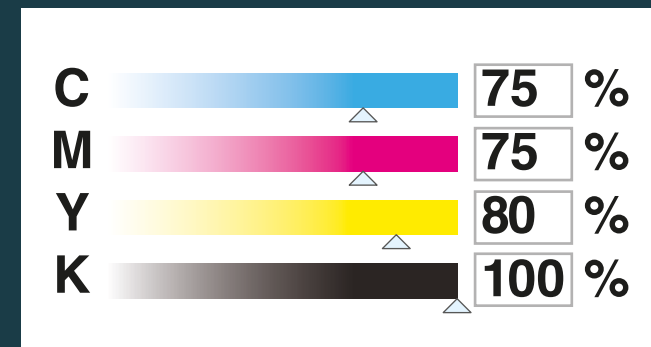
Do Not Use



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_EMBOSS / Back_EMBOSS)**
- **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_EMBOSS / Back_EMBOSS)**
- **Provide files as PDF**



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

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