

38x58cm (Artwork size)

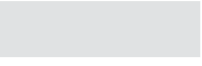



40mm 20mm

34x54cm (Final trimmed size)

30x50cm (Safe area, keep all text and logos within this area)

40mm 20mm 20mm



Position guides key:

-  Snap lock area
-  Bleed area
-  Trim line
-  Safe area

Keep all important text and logos inside the safe area.
Images must remain within safe area or finish at bleed edge.

Resolution:



Images must be at least 75ppi at full size.
Logos and all text must be vector, not images.

Text and Strokes:

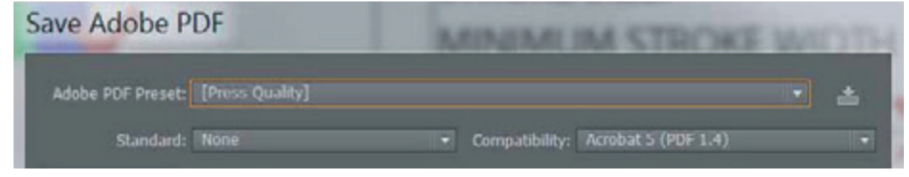
Convert all text to paths.
Minimum font size 5mm high (known as x-height).
My artwork is fabulous ↓5mm

Minimum stroke width is 1mm not 1pt.

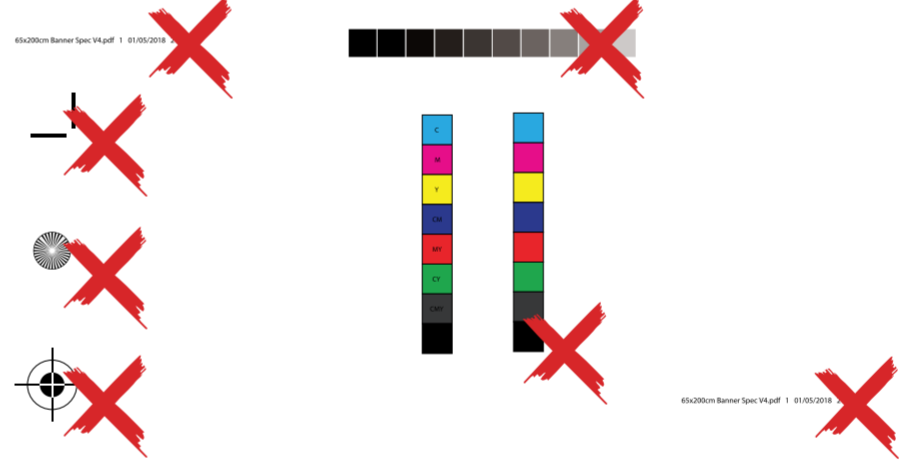



Artwork Files:

Supply artwork actual size, do not reduce.
Do not flatten/rasterize artwork.
Save artwork as a high res PDF version 1.4 or higher.



Do not add crop or registration marks (we'll do this).

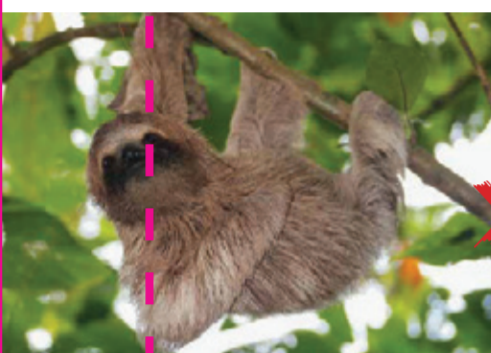


Colours:

Artwork must be fully in CMYK.
Do not use: RGB, Spot colours or Pantone colours.




All black must be C50, M50, Y50, K100 (Rich black).
NEVER USE OVERPRINT.



20mm 20mm 40mm

40mm 20mm 20mm