

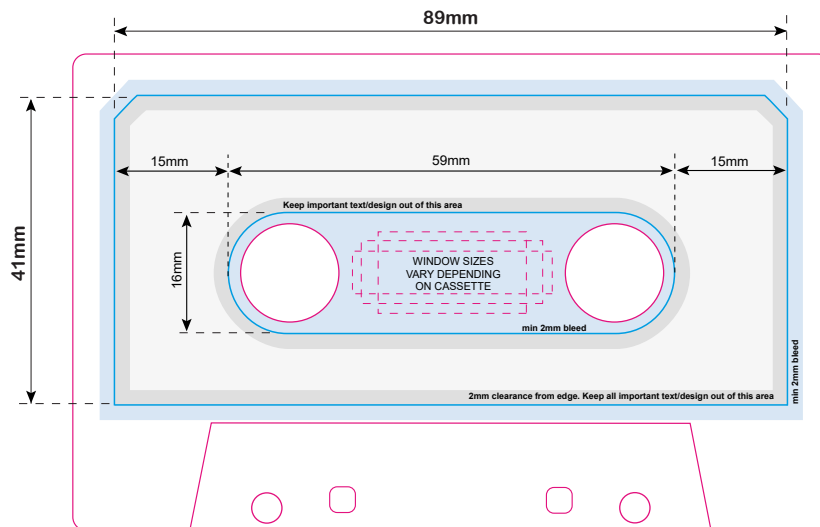
DESIGN STUDIO/PRINTING SPECIFICATION

Cassette adhesive label - Full Surface CMYK

IF WORKING DIRECTLY OVER THIS TEMPLATE PLEASE PLACE YOUR ARTWORK ON A SEPARATE LAYER
If your software is vector based, you can simply lift/copy the template elements you require from this page to create a less-cluttered artwork or place over your existing artwork to check for any required adjustments

PRINTS 89mm x 41mm FULL LABEL

Full Colour CMYK on white



MAGENTA = SHELL GUIDE ONLY

SHELL SURFACE CONTOURS & WINDOW MAY VARY DEPENDANT ON CASSETTE TYPE/COLOUR.

- Label size - cut edges
- Prime artwork area. Keep all important text/design WITHIN this area
- 2mm clearance from outer edges, window etc. Keep all important text/logo etc OUT of this area
- Add a minimum 2mm bleed past outer edge for any background image or colour

SUPPLYING ARTWORK

Artwork can be supplied via SFTP, email (dependant on file size), as a download link for larger files or by disk or flash drive.

PREFERRED ARTWORK FORMAT

Hi-Resolution PDF with fonts embedded. Minimum picture/photo resolution of 300dpi

ACCEPTABLE FILE FORMATS

EPS (fonts outlined), Illustrator, Photoshop, Jpeg/Tiff, Indesign (include relevant fonts or embed in pdf / supply as outlines/paths).

PLEASE CHECK YOUR DESIGN/ARTWORK FILE

Cassette Label artwork should be supplied with a minimum 2mm bleed if design is edge to edge.

Supplied artwork does not require the center window/hub areas removed - we will always provide a Proof set to requirements.