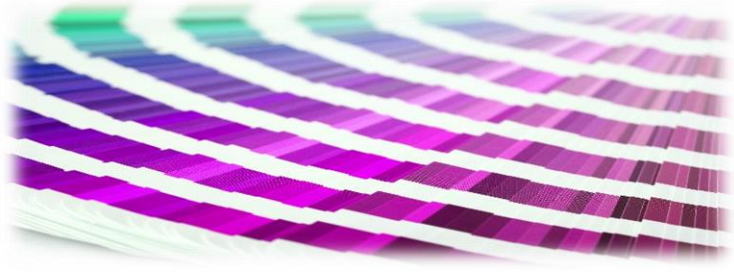




Artwork & Design Guide



We want clients to receive the highest quality print service for all our print processes of **Digital**, **Flexographic** and **Gravure Print**.

This guide will assist you at this important stage, so incoming artwork is consistent on quality and ready to go straight to print.

Our focus is to make artwork approval efficient, avoid unnecessary amendments or delays in production and be free of cost.

Once we receive artwork it passes through an internal quality review, allowing us to send you **PDF Proof** with an **approval form checklist**.

We ask you to use the checklist to **review and approve your proof**.

Sign off each design against and return to sales@digimock.com or your direct contact.

As well as your PDF for approval, we will send you a **Digimock** printed replica pack (just like you'd see on the shelf!).

Artwork Requirements

- ✓ Files are required in **High Resolution PDF or Adobe Illustrator format**. The files can be either uploaded via the “**begin a project**” page (limited to 10MB data) or use <https://wetransfer.com> and send to sales@digimock.com
- ✓ Each Design and each variant of - must be sent as a single PDFs only, clearly described with **Design Name, Variant 1, Variant 2, etc.**
- ✓ A **Cutter Guide** must be included in the file
- ✓ The Cutter Guide must be specifically labelled in the file as the “Cutter Guide”
- ✓ The Cutter colour should be set as a Spot Colour – and must be set to overprint in the file
- ✓ Crop Marks / Trim, must be turned on and set to the same dimensions as the cutter
- ✓ Images / Pictures to be embedded within High Resolution PDF @ 300 dpi
- ✓ Barcodes. Set to 100% size
- ✓ Fonts need to be vectorised
- ✓ Fonts to be embedded within the high res PDF
- ✓ Minimum Size for Text is 6 Point
- ✓ Colours used should be clearly named with Pantone reference number shown



Artwork Creation, Branding, Amendments

If you don't have any artwork yet – we can satisfy artwork creation and approval for digital, flexographic rotogravure print for flexible films, pouches and labels.

From creating cutter guides to full artwork design, range extension or even amending existing artwork, we manage your project with a clear outline plan and approval process – all to agreed timescales and budget. Our detailed understanding of printing on film substrates allows us to create print-ready artwork quickly and cost-effectively.

For further information on developing your brand or artwork requirements contact sales@digimock.com or call us on **0330 577 2440**

