

ARTWORK PREPERATION GUIDE

1- File format

First make sure you have the right dimensions according to the made offer. Height and length of message for your design. Check the image to be continued as shown below.

Provide us with a file in **HD PDF** format.



2- Resolution

Your visuals must have a resolution of **300 dpi** (pixels/inch) at full size. This is the optimal resolution to guarantee a good impression. If your files contain lower resolution images, the images may be pixelated and the print quality will be degraded.

3- Colorimetric mode

Please send us files saved in **CMYK** (Cyan, Magenta, Yellow, Black) mode. Indeed, if your files are in **RGB**, they will be automatically converted back to **CMYK**, and you may notice color differences.

If possible send us a color proof.

Especially if your logo has a special **PMS** tone. Depending on substrates used and printing techniques you might have different results.

4- Overhangs and bleeds

Please prepare your files at scale 1, adding **3 to 5mm** bleedings on each side. Remember to include a **5mm** safety margin inside your documents : without text. This margin avoids any disappointment due to technical production constraints.

5- Fonts

Consider embedding the fonts used or vectorizing the text.

BASICS

