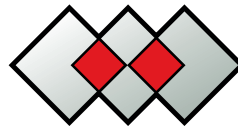


Artwork Requirements

A guide to providing your artwork



ActionLabels
& Nameplates

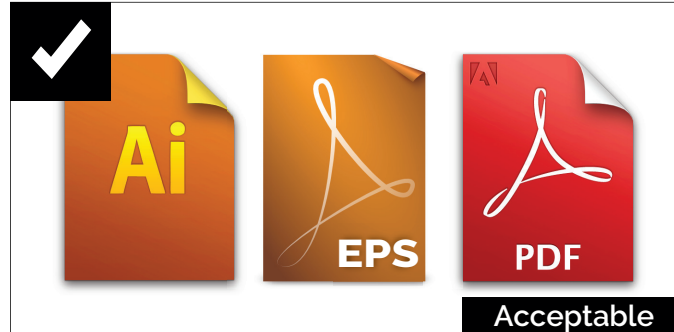
Which file types should you send?

We DO accept:

Adobe Illustrator CC or earlier (.ai), Adobe Acrobat v10 or earlier (.pdf), Vectorised file (.eps).

We do NOT accept:

JPEG, QuarkExpress, Publisher, CorelDraw, MS Word and MS Excel.



If in doubt, please seek out advise from our design team on: (61 3) 9460 5477 or email: graphics@actionlabels.com.au

General:

Artwork colours should be clearly defined. Colours need to be CMYK (four colour process) and/or PMS (Pantone) colours. If artwork is in spot colours, please make sure PMS numbers are specified.

Die line or trim marks are to indicate the correct size of the final print. A minimum of 2mm bleed is to be added for any colours/images that butt against the die line.

We recommend that all logos and line art be supplied as vector (.ai .eps .pdf) files.

Images:

When the artwork contains full colour images we recommend that they be supplied as separate high resolution TIFF files. All files should be supplied in CMYK colour at 300dpi. Image files in low resolution are not acceptable for reproduction.

Programs not supported:

QuarkExpress, CorelDraw, Microsoft Publisher, Word and Excel are not acceptable files.

To recreate artwork from the files mentioned above, an extra charge will apply.

Colour matching:

Always supply artwork in the correct number of colours quoted.

We recommend you check a Pantone colour matching swatch book (available from art stores) to choose colours. Colours on your monitor and from regular (laser/inkjet) printers are inaccurate.

Please mention the Pantone colours you have used when placing your order.

Sending us files:

Emailing artwork is preferred, providing the size of artwork is small enough to send. Please email art files to your sales representative.

If files are too large to email: Please contact graphics@actionlabels.com.au, we will provide a solution.

No artwork?

When requesting artwork to be re-created, please supply us with a printed sample of the label.

Our art department can come up with the perfect design for your a printed sample of the label.

Please remember...

If these requirements are not followed, it will mean that changes to your artwork will have to be made and this may result in a delay to your job.

To avoid this, please follow these requirements carefully and if unsure simply contact the Design & Pre-press Department on (61 3) 9460 5477 or email: graphics@actionlabels.com.au

Fees and charges:

If artwork needs to be designed, re-created, or amendments need to be made to existing artwork, charges will apply. **Our current rate is \$95/hour.**

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