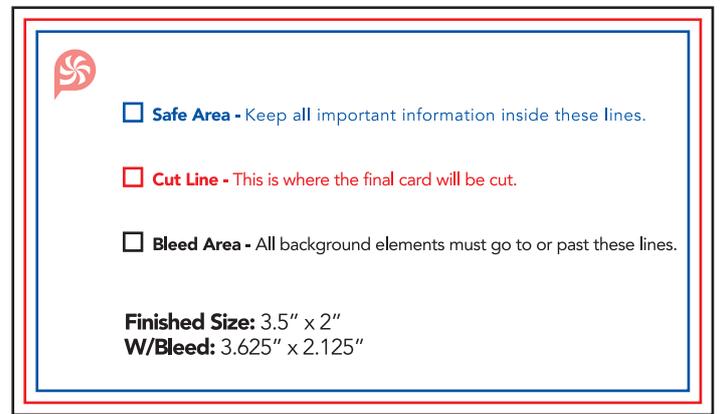


Basic file requirements

- Bleeds: all files must have an 1/8" bleed on each side
 - Live Area: keep all critical text and artwork inside the 'Safe Area' (blue line on our template)
 - Colors: supply your files in CMYK color mode (not pantone or RGB)
 - Resolution: 300 dpi
 - Fonts: all fonts must converted to curves/outlines
 - Transparencies: flatten all transparencies
 - File Types: PDF, EPS, AI, PSD, TIFF or JPEG
- (vector based files with embedded or outlined fonts are always preferred. Vectors are easier to handle and will likely speed up your turn-around since we can help you make any necessary editions in case there's a problem).



How to Setup Mask Files

If your project includes foil stamping, spot uv, embossing, or die cutting you will need to provide a mask file (per finish) alongside your design files.

Create a black and white pdf file where all black areas have a color value of 100% K-black (C 0, M 0, Y 0, K 100). For better quality (especially if the mask file is detailed or is meant for text) we recommend creating mask files in vector based programs such as Illustrator or CorelDRAW.

Black areas represent where you want the finish to be located and white means no finish will be applied.

For example, if your project contains foil and spot uv, you must provide separate mask files for each finish.

Common issues

- Blues that print purple

Printing blue can be tricky because blue it's very close to purple within the CMYK spectrum and many times there's too much Magenta mixed in with the Cyan.



Example:

100% C 100% M 0% Y 0% K

ON SCREEN



AFTER PRINTING



To prevent a color shift, we recommend that you reduce the amount of Magenta to increase the likelihood that the colour will remain blue when printed. Make sure to leave at least a 30% difference in your Cyan and Magenta values.

Increasing the black (K) value in certain colours can also reduce the risk of them appearing purple.

Example:

100% C, 65% M, 0% Y, 20% K

ON SCREEN



AFTER PRINTING



-How to get Rich Black

To get a rich black color we recommend using a 4 channel mix, the result is a darker tone than using only the black (100% K) channel.

100% K on screen



100% K after print



We recommend using C 60 M 40 Y 40 K 100. This will give you a deep, dark, rich black.

-Symmetrical borders

During the cutting process there may be slippage of up to 1/16" in any direction that may cause your design to appear non-symmetrical. While this slight change is unnoticeable on standard designs, framing the border could make any potential shifts more discernible.

This is a print-industry standard variance and is allowed for the type of high-volume printing equipment used in our production line.