

MAGIC MOCKUPS[®]

BY VOLKERS

Artwork Specifications Magic Mockups

Specifications for artwork files

- We prefer Illustrator files with linked (not embedded) Photoshop files.
- Texts set in black, elements and shadows in overprint.
- Recommended resolution is minimum 300 dpi for images at actual size.
- 'Raster effects settings' (High 300ppi).
- Contoured text. In the case of wrapped text, include all the fonts used.
- All superfluous colours, layers and hidden objects must be removed from the file.
- When using plus-one colour, only use colours from the Pantone Coated colour swatch. Special 'Designer' colours only in consultation.
- EAN code minimum 82%.
- Any die-cut shapes must be drawn on a separate layer.
Draw the die-cut shape in a single line with as few anchor points as possible. Trimming and folding lines must be drawn in a different colour.
- If the artwork is to be printed on transparent or metallised material, the white areas must be clearly delineated and drawn on a separate layer.

Alternative file formats

You can deliver artwork in formats other than specified above, but experience shows that additional DTP processing time may be required in making these files ready for print. Volkters will inform the customer in advance if additional hours are to be charged as a result.

Recommendation

Please structure the artwork and images in layers (for example in Adobe Illustrator and Photoshop) for quick and efficient corrections. Send us a low resolution pdf of the latest approved file for the artwork.

Artwork shall be preferably supplied in:

- Illustrator*
- Other file formats after consultation.



*Volkters works as much as possible with the latest version of Adobe Creative Cloud.

Delivery details

- By e-mail to your designated contact person (unless the files are too big).
- WeTransfer
- On CD / DVD
- USB stick



VOLKERS

We love packaging

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