

ARTWORK GUIDELINES



THE BELOW GUIDELINES APPLY TO THE FOLLOWING PRINTING COMPONENTS:

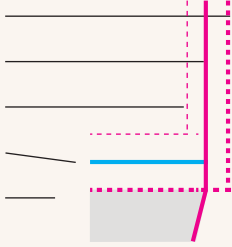
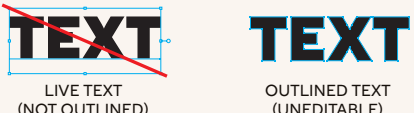

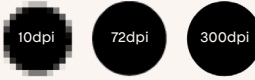

JACKETS

INSERTS 300X300MM

INNER SLEEVES

CENTRE LABELS

To ensure a smooth and speedy approval of your PDF or printed artwork proof, please read the following guidelines carefully. All artwork must be set-up to the Program Records PDF templates we've provided to you. We only accept hi-resolution print ready PDF files for finished artwork.

OTHER PRINT COMPONENTS	If you wish to add stickers, download cards, posters or other sized inserts please export these as PDF files in the size you'd like printed, including a 5mm bleed on all edges.	<ul style="list-style-type: none"> • OUTER DOTTED LINE IS THE BLEED LINE • MIDDLE SOLID LINE IS THE FINAL CUT • INNER DOTTED LINE IS SAFETY MARGIN • BLUE LINE INDICATES THE FOLD/ CREASE • GREY AREA INDICATES AREA TO BE GLUED 
GUIDES & INSTRUCTIONS	Our PDF templates contain all the relevant information to set your artwork. Guides are placed to ensure your artwork lines up with the folds, cuts and creases of your printing (FIG.1).	
ILLUSTRATOR & INDESIGN	The designer should ideally open the templates up in Illustrator or InDesign as this allows the designer to have the templates on one layer and the artwork on another layer, therefore the template guidelines will then remain as PMS/spot colours and the artwork needs to be submitted in CMYK. This ensures that the template guidelines will never go to print.	
TEXT	<p>Once your design is complete, please outline all text before submitting for print (FIG.2).</p> <p>ILLUSTRATOR - Select Text > Right Click > Create Outlines INDESIGN - Select Text > Type > Create Outlines</p>	
COLOURS	<p>All artwork must be set-up using a CMYK or GREYSCALE colour space. Please ensure no RGB colours are used in any images or text elements on your artwork. If RGB text or images are used, you'll have to resubmit in CMYK (FIG. 3).</p> <p>RICH BLACK - if you want a nice deep rich black use: C-60 / M-40 / Y-40 / K-100</p> <p>Do not convert Template Colours to Process. Templates must stay as Spot colours to avoid being reproduced on final artwork.</p>	 <p>DOCUMENT COLOUR MODE ></p> <ul style="list-style-type: none"> ● CMYK ○ RGB
IMAGES	<p>All images must be 300dpi or higher (FIG. 4) Lower resolution images will appear to 'bitmap'. Please ensure all images are embedded into the artwork.</p>	
PHOTOSHOP	<p>We don't recommend using Photoshop for designing your artwork, as Photoshop works with pixels, whereas InDesign and Illustrator use vector for text and design elements (FIG. 5). However, if using Photoshop please follow these instructions:</p> <p>When you import our templates into Photoshop, the template guidelines will convert to CMYK and therefore go to print. Therefore, when exporting, please provide two PDFs for each piece of artwork (centre labels, jacket, inner sleeve, stickers, insert etc.) One PDF will be with the template guides turned on, and the other PDF with the guidelines turned off so we can check the positioning of the artwork.</p>	<p>RASTER VECTOR</p> <p>PIXELATED EDGES (DEPENDING ON SIZE) SHARP CLEAN EDGES (AT ANY SIZE)</p>
SPINE TEXT	<p>When creating your spine artwork it is important to have all text centred with a maximum size of 2mm (FIG. 6). This ensures there is no bleed of text onto the back or front cover of your record when it is creased and folded.</p>	<p>MAXIMUM 2MM</p> 
FINAL ARTWORK CHECKLIST	<ul style="list-style-type: none"> <input type="checkbox"/> Artwork is submitted using Program Records templates <input type="checkbox"/> All artwork is in CMYK colour space <input type="checkbox"/> All text is outlined <input type="checkbox"/> All images are 300 dpi or higher <input type="checkbox"/> Bleed is included as per template <input type="checkbox"/> Exported 2 PDFs of each printing component in Hi-Res <p>Once you've completed this checklist, you're ready to submit your artwork for proofing!</p>	