

# DANDY BADGES AND MAGNETS

## ARTWORK GUIDE & SPECIFICATION SHEET

*Please read the following carefully so that we can ensure your job reproduces as expected.  
Please fill out and send Page 2 with your art.*

We accept Mac and PC formats by CD and email. If emailing, please indicate the job name or description in the subject line and send Page 2 of this sheet with your order.

Please send us a hard copy print of your design for visual reference.

**email address (artwork files only):** [art@dandy.net.au](mailto:art@dandy.net.au)

### File Format

- Mac or PC: Preferred format is Adobe Illustrator, Photoshop TIFF or EPS file (saved as colour preview) or InDesign. All Adobe versions up to CS2 are supported. Quark Xpress up to Version 6.
- PC: Corel Draw 12, Pagemaker 6.5 and Freehand 10. Fonts should be converted to curves/outlines.
- All files used (layout, EPS's, TIFF's, fonts) should be included in high resolution form. Images should not be embedded in the document.
- We are unable to use MS Word or MS Publisher files.

### Typesetting & fonts

- Be sure to supply all printer and screen fonts as well as linked images. It is best to include font Suitcase to ensure everything has been included. If the correct font is not sent, the output may not print as intended.
- If you are not supplying all fonts, please convert fonts to curves (outlines) but remember that we cannot change or edit typesetting once converted.

### Scans/Images

- Four colour process (CMYK) scans should be high resolution (300dpi). If the resolution is lower, it will reproduce pixelated, any higher and it will unnecessarily increase file sizes.
- Scans should be scaled to the correct final job size instead of being scaled up or down in the imposition program. Set your colours to CMYK or PMS. Do not use RGB.
- Linework such as single colour logos or type should be supplied at 1200dpi.

### Artwork

- Please supply image 1-up to the required size exactly.
- Any background or image that butts against the edge of magnet/badge etc must include 5mm bleed beyond the job to allow for 'badge wrap' or die cutting.
- Include a keyline of 0.6mm to show the edge of the badge/magnet etc, to indicate positionals, and make clear what is in the image area and what is bleed.
- For best visual results, keep all type or essential images within 2 mm of keyline.
- Show spot colours or 'specials' as PMS 'C' (Pantone Coated) colours.
- PDF files 'embed' images and type. Please do not send PDFs except for viewing as we cannot edit them if required in our printing setup (eg adding bleed, stepping images, correcting colour etc).
- Trapping (spreads and chokes): Please do not apply trapping to your files. Our RIP will automatically apply trapping where required.

**Any questions or queries on these specifications or setting up your job, please contact our Art Department on (02) 8396 7726 or 1800 227 411.**

**Please complete this form and send with your order.**

Company/Organisation \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Dandy Sales Rep \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 JobName \_\_\_\_\_ FileName \_\_\_\_\_

Please tick ✓ appropriate boxes

**FORMAT**

Mac	<input type="checkbox"/>	PC	<input type="checkbox"/>
CD	<input type="checkbox"/>		<input type="checkbox"/>
Email	<input type="checkbox"/>		<input type="checkbox"/>
Other	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

**PROGRAMS USED**

**Version**

Quark Xpress	<input type="checkbox"/>
InDesign	<input type="checkbox"/>
Illustrator	<input type="checkbox"/>
Freehand	<input type="checkbox"/>
Photoshop	<input type="checkbox"/>
CorelDraw	<input type="checkbox"/>

These are the only programs that can be accepted.  
 Please DO NOT SEND Microsoft Word or Publisher files.

**SCANS**

Linework	<input type="checkbox"/>
Photo/Drawing	<input type="checkbox"/>
Transparency	<input type="checkbox"/>

**FONTS**

True Type Fonts	<input type="checkbox"/>
Type 1 Fonts	<input type="checkbox"/>
Fonts as curves	<input type="checkbox"/>
<u>Are all fonts included with job?</u> (Suitcase)	<input type="checkbox"/>

**FILE**

Bleed included	<input type="checkbox"/>
Keyline included	<input type="checkbox"/>
300/1200 dpi images/linework	<input type="checkbox"/>
Prin-tout supplied	<input type="checkbox"/>
TIFF/EPS/Scans included	<input type="checkbox"/>

**COLOURS**

CMYK	<input type="checkbox"/>
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Specials/Spot Colours (please indicate)	PMS:	PMS:	PMS:	PMS:	PMS:
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**Work to be carried out: (NB additional work will be charged)**


Job cannot commence until this sheet is completed. Please make sure all details are included.

Signature \_\_\_\_\_ Date \_\_\_\_\_