



Graphic artwork

Artwork Submission Guidelines

Version 13: September 2026

Rules and guidelines for submitting artwork

Good printing begins with an accurate foundation. To achieve this foundation, we ask you to read these submission guidelines carefully. For efficient processing and a high-quality result, we advise you to observe the following rules when submitting finished artwork files.

We will only proceed with your order once your files have been checked and approved by our Prepress department. If you have any questions after reading, please call us on +31 (0)38 851 84 00.

Files may be submitted via:

- wetransfer.com (max. 2GB)
- www.dropbox.com
- E-mail to your account manager (files no larger than 10 MB)

When submitting fonts via e-mail or wetransfer.com, please compress them as a .zip file.

1. General checks

1. Check your artwork for content and technical print quality (also after exporting a PDF from, for example, Adobe InDesign). You will always receive proofs from Decostayle for approval before printing.
2. Use the **"FOGRA 51: PS0coated_v3"** colour profile* for your images, illustrations and InDesign and PDF files. If files are submitted in a different profile, we will have to convert them, which may change the CMYK values. If this is not desirable, the CMYK values of certain files can be adjusted in consultation with you. Extra costs may be charged for this work.
3. Submit your file in the correct dimensions (see **6. Measurement diagrams for sample presentations**).
4. For full-colour (CMYK) printing, convert all Pantone, spot and RGB colours to the required CMYK values.
5. All images used must have a resolution of at least 250 dpi. Use PSD files.
6. Place PSD images/photos at 100% in InDesign to prevent moiré.
7. The file must always have 5 mm bleed (extra image area) on all sides to allow for trimming.
8. Please supply print-ready PDF files "loose", i.e. not imposed on a printing sheet.

2. Submitting PDF files

For print-ready files we prefer to receive a certified PDF. Die-cut and/or drill holes must not be visible in the PDF file. Please send a separate file indicating the position of the die-cut and/or drill holes. When creating the PDF, please observe the **1. General checks**. Please also submit the measurement diagrams (see also **6. Measurement diagrams for sample presentations**).

Final check

Always check the final result of the PDF. There are two ways to assess how your PDF will be printed. Open your PDF file in:

- **Acrobat Reader 8 or higher:** "Preferences" -> "Page Display" -> set "Overprint Preview" to "Always"
- **Acrobat Professional:** Advanced -> Overprint Preview

You can then check your design to make sure nothing has dropped out.



For more information about Certified PDF: www.certifiedpdf.net

* The "FOGRA 51: PS0coated_v3" colour profile can be sent on request.

3. Submitting Adobe InDesign files

If you would like to submit an InDesign file, we advise you to use the “Package” function in InDesign: File -> Package -> including fonts, linked files, images and PDF.

When creating your InDesign file, please observe the **1. General checks**. Please also submit the measurement diagrams (see **6. Measurement diagrams for sample presentations**).



For more information about (creating a PDF from) InDesign:
 Help Adobe InDesign and creating a PDF, Help Adobe InDesign

4. Submitting Adobe Illustrator files

If you expect that changes will still have to be made to the Illustrator document, we require the Illustrator file, the fonts used and any linked files, compressed as a .zip file.

If you are submitting a print-ready Illustrator file, we advise you to convert all fonts to outlines and save the document as an Illustrator file with the “**FOGRA 51: PScoated_v3**” profile*.

When creating an Illustrator file, please observe the **1. General checks**. Please also submit the measurement diagrams (see **6. Measurement diagrams for sample presentations**).



For more information about Illustrator:
 Help Adobe Illustrator

5. Other files

We cannot process files made in CorelDraw, Freehand, Painter, QuarkXPress, etc. Please submit these as certified PDF files, observing the **1. General checks**.

6. Measurement diagrams for sample presentations

Measurement diagrams from Decostayle

Decostayle has defined the sizes of sample presentations, such as sample cards, in a measurement diagram. See the appendix for an example of a measurement diagram for a sample card. A blank InDesign document based on this measurement diagram can also be sent to you. You can place your artwork in this document and return it for further processing (see **3. Submitting Adobe InDesign files**).

Submitting sample materials

The dimensions in a measurement diagram are determined on the basis of the physical sample materials. The client must supply every type of sample material used in the presentation. The theoretical values in the specifications are not sufficient; we need to measure the actual materials.

Measurement diagrams from the client

If you submit print-ready artwork (PDF), please also submit the measurement diagram (as a PDF or Excel file). This allows us to check the files and give accurate instructions to our suppliers.

Sizes of covers and linings

- The lining (spiegel) is a minimum of 6 mm (3 mm all round) and a maximum of 10 mm (5 mm all round) smaller than the finished size of the card.
- The wrap-around (glued) part of the cover is 20 mm (see also **Appendix 1, measurement diagram example**).
- Both the lining and the cover must have 5 mm bleed on all sides to allow for trimming.

Crease lines

- The distance between the crease marks in the document depends on the thickness of the greyboard/card. **1.9/2.0 mm board:** recommended minimum 6 mm, optimum 7 mm / **2.3/2.5 mm board:** recommended 7 mm / **3.0 mm board:** recommended minimum 8 mm, optimum 10 mm.

7. Sample frames, layout frames, glue frames and feeler samples

When laying out samples in a product presentation, several different frames are used.

Sample frames: the overall size of the sample

- **Carpet samples:** must be cut in whole or half centimetres, for example 45 x 45 mm or 45 x 40 mm.
- **Vinyl, PVC, linoleum or (carpet) tiles:** any size is allowed; round sizes to whole millimetres (43.3 cannot be processed).

In the files, the sample frames are shown with a magenta dotted line (0.5 pt). These frames are not printed. In the proofs they are made visible so that the client can check the sample positions.

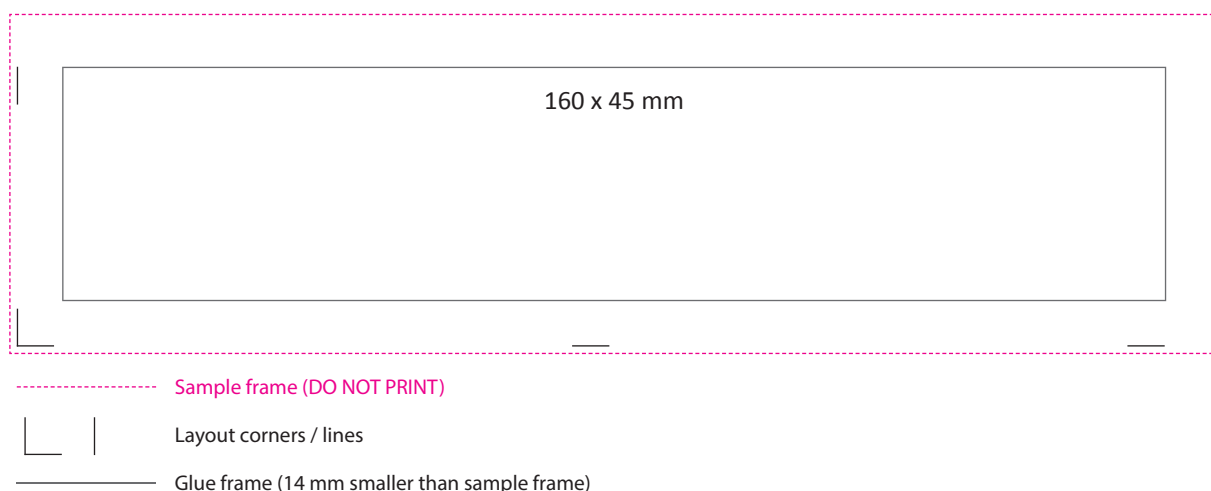
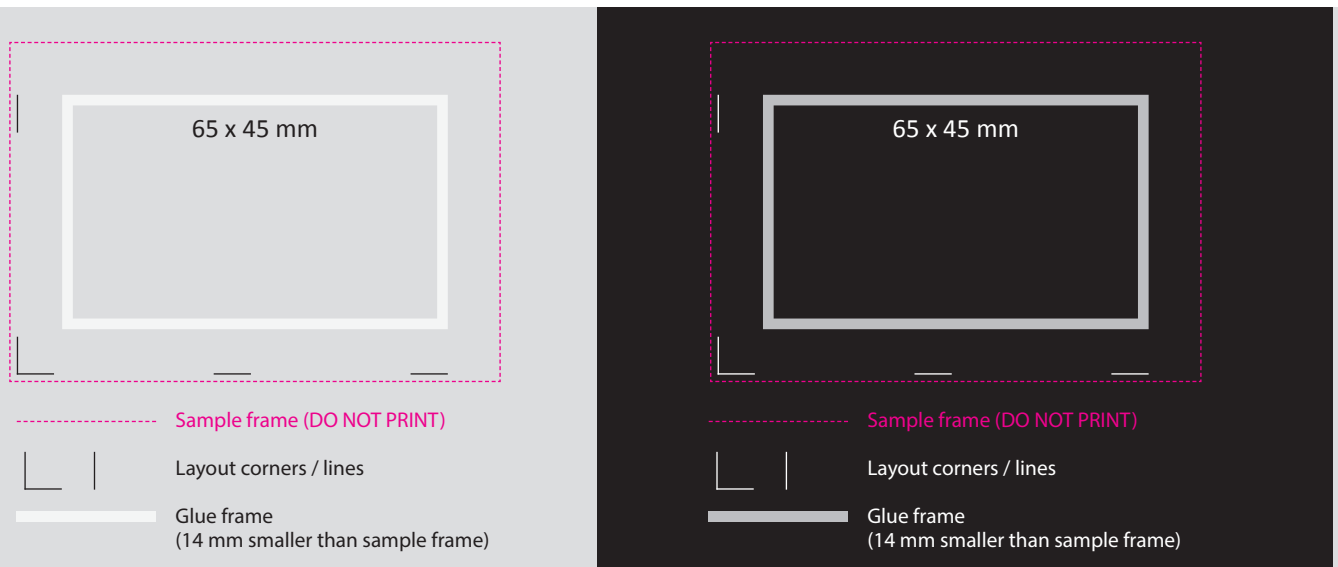
The distance between the actual samples should preferably be at least 1 cm.

Layout corners/lines: for positioning the samples straight

The size of the frame in which these corners sit is the sample size minus 1 mm in width and 1 mm in height, i.e. 2 mm in total. If a sample is 100 x 100 mm, the layout frame is 98 x 98 mm. The lines are 0.5 pt thick. The colour of these lines is usually 100% black or 100% white. For textile samples this should be 40% black, to prevent the lines from showing through the textile sample.

Glue frames: the frame within which the glue is applied

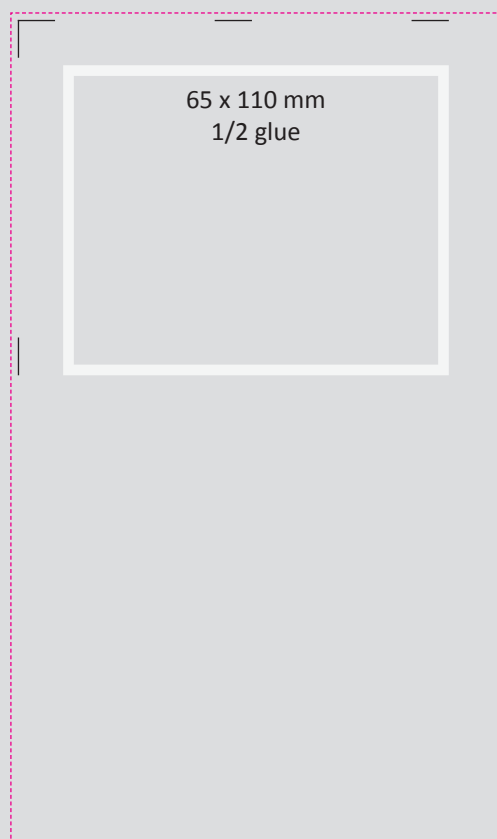
The size of this frame is the sample size minus 14 mm. This is a solid line (4 pt). The line must be white with a opacity of approx. 70%. The glue frame has no fill (the background colour runs through). If the background is white, the glue frame must have a solid black line (0.5 pt) so that it remains visible.



Feeler samples: partly glued samples

Feeler samples are samples that are only partly glued, so that the back of the sample (backing) can be assessed. Sometimes the specifications are placed under the unglued part of the sample. To show visually that a sample is a feeler sample, an arrow or the text “feeler sample” is often placed next to the colour number of the sample.

It is always important to state which part of the sample is to be glued. For example half, one third, two thirds, one quarter or three quarters.



Feeler sample, half glued

Glue frame

The glue frame runs to halfway, so that it will not be visible when the sample is lifted.

Layout corners / lines

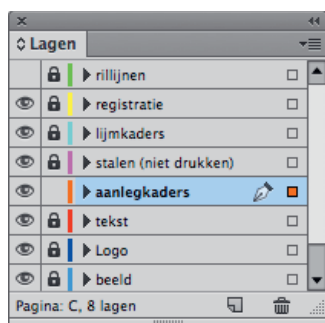
The layout corner is placed at the top left and the layout line at the bottom left.

Printing the sample sizes

Always state the size of the sample inside the glue frame on a layer that will be printed. Check this carefully before printing.

Layers in InDesign

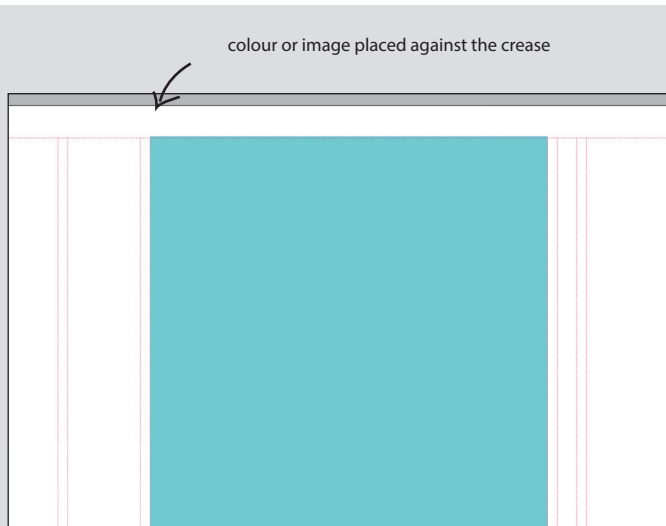
The InDesign document is built up of layers. Each type of frame has its own layer: all glue frames on one layer, all layout frames on one layer and the sample frames (DO NOT PRINT) on their own layer.



Lagen	: Layers
Rillijnen	: Crease lines
Registratie	: Registration
Lijmkaders	: Glue frames
Stalen	: Sample frames (do not print)
Aanlegkaders	: Layout frames
Tekst	: Text
Logo	: Logo
Beeld	: Image
Pagina C, 8 lagen	: Page C, 8 layers

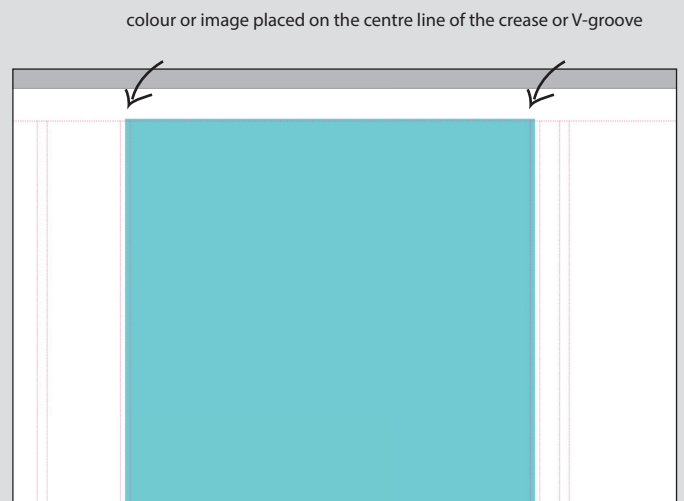
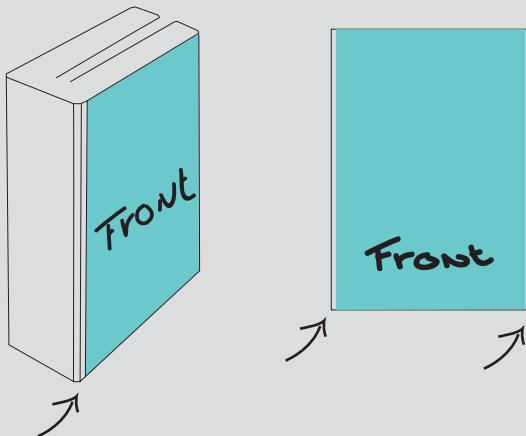
8. Placement of artwork on creased and V-grooved sample cards

When designing sample cards, consideration must be given to the desired position of objects such as colour areas and photos. This can be done in several ways. On a sample card with creases, the artwork objects are placed either centred on the crease or against the crease. On a sample card with V-grooves, the artwork is usually placed exactly in the centre of the V-groove.



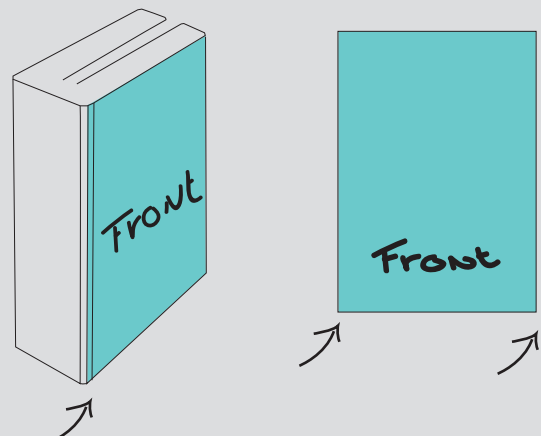
1. Artwork against the crease

Pink lines are crease lines. If the design is made as shown above, there will be a white line on the front when the card is closed, like this:



2. Artwork centred on the crease / V-groove

Pink lines are crease lines. If the design is made as shown above, the front will be completely filled with image or colour, but the colour/image will not be visible on the spine, like this:



9. Pattern direction of samples

Instructions for the pattern direction of samples with a (wood) grain

We are increasingly working with samples that have to be cut from planks with a (wood) grain. For these samples it is important to know which direction the pattern of the planks / samples should run. In most cases, the samples can be cut from either the length or the width of the plank.

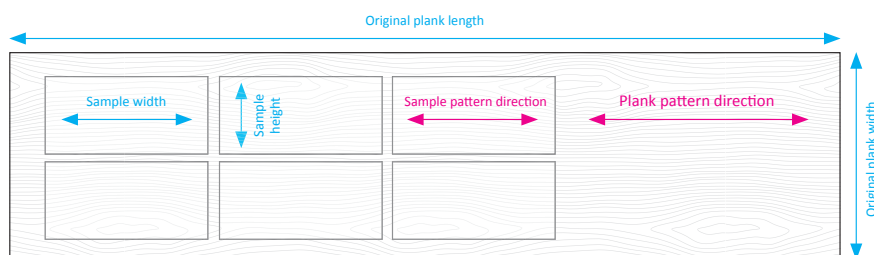
Both options are described below. Please let us know which option you prefer. Your choice will also be shown in the proof you receive from us for approval before printing.

OPTION 1 (W < - > L)

The pattern of the sample runs parallel to the long side of the plank, see illustration below.

We pass the following on to our production in Poland: Sample direction: W < - > L

This means: "cut/saw the width of the sample from the length of the plank".

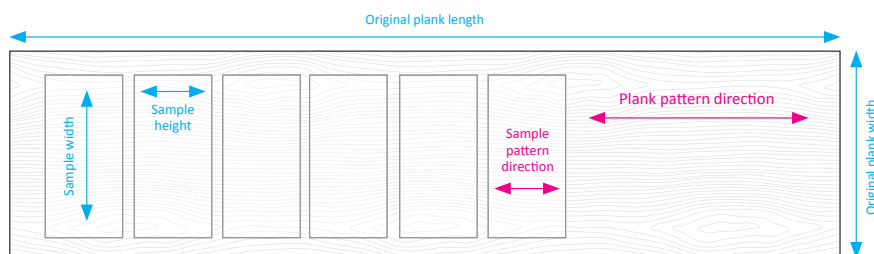


OPTION 2 (W < - > W)

The pattern of the sample runs parallel to the width of the plank, see illustration below.

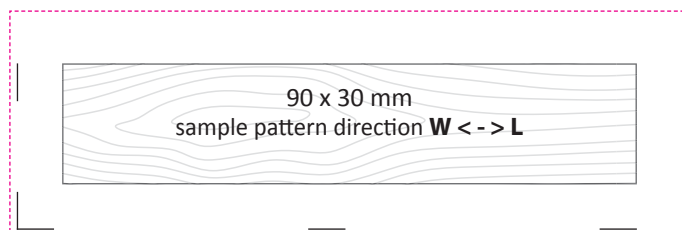
We pass the following on to our production in Poland: Sample direction: W < - > W

This means: "cut/saw the width of the sample from the width of the plank".



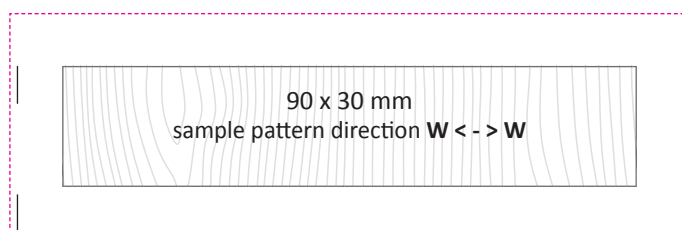
Artwork files

Your chosen option is shown in our artwork files as follows. Underneath the sample size the following text is stated: **sample pattern direction W < - > L** or **sample pattern direction W < - > W**. The wood grain is also shown in the glue frame (it is of course not printed).



Option 1:

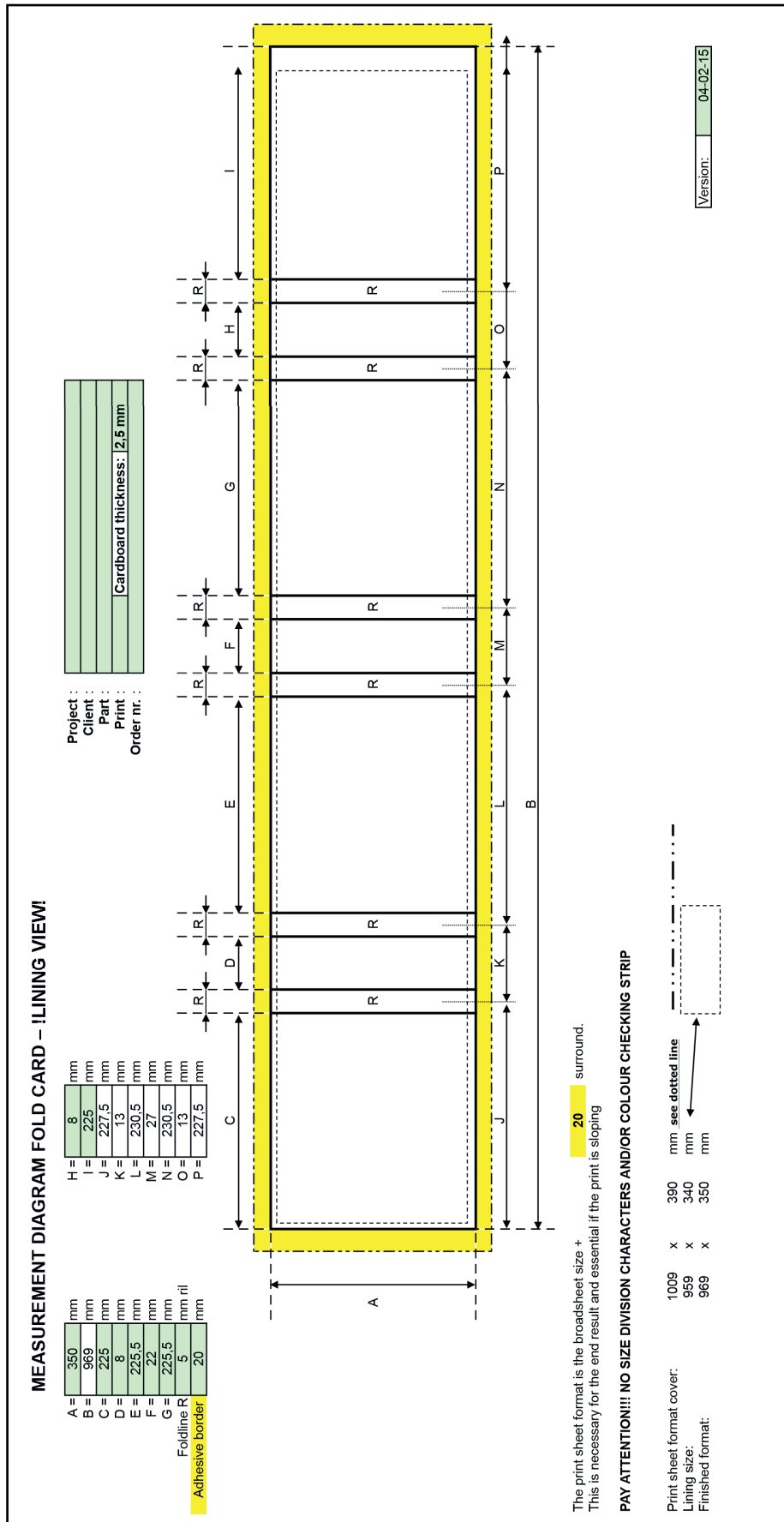
Sample pattern direction parallel to the long side of the original plank



Option 2:

Sample pattern direction parallel to the width of the original plank

Appendix 1. Example of a measurement diagram





Head office

Sisalstraat 85 • 8281 JK Genemuiden

T + 31 (0)38 851 84 00

E sales@decostayle.com

I www.decostayle.com

Your partner in **product presentations**