



# MISSION

stickers

artwork specifications

We can accept all common professional graphic software formats (JPEG, TIFF, EPS, PDF etc). These do NOT include Microsoft Word, Publisher or Powerpoint files. If these are the only options you have please call for advice.

For PIXEL based software such as PHOTOSHOP your file should be saved at least 300dpi at the actual print size plus 3mm bleed (72dpi is only sufficient for internet use). For single colour prints please supply a greyscale TIFF. For multicolour prints please supply a layered PSD with each colour on its own layer, named as its intended print colour. Always accompany these files with a JPEG or PDF showing the design in colour.

If you are supplying a working file from QUARK or INDESIGN please endeavour to supply us all the fonts and images used. Alternatively you can provide us with a high res PDF with 3mm bleed and all the images in CMYK mode.

For VECTOR based software such as ILLUSTRATOR files should be saved in the EPS or PDF format with 3mm bleed. Please convert all type to outlines (aka paths or curves). Artwork should always be supplied at its actual print size. Pantone solid coated or uncoated spot colours should always be used unless printing CMYK (full colour). If white is one of your print colours it is advisable to substitute a pale spot colour named "Print White", or to present your design against a dark background.

By following these guidelines your print work can be processed quickly and artwork charges can be avoided. We would prefer artwork to be supplied digitally. You can send it by post on a CD or DVD. Please include a printed colour proof so we can check that your file has not been corrupted or altered on our system. Artwork upto 10Mb can be sent by email to [artwork@missionprint.co.uk](mailto:artwork@missionprint.co.uk) Please include a JPEG/PDF colour proof with your email.

**PRINT SIZE** - It is critical that you supply your artwork at the actual size that you'd like it printed. We would strongly advise you to also supply the width in mm of your artwork for us to double check before printing. If a small adjustment in sticker size will save you money we will call you to discuss.

**BORDERS / BLEED** - Consider how you would like your stickers trimmed. How much of a border would you like? This is less relevant with Clear Vinyl stickers but it will still affect the overall look of you sticker. If there is no border on your sticker allow 3mm bleed.

**DIE CUTTING** - Please see the PDF guide opposite for useful tips on how to get the most from your die cutting tool. You must leave at least 5mm between shapes. Please supply your required cut line as a 0.25mm Magenta stroke set to Overprint and on a separate layer. Please include 3mm bleed outside the cut line.

**COLOUR REFERENCES** - Beware of relying on the colours on your monitor, colours can vary dramatically from monitor to monitor. Monitors reproduce colour in RGB your job will usually be printed in Pantone spot colours. Pantone colours on screen are significantly different from those in a Pantone Swatch book. If accurate reproduction is important to you we would encourage you to pick your colours from a Pantone Swatch book or to supply a hard copy printed proof that we can match to. We appreciate Pantone swatch books are expensive and not always easily accessible, some clients supply paint swatches from thier local DIY store.

If you are unable to meet these artwork requirements you may incur an artwork charge. This is charged at £25:00 p/hr. Please feel free to call or email for advice no matter how basic, we are here to help.