



WINDLESGROUP

You've spent all your time working on some great new designs, and you can't wait to see them going to print. This is the exciting time when your fruitions come to life.

To give our production team the best possible start, it would be great if you could take a few minutes reading over our basic artwork guide. Below you will find a concise tick list of criteria, that if adhered to will allow us to recreate your work to the best of our ability.

These guides are for standard CMYK lithographic print, and if you have more complex artwork questions or are using one of our specialist print finishes (Creative Foil, Creative Varnish, Spot UV, Flitter, Embossing) then please get in touch to discuss or to arrange a visit from one of our consultants.

BLEED

Please make sure that your finished artwork has a 3mm bleed all around. Any artwork that touches the edge of the product needs to continue outside of the products limits. This will ensure there are no unsightly white edges.

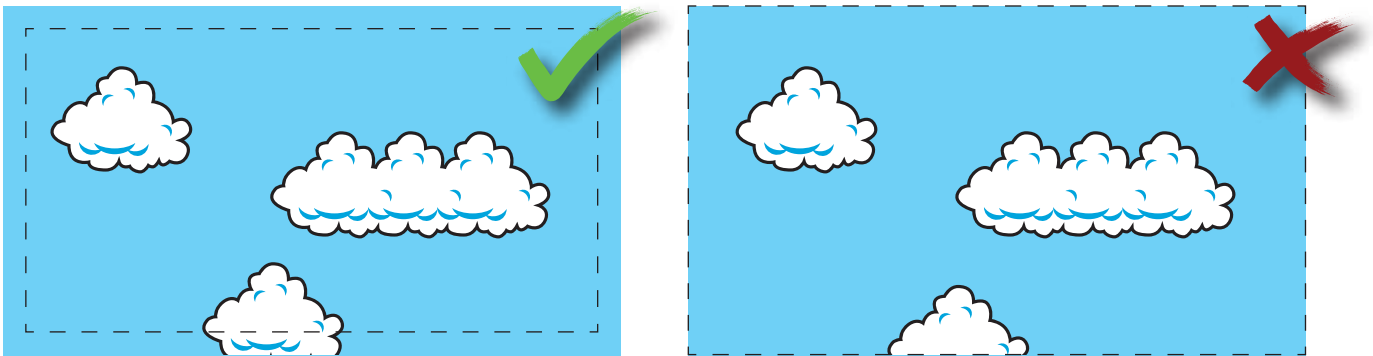
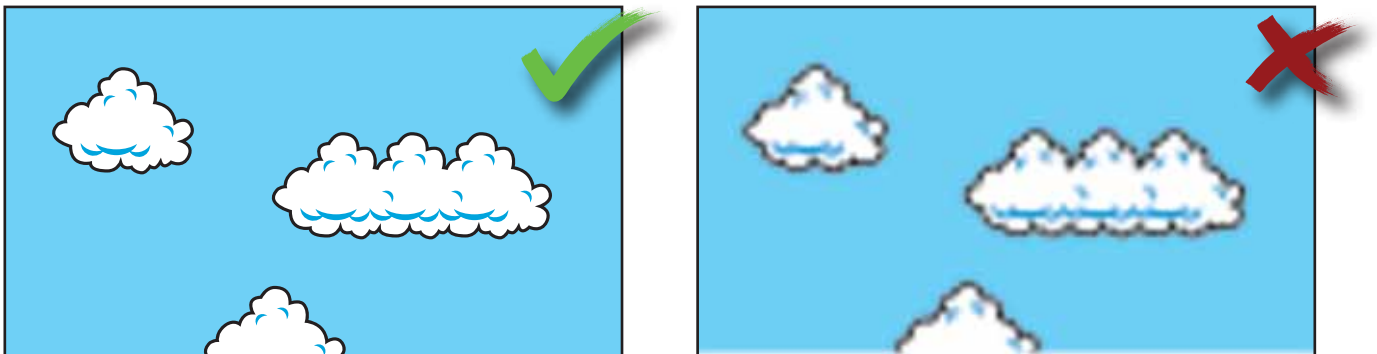


IMAGE RESOLUTION

When you set your artwork up, the resolution needs to be a minimum of 300dpi in order for us to create a clean sharp image in print. Of course, for vector-based artwork this is not necessary, but any images/photos that are imported in to your document still need to be 300dpi or higher.



Basic Artwork Guidelines

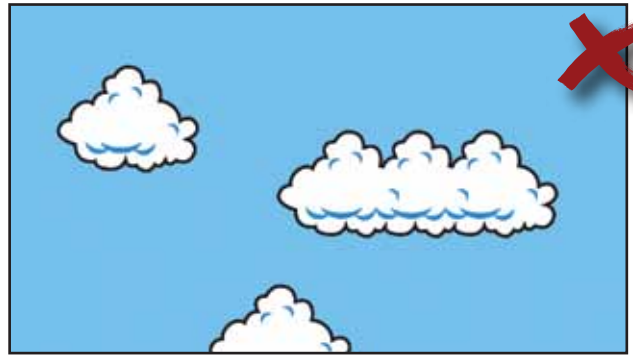
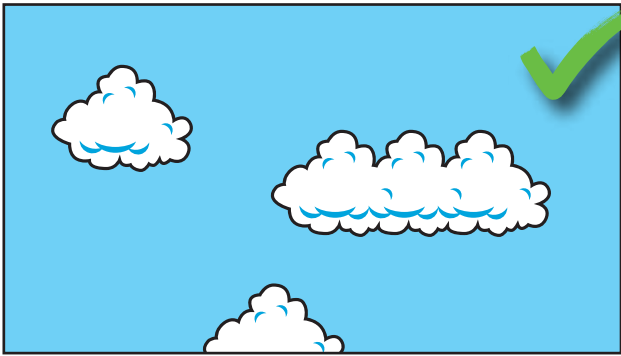
Windles Group Manufacturing Ltd
Lithographic Print Process



WINDLESGROUP

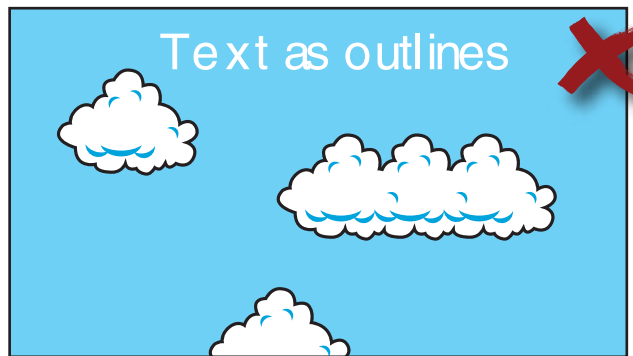
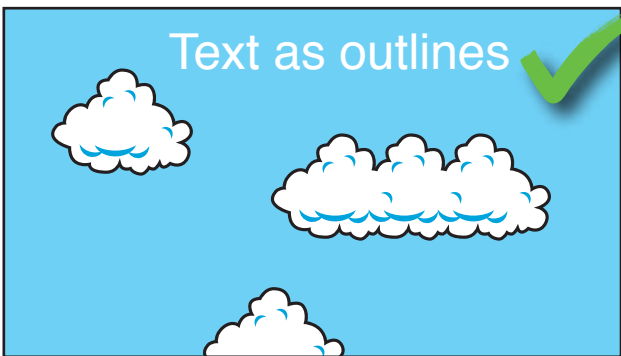
CMYK not RGB

All artwork must be supplied in a CMYK format. Files supplied as RGB can often 'shift' in colour when converted to CMYK. If we are asked to do this, we can not be responsible for the conversion colour.



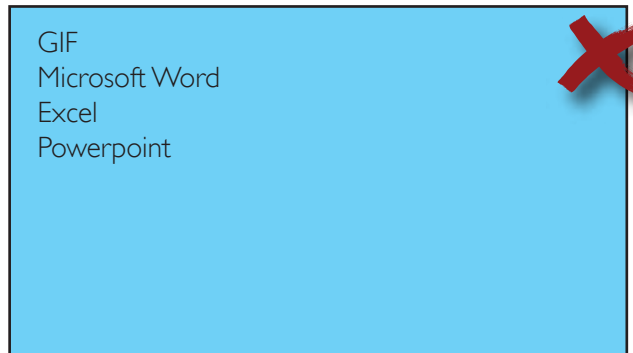
FONTS

When supplying final artwork, please either send us the fonts that are used in creating your design, or better still, convert all your text to outlines in Illustrator or Rasterise them in Photoshop. This will help avoid any font issues.



FILE FORMAT

We prefer to work with Hi-Res PDF's however we do accept Illustrator, Photoshop and InDesign files. Below you will find file formats that we accept and don't accept.



Basic Artwork Guidelines

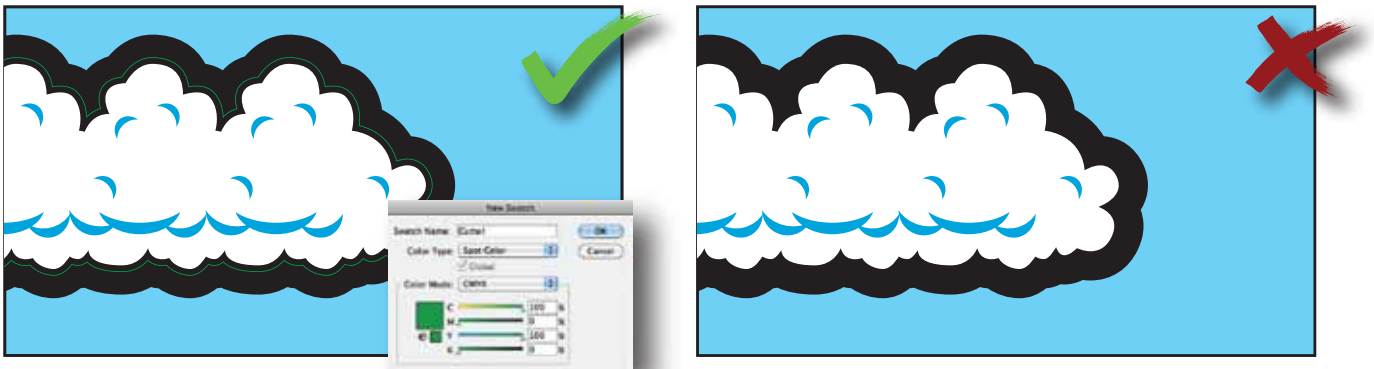
Windles Group Manufacturing Ltd
Lithographic Print Process



WINDLESGROUP

CUT/CREASE LINES

To make sure your artwork lines up perfectly with any die-cutting/creasing, you will need to supply the cutter guide along with your artwork. This needs to be set up as either an extra channel in Photoshop or as a Spot colour set to 'overprint' in Illustrator.



FURTHER SUPPORT

For further information on setting up artwork and designing with our innovative production methods please get in touch so that this can be explained in more detail. Working together from an early stage in your project often delivers the best results in production.

Basic Artwork Guidelines

Windles Group Manufacturing Ltd
Lithographic Print Process