

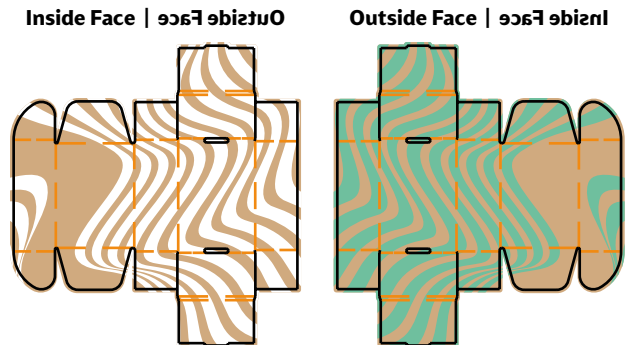
# ARTWORK DESIGN

## FILE SETUP

Thank you for choosing to work with us, in order to make the artwork process as efficient as possible we ask that you check the following details before supplying your artwork to us. If you have any queries please ask, and we will be happy to help.

### INSIDE / OUTSIDE FACE

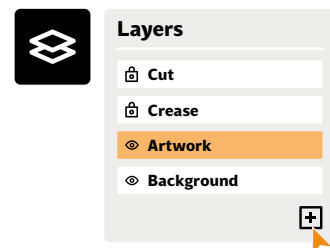
ARTWORK CAN BE PRINTED ON THE OUTSIDE, INSIDE, OR BOTH FACES OF YOUR DESIGN. PLEASE MAKE SURE THAT YOU PLACE YOUR ARTWORK ON THE CORRECT FACE OF THE DIELINE. THE ARTWORK DRAWING YOU RECEIVE FROM US HAS THE FACE VIEW CLEARLY INDICATED.



### LAYERS

BEFORE YOU START APPLYING ARTWORK TO YOUR DIELINE, PLEASE FOLLOW THESE STEPS:

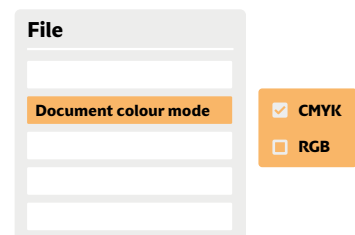
- 1** DO NOT MOVE THE DIELINE POSITION ON THE ARTBOARD. LOCK THE DIELINE LAYERS BEFORE WORKING. THIS PREVENTS ACCIDENTAL CHANGES BEING MADE TO THE DIELINE.
- 2** CREATE A NEW LAYER AND LABEL THIS "ARTWORK". ONLY APPLY YOUR ARTWORK TO THIS LAYER.
- 3** BEFORE SUBMITTING YOUR ARTWORK, PLEASE REMOVE ANY UNUSED LAYERS. THIS HELPS TO AVOID CONFUSION WHEN PRINTING YOUR ARTWORK.




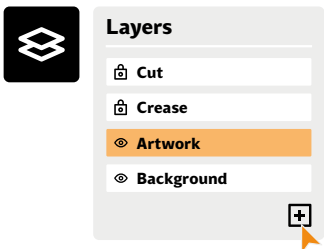

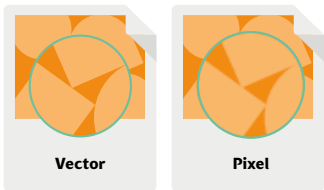



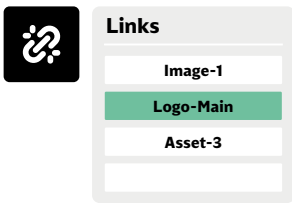

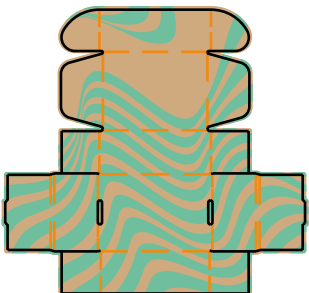
### DOCUMENT COLOUR MODE

MAKE SURE YOUR ARTWORK FILE IS SET TO CMYK. DO THIS IF YOU ARE USING PANTONE OR PROCESS (CMYK) COLOURS. THIS WILL GIVE A MORE ACCURATE REPRESENTATION ON YOUR SCREEN OF THE COLOURS THAT WILL ACTUALLY PRINT. IN ADOBE ILLUSTRATOR GO TO:

**FILE > DOCUMENT COLOUR MODE > CMYK COLOUR**



# FINAL CHECKLIST [DIGITAL]

-  **ARTWORK FILE IS LAYERED WITH SENSIBLE & MEANINGFUL NAMES**  

-  **ARTWORK IS SUPPLIED AS VECTOR GRAPHICS AS MUCH AS POSSIBLE**  

-  **ALL RASTER IMAGES OR NON-VECTOR ARTWORK ARE 360 PPI**  
 **360 PPI**
-  **ALL LINKED FILES & IMAGES ARE EMBEDDED OR SUPPLIED**  

-  **THERE IS 5MM OF BLEED AROUND THE DIELINE AND OVER CRITICAL CREASES**  


# ARTWORK DESIGN

## DIGITAL

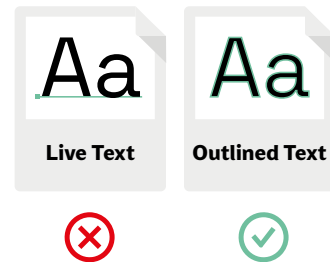


**ALL TEXT IS GREATER THAN OR EQUAL TO THE MINIMUM**

	100% K	CMYK
POSITIVE	6pt	8pt
REVERSE	7pt	8pt



**ALL TEXT IS OUTLINED OR FONT FILES ARE SUPPLIED**



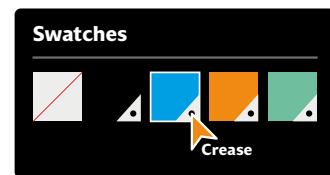
**ALL STROKES ARE GREATER THAN OR EQUAL TO THE MINIMUM**

	100% K	CMYK
POSITIVE	0.3pt	0.5pt
REVERSE	0.5pt	0.5pt



**ARTWORK IS SUPPLIED WITH PROCESS COLOURS (CMYK) OR PANTONE (C/U/CP/UP) SPOT COLOURS**

*PLEASE DO NOT SUPPLY COATED PANTONE REFERENCES FOR JOBS ON UNCOATED BOARD OR UNCOATED PANTONE REFERENCES FOR JOBS ON COATED BOARD*



**ARTWORK FILE IS SAVED AS ADOBE ILLUSTRATOR OR PDF FORMAT**

*IF SAVING AS A PDF, PLEASE USE THE ADOBE ILLUSTRATOR DEFAULT PRESET TO AVOID COMPRESSION AND KEEP LAYERS INTACT*



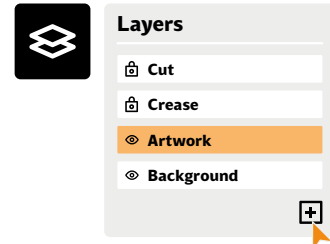
Packaging your illustrator file by selecting FILE > PACKAGE will ensure you supply us with all the files and fonts in your artwork. See the below link:

<https://helpx.adobe.com/uk/illustrator/using/package-files.html>

## FINAL CHECKLIST [FLEXO]

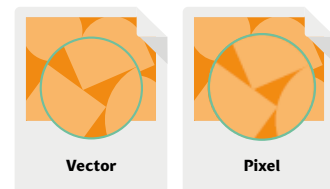


**ARTWORK FILE IS LAYERED WITH SENSIBLE & MEANINGFUL NAMES**

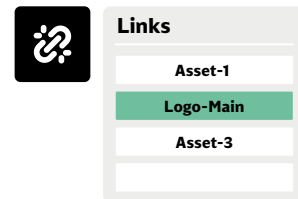


**ARTWORK IS SUPPLIED AS VECTOR GRAPHICS**

*IMAGES & PIXEL ARTWORK CANNOT BE PRINTED FLEXOGRAPHICALLY*

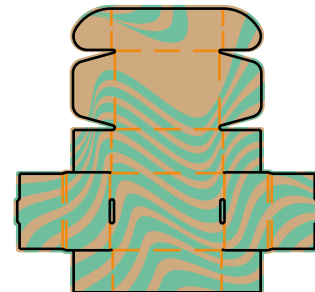


**ALL LINKED FILES ARE EMBEDDED OR SUPPLIED**



**THERE IS 10MM OF BLEED AROUND THE DIELINE**

*FLOOD PRINTED SINGLE COLOURS THAT YOU WANT TO PRINT TO THE EDGE OF THE BOX NEED TO EXTEND TO THE BLEED LINE WHICH IS 10MM OUTSIDE OF THE CUT LINE*



**ARTWORK IS KEPT A MINIMUM OF 10MM AWAY FROM ANY CUT OR CREASE**

*IT IS BEST TO KEEP ALL ARTWORK WITHIN THE BOX PANELS AND NOT CROSS OVER CREASES. FLOOD COLOURS ARE AN EXCEPTION*



# ARTWORK DESIGN

## FLEXOGRAPHY



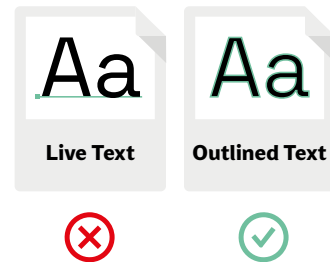
**ALL TEXT IS GREATER THAN OR EQUAL TO THE MINIMUM**

	PMS
POSITIVE	8pt
REVERSE	8pt*

\* FONT DEPENDENT



**ALL TEXT IS OUTLINED OR FONT FILES ARE SUPPLIED**



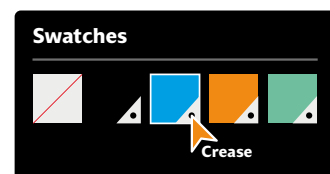
**ALL STROKES ARE GREATER THAN OR EQUAL TO THE MINIMUM**

	PMS
POSITIVE	0.7pt
REVERSE	1pt



**ARTWORK IS SUPPLIED WITH PANTONE (C/U) SPOT COLOURS ONLY**

*PLEASE DO NOT SUPPLY COATED PANTONE REFERENCES FOR JOBS ON UNCOATED BOARD OR UNCOATED PANTONE REFERENCES FOR JOBS ON COATED BOARD*



**ARTWORK FILE IS SAVED AS ADOBE ILLUSTRATOR OR PDF FORMAT**

*IF SAVING AS A PDF, PLEASE USE THE ADOBE ILLUSTRATOR DEFAULT PRESET TO AVOID COMPRESSION AND KEEP LAYERS INTACT*



Packaging your illustrator file by selecting FILE > PACKAGE will ensure you supply us with all the files and fonts in your artwork. See the below link:

<https://helpx.adobe.com/uk/illustrator/using/package-files.html>