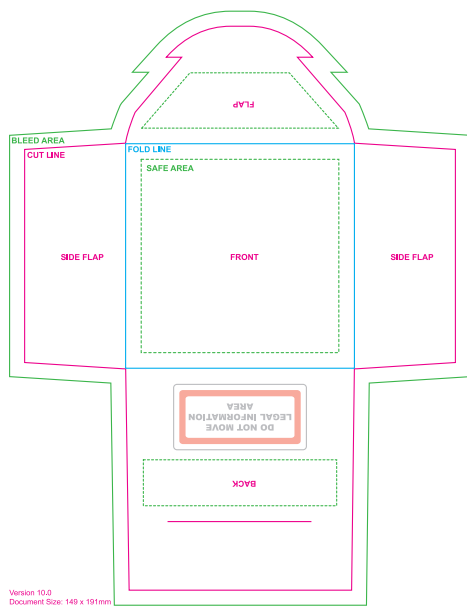# artwork guidelines

our templates are provided in pdf format. if you are using Illustrator CC please open the template and create the artwork in the artwork layer. if you are using any other software place the pdf in a document at the size stated in the lower left of the template. create the artwork in a separate layer to the template. please read the instructions and examples below before creating your artwork.

1   **document size** - should be the same as stated in the lower left of the template.

2   **bleed** - extend artwork to the green 5mm bleed line.

3   **safe area** - place your text and logo within the green dashed line, this is the safe area.

4   **position of graphics** - avoid graphical elements that match fold lines, such as pin lines, borders or adjacent panels with contrasting colours.

5   **image resolution** - the document and any placed images must be 300dpi or higher.

6   **legal area** - **do not** adjust or move the legal information area.

before sending us the artwork please change the following:

7   **text to outlines** - convert all text to outlines.

8   **no template** - when sending your file hide or remove the template, we only require your artwork. (if you prefer, send 2 files, with and without the template)

9   **saving** - when using Illustrator CC save as an 'illustrator default' pdf. when using any other software save your file as a print ready pdf, ideally using the pdf/x-1a:2001 setting.
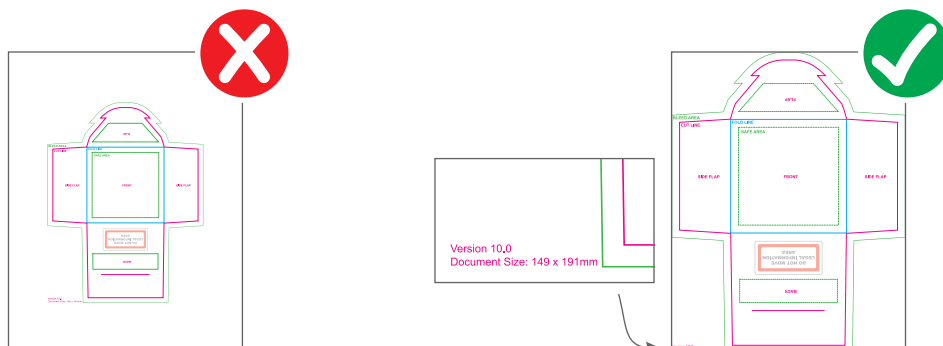
this is a typical example of our templates.

———— cut line

———— fold line

- - - - - - safe area
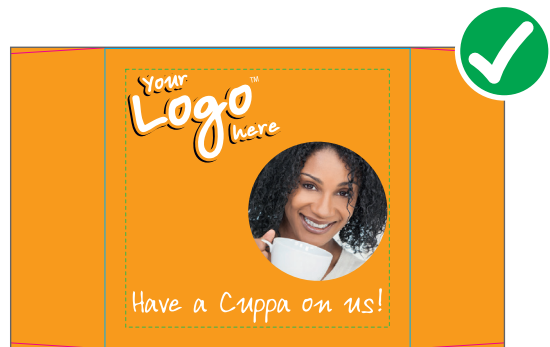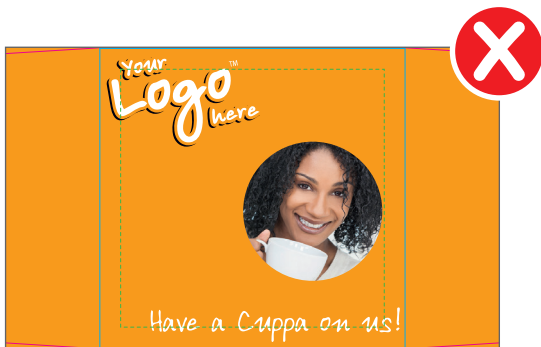
———— bleed area

Artwork Guidelines - Examples

1 **Document Size** - should be the same as stated in the lower left of the template.

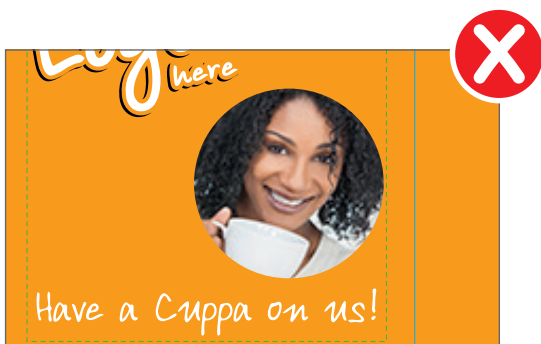**2** **bleed** - extend artwork to the green 5mm bleed line.

3 **safe area** - place your text and logo within the green dashed line, this is the safe area.

4 **position of graphics** - avoid graphical elements that match fold lines, such as pin lines, borders or adjacent panels with contrasting colours.
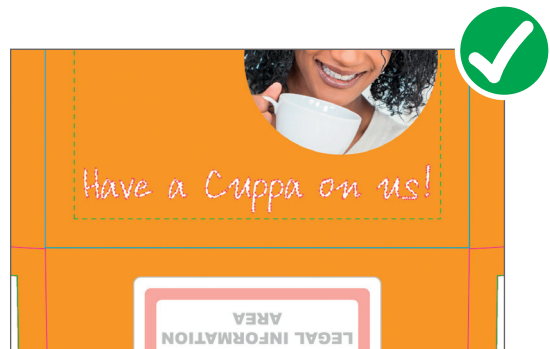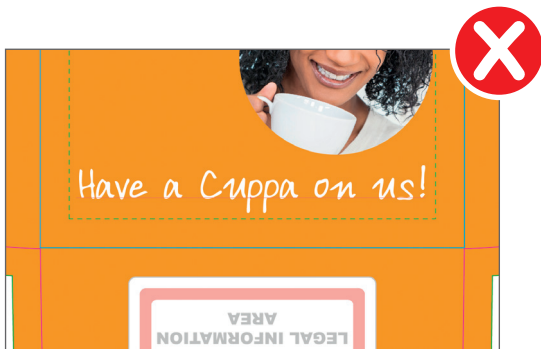

5 **image resolution** - the document and any placed images should be 300dpi or higher.
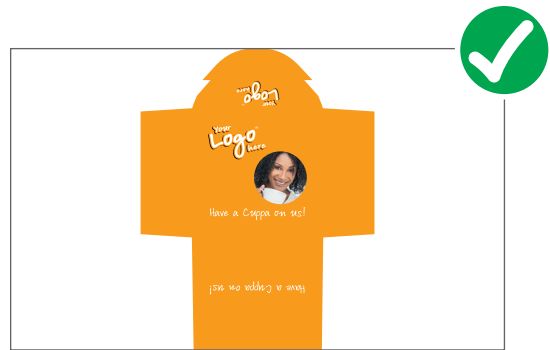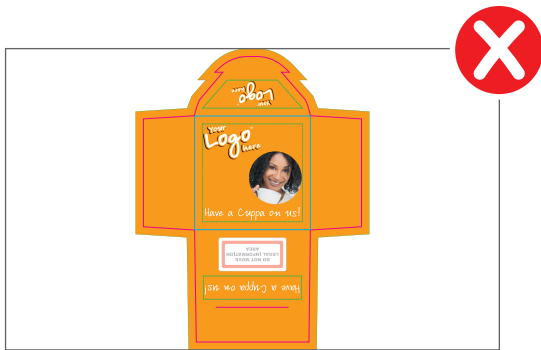
artwork guidelines *...continued*

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