

BAS INNOVATION

General Guidelines: Remember, studio55 is not responsible for correct preparation of the artwork, and errors in the files You provide may result in the postponement of shipment date as well as in price increase.

Artwork should be placed in the form below to cover the area within the "artwork bounds" marker. In the case of large and complex artwork you may work with a smaller version of it (rasterized, of smaller PPI) and send the proper artwork in separate files.

When designing the final artwork pay attention to the safe area marker which marks the protected area outside which there might appear cuts, saems, etc. in the process of manufacturing the product.

If you wish your artwork to cross over from one panel to another (a-b, b-c, etc.), please talk to your studio55 contact to agree on details and scope of assistance you will need.

Artwork should be prepared in this form-file, placed into the "Form _ Customer" layer and saved as .ai or .pdf (with layers and editing capabilities preserved).

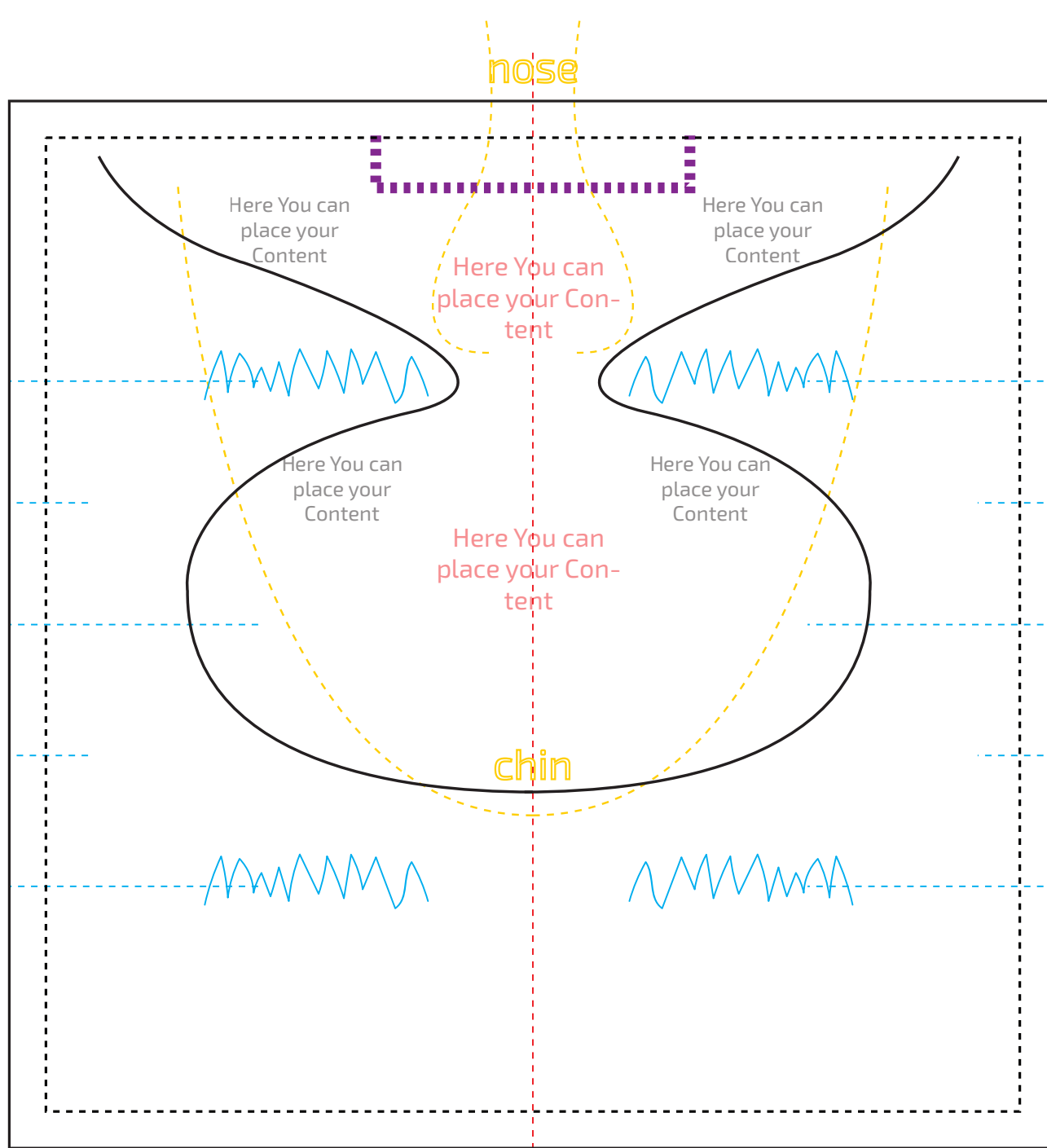
Legend, form / seam / etc. markers, comments and other texts should be left as separate layer.

Your Remarks:

----- seam
——— artwork bounds

~~~~~ folds  
- - - - - symmetry axis

⌒ suggested content spaces

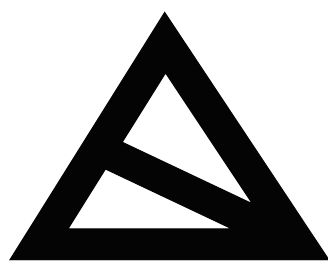


**Detailed Guidelines:**

1. File should be saved as PDF (layers and editing capabilities preserved) or AI
2. Do not enlarge or otherwise scale the form
3. Outline the fonts
4. Do not use overprints (rasterize or otherwise flatten your artwork with overprints)
5. In case of raster artwork enclosed in the file the artwork should be embedded (in no case will we accept linked graphics)
6. Raster artwork should have appropriate resolution - the optimum is 1200PPI
7. Additional info place in the "remarks" slot above

**Colors:**

8. Whenever possible discard color management of the file
9. We work with PANTONE Coated colors and PANTONE Color Bridge Coated reference book. These colors are used as reference in the process of tuning our printing machines.
10. As a default all colors will be converted to CMYK in the production process.
11. Printed colors may and usually do differ from those you see on your computer screen. If you want to get a particular color printed we require you to provide a color proof and/or to order a sample-print. If there are PANTONE coated colors embedded in the file or if you tell us what PANTONE coated colors you wish to have, we will take this into account in sampling process and we will aim at achieving the best approximation of your colors. Keep in mind that not all PANTONE colors are reproducible in digital print process and that some colors are simply better and some worse approximation of PANTONE colors.
12. When working with your artwork we strongly advise you to use "display all blacks accurately" and "output all blacks accurately" options. Remember that black will be interpreted as CMYK values and that forgetting about working with black as CMYK values will lead to either exaggerating differences between blacks or depreciating them. If you want rich black use CMYK 40/30/20/100.



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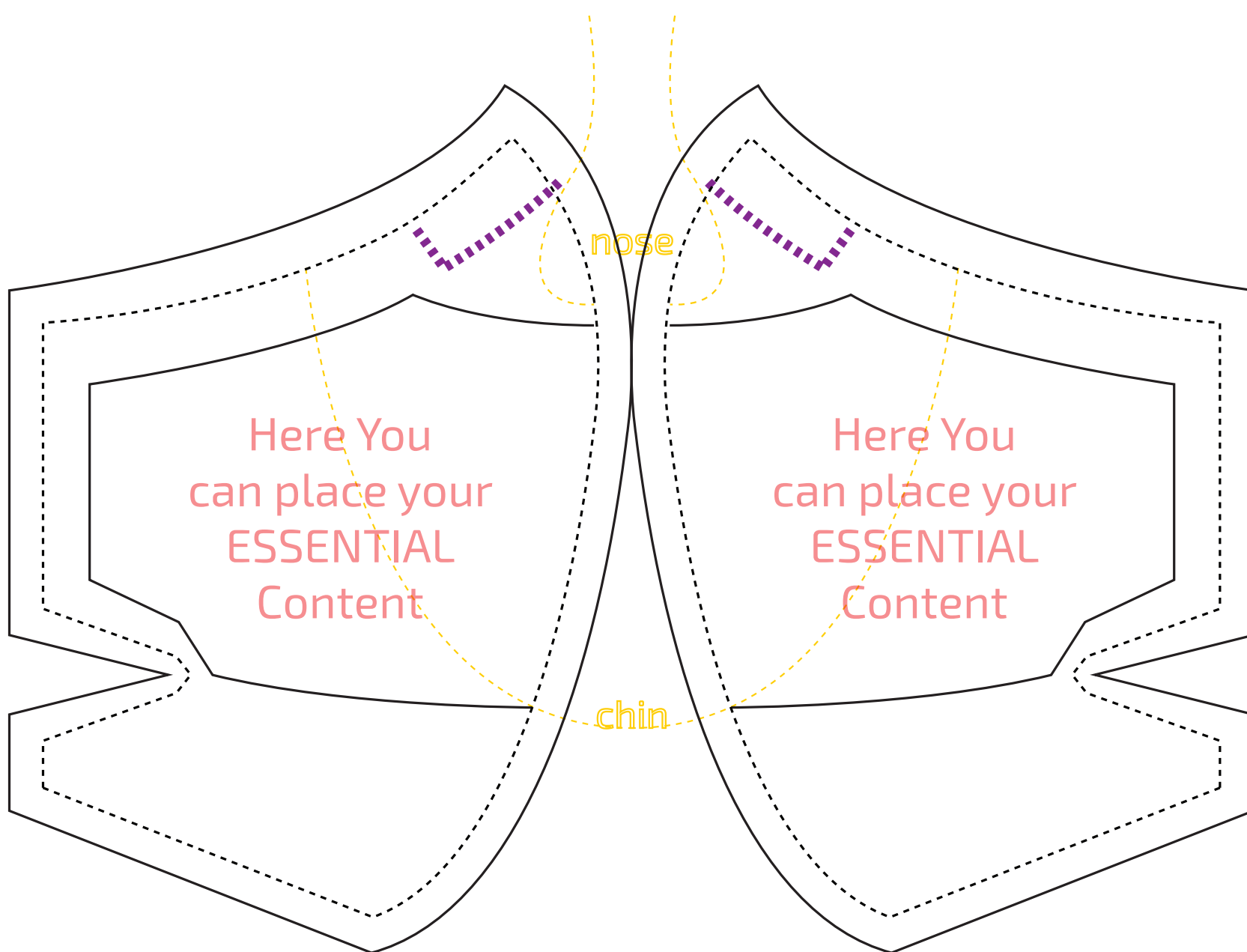
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