## Artwork Setup Guidelines

Before submitting artwork, please make sure you have read these guidelines carefully as we cannot accept responsibility for an incorrect printing due to setup or artwork errors. We recommend using vector based Graphics software such as Adobe Illustrator CS6/CC. Vector software will ensure that your finished product is higher quality than is achievable with raster based artwork such as Adobe Photoshop. It also enables better flexibility when colour matching to previously printed labels from other suppliers as the colours in the design are easily altered and edited. Files should be exported as an editable vector PDF format with all images and fonts embedded, not just a jpeg saved as a PDF file, a jpeg is not acceptable for most designs. If the fonts are unable to be embedded the best option is to convert the text to outline paths instead, files with missing fonts will cause problems and delays with your orders. Any raster/photographic images within your design should be at least 300dpi otherwise they may appear pixelated once printed, most graphics pulled from a website are not good enough quality for print purposes.

## Cutter Guides

We may require a "Cutter Guide" to show us exactly where to cut your labels correctly. These lines are later removed in the studio before going onto the press, however, it is important that these are set correctly to avoid them being printed. When you supply a cutter guide within your artwork, please make sure the cutter guide is a stroked line set to a spot colour which MUST be named "7" at the actual size and shape that you require us to cut. This allows our prepress software and our presses to see the cutter guide and stops them being printed.

## File Formats

We only accept files in PDF, Adobe Illustrator, Adobe In-Design, EPS, or TIFF file Formats.
(Tiff files must be flattened). We do not accept Adobe Photoshop Psd files, Jpegs or PNG compressed files.

## Safe Area

In a similar way as bleed will help us to produce your design into a finished label there are other considerations such as slight movements on the finishing lines. An important issue is the positioning of text and other design elements. There should always be a "safe area" of at least 1.5mm inside the edge of the cutter guide where no text or important elements are located. This will stop text from becoming chopped off by the cutter with the same slight movement during finishing.

## Text & Type

All Text on files must be created to outlines or fonts used should be supplied

## Colour settings

All Files must be set to CMYK format. Please make sure all spot colours or pantones in your artwork are converted to CMYK, otherwise it is possible for unexpected results to occur. As our service is a CMYK 4 colour  process we cannot guarantee to match Pantone / Ral or Spot colours.

## Finishing and Materials

Certain substrates may darken or lighten the colours of your artwork once printed, if printing onto a black paper/vinyl it will have an impact on the design colours. Different finishes will also affect the colour. If you are unsure how these would impact your design, we would recommend a printed press proof mocked up to see the different materials and finishes available for a small cost. Mock ups are available for Digitally printed labels for £35.00 + VAT Including P&P. These are essential if colour matching is critical to your labels

## Metallic Colours

Thermal transfer printing requires the use of special foils rather than traditional inks, which are then thermally bonded to the surface of the vinyl we use to produce our labels. Thermal prints are 100% waterproof and 100% resistant to chemical attack, such as those found in our colognes and finishing sprays.

Our thermal transfer machine is capable of producing highly reflective metallic finishes in a number of colours, mostly silver and gold, but we can produce coppers, bronzes and metallic reds and blues also.

All metallic finishes will be attempted by our machine operators, however due to the nature of the machine, some particularly fine details or metallics-over-colour may not be possible.

## Clear Materials

When printing CMYK toner / Foils onto clear materials the colours can appear transparent, to make them less transparent we need to print white underneath the coloured areas of print. White plates are made by creating a layer above the artwork, with a spot colour named "5" set to overprint. Whenever our press sees this colour it will print white toner under the CMYK artwork.

## Colour Profiles

Print files MUST NOT contain ICC colour profiles

## Use of Black

If you have files with large amounts of black in the file, we recommend using a rich black which is made up this CMYK mix C50 / M50 / Y 50/ K100. This gives the print a deeper colour as sometimes using only 100% black can make the image can look grainy and 'washed out'

## Overprints

Overprints MUST NOT be used in files.

## Scaling

Supplied Artwork is to be scaled to the actual template and document setup

## Images

All images must be embedded into the document.

## Files

Each label design must be saved as a separate file or on a separate page
in a multi-page file.

## Sizes

The orientation of the print file must match the orientation on the order.

## Resolution (DPI)

Please make sure that you save your artwork to the exact dimensions as the document
setup within the label template file. Export/Save files for Press Quality at 300 dpi

## Bleeds

Please supply all files with 3mm bleed all round. Please don't save the files with crop marks. When creating the design for your labels you need to think about the cutting of the design and how this will be achieved.

If your artwork touches the edge of the label this can cause a problem when the artwork is not setup correctly, slight movement in the finishing line may cause a gap in your print to appear at the edge of the label once cut. To eliminate this from happening we need to add an area called "Bleed". Bleed is the area which extends over the edges of the cut label and allows for slight movement on the finishing line making sure the label does not

**Artwork Setup Fees**
Standard Setup charge applies to all new orders £49.95+VAT

Standard Setup charge applies to every new order whether your artwork is supplied or label designs are created by our In-house design team.

Repeat orders that don't require artwork alterations will not incur the Standard Setup charge.
If repeat orders require additional product labels creating. A £10 per product label artwork charge applies this also applies for any minor artwork alterations per label design.

**Disclaimer**
Your Brand Hair Products can not be held responsible for any spelling errors / typos / incorrect telephone numbers, or improper setup of files. If we believe that a file is incorrect before production we will contact you and request a new file. We may refuse to accept files not suitably prepared for print. Any additional operations aimed at correcting files to the above guidelines and all changes made by Your Brand Hair Products upon the request of the customer shall be treated as an additional service and may incur the surcharge as outlined above.