



# Graphic artwork

## **Artwork Submission Guidelines**

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# Rules and guidelines for submitting artwork

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**Good printing begins with an accurate foundation. In order to obtain this accurate foundation we ask you to thoroughly read through the submitting rules and guidelines. For efficient processing and a high quality result we advise you to observe the following rules when submitting edited files.**

We will continue to process your order only after your document has been checked and approved by our Prepress. If you have any questions after reading, please call telephone number +31 (0)38 - 851 84 00.

Files may be submitted via:

- wetransfer.com (max. 2GB)
- www.dropbox.com or www.copy.com
- E-mail to the respective account manager (please no files larger than 10 Mb)

When submitting letter fonts via e-mail or wetransfer.com we advise you to compress the fonts by archiving them as .zip file.

## 1. General checks

1. Check the content and technical printing terms of your document containing artwork (also after the export to a PDF file, for example from Adobe Indesign). You will always receive printing samples from Decostayle for acceptance before printing.
2. Use the "**FOGRA 51: PSOcoated\_v3**" colour profile\* for your images, illustrations and Indesign and PDF file. If this is submitted in a different profile, we will first have to convert this profile. As a result, CMYK values are subject to change. If this is not desirable, the CMYK values of certain files can be adapted upon request. Extra costs may be charged for these tasks.
3. Submit your file with the right measurements. (see **6. Measurement diagram sample presentations**)
4. In case of Full Colour (CMYK) printwork, convert all Pantone, Spot or RGB colours to the required CMYK values.
5. All used images must have a resolution of at least 300 dpi. Use PSD files.
6. Place PSD images / photos 100% in Indesign to prevent moiré.
7. The file must always contain a 5 mm surrounding edge (contain extra image (bleed)) due to the cutting of printed matter.
8. Please submit PDF files which are ready for printing separately, i.e. not positioned on a printing sheet.

## 2. Submitting PDF files

When submitting a file that is ready for printing we prefer to receive a certified pdf file. There must not be any die and/or drill hole(s) visible in the pdf file. If this is the case, please send an extra file containing the position of the die and/or drill holes. When making the pdf file, please observe the **1. General checks**. Please also submit the measurement diagrams (see also **6. Measurement diagram sample presentations**).

### Final check

Always check the end result of the PDF. There are 2 ways to assess how your PDF will be printed. Open your PDF file in:

- **Acrobat Reader 8 or higher** and go to "Preferences" -> "Page display" -> and select "Overprint display"
- **Acrobat Professional** and go to Advanced -> Overprint preview

Now you can view your design and see if anything has been left out.



For more information about Certified PDF; [www.certifiedpdf.net](http://www.certifiedpdf.net)

\*The colour profile "FOGRA 51: PSOcoated\_v3" can be sent upon 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: letter fonts, attached files, images and pdf.

When making the layout of your Indesign file please observe the **1. General checks**. Please also submit the measurements (see **6. Measurement diagrams sample presentations**).



For more information about (creating a pdf from within) Indesign:  
Help Adobe Indesign and creating a PDF, Help Adobe Indesign

### 4. Submitting Adobe Illustrator files

If you expect that changes will have to be made in an Illustrator document, then we also require the Illustrator file, the fonts used and any attachments. These should be compressed (archived as: zip file). If you are submitting an Illustrator file which is ready for printing, we advise you to change all letter fonts to letter contours and to save the document as "Illustrator file" saved with "FOGRA 51: PScoated\_v3" profile\*.



When creating an Illustrator file, please observe the **1. General checks**. Please also submit the measurements (see **6. Measurement diagram 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 files as certified pdf files whilst observing the **1. General checks**.

### 6. Measurement diagrams sample presentations

#### Measurement diagrams via Decostayle

Decostayle has established the formats for sample presentations, such as sample cards, in a measurement diagram. See the appendix, an example of a measurement diagram for a sample card. An empty Indesign document can also be sent conform this measurement diagram. You can fill this document with artwork and return it for further processing, (see **3. Submitting Adobe Indesign files**).

#### Submitting sample materials

The measurements in a measurement diagram are decided according to the physical sample material. The client must provide every type of sample material used in the presentation. The theoretical values of the specs are insufficient, we have to actually measure the material.

#### Measurement diagram via the client

When submitting artwork that is ready for printing (PDF), please also submit the measurement diagram (as PDF file or Excel document). With this we can check the files and give accurate instructions to our suppliers.

#### Format covers and type page

- The type page format is a minimum 6 mm (3 mm surround) and maximum 10 mm (5 mm surround) smaller than the finished format of the card.
- The adhesive part of the cover is 20 mm (see also the **appendix measurement diagram example**)
- Type page must have a 5 mm surrounding edge due to cutting the printing matter. For the cover no bleed is required.

#### Fold lines

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

## 7. Sample borders, layout borders, adhesive borders and feeler samples

When creating a sample distribution for a product presentation we make use of different borders.

### Sample borders: the complete format of the sample

- **Carpet samples:** have to be cut in whole or half centimetres, for example: 45 x 45 mm or 45 x 40 mm is allowed.
- **Vinyl, PVC, linoleum or (carpet) tiles:** every format is allowed, round off formats to millimetres (43.3 cannot be processed). In the files the sample borders are shown with a magenta dotted line (0.5 pt). The borders are not printed. In the printing samples these are made visible, so that the client can assess the sample positions properly.

### The distance between the actual sample formats, preferably minimum 1 cm.

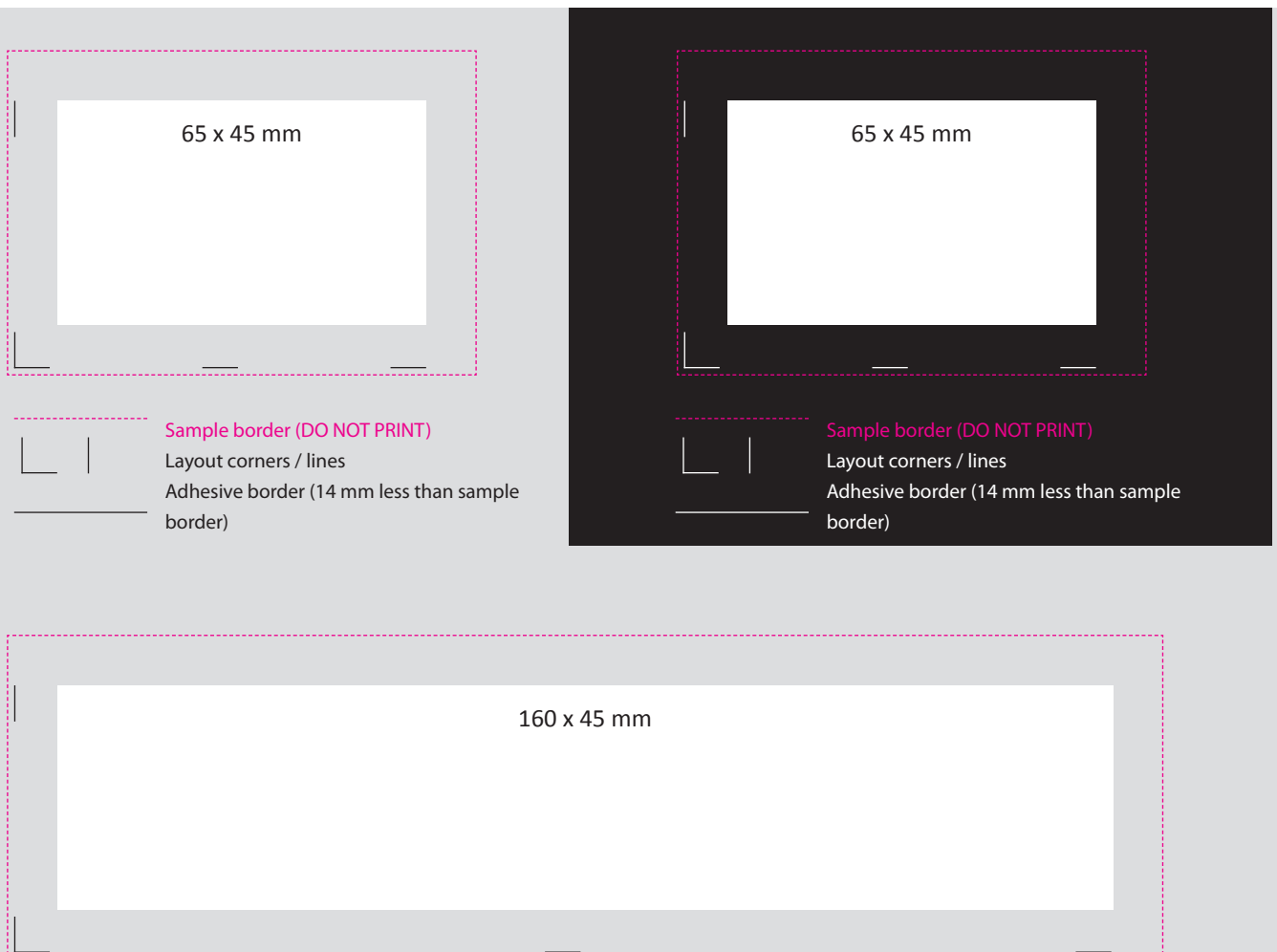
In the files the sample borders are shown with a magenta dotted line (0.5 pt). The borders are not printed. In the printing samples these are made visible, so that the client can assess the sample positions properly.

### Layout corners/ lines: for positioning the samples straightly

The format of the borders, in which these corners are positioned, is the total measurement minus 1 mm in width and 1 mm in height, therefore 2 mm in total. If a sample is 100 x 100 mm then the layout border is 98 x 98 mm. The lines have a thickness of 0.5 pt. The colour of these lines are usually 100% black or 100% white. For textile sampling this should be 40% black, preventing the lines to shine through the textile sample.

### Adhesive borders: a border in which glue is placed

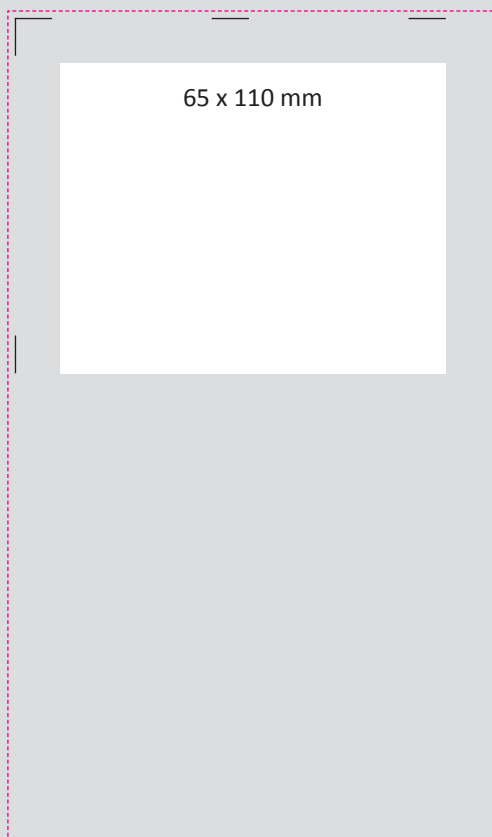
The format of this border is the sample measurement minus 14 mm. This is also an unbroken line (0.5 pt). The filling of adhesive borders must (for a background colour) be white, so that the ink will not negatively affect the glue adhesion.



### Feeler samples: partly glued samples

Feeler samples are samples that are partly glued, so that the back of the sample (backing) can be assessed. Sometimes the specifications are placed under the non-adhesive part of the sample. In order to visually show 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 has to be glued. For example gluing a half, 1/3rd, 2/3rd, 1/4th or 3/4th part.



### Feeler sample half glued

#### *adhesive border*

The adhesive border runs to half the page. So that it will not be visible upon lifting the sample.

#### *layout corners / lines*

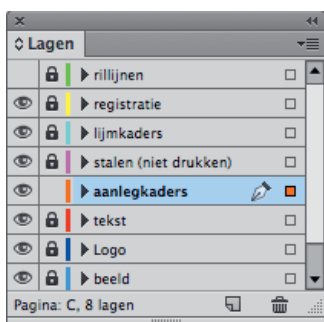
The layout corner is placed in the top left corner and the layout line on the bottom left.

### Printing format samples

Always state the format of the sample in the adhesive border in a layer which is to be printed. Check this properly before printing.

### Layers in Indesign

The Indesign document is built up of layers. Every type of border has its own layer. Therefore all adhesive borders are in one layer and layout borders and sample borders in another (DO NOT PRINT)

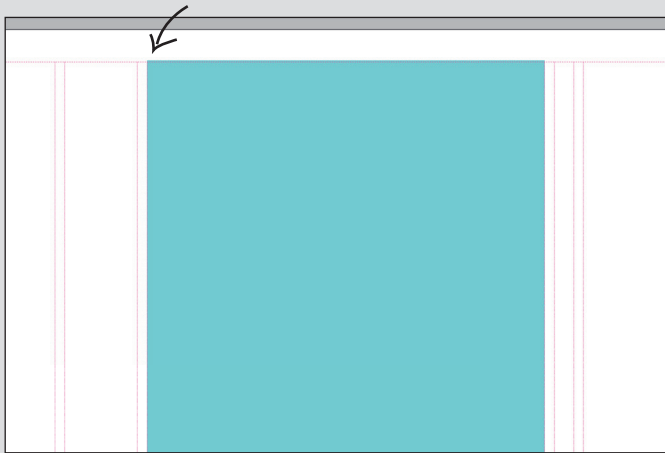


Lagen	: Layers
Rillijnen	: Foldlines
Registratie	: Registration
Lijmkaders	: Glue frames
Stalen	: Samples (do not print)
Aanlegkaders	: Construction frames
Tekst	: Text
Logo	: Logo
Beeld	: Image
Pagina C, 8 lagen	: Page C, 8 layers

## 8. Placement of artwork on grooved and milled sample cards

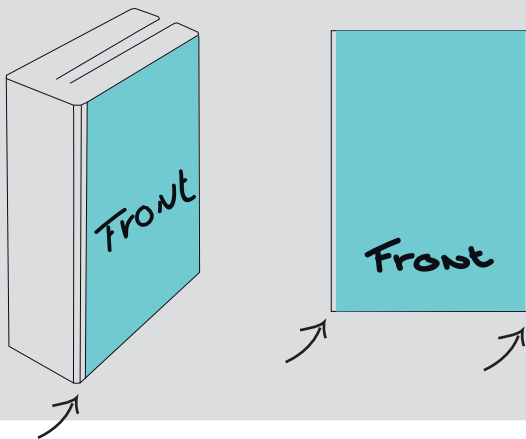
When designing sample cards, consideration must be given to the desired position of objects such as color areas and photos. This can be done in several ways. A samplecard with creases, the outer ends of the artwork objects are either placed in the middle of the crease or are placed against the crease. A samplecard made with V-grooves, the artwork objects are usually placed exactly in the center of the V-groove.

color or image placed against the crease

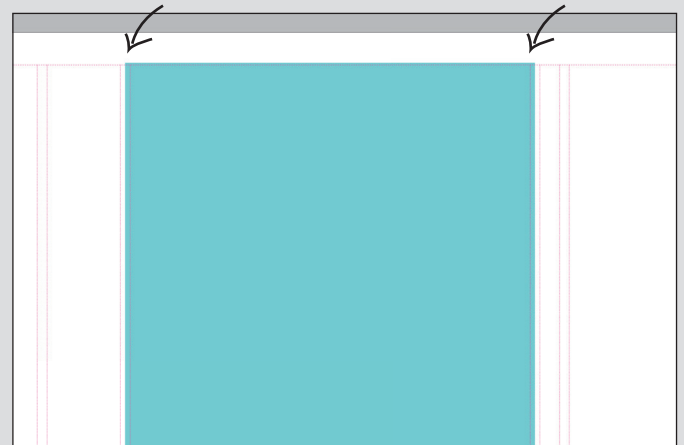


### 1. Artwork; against the crease

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

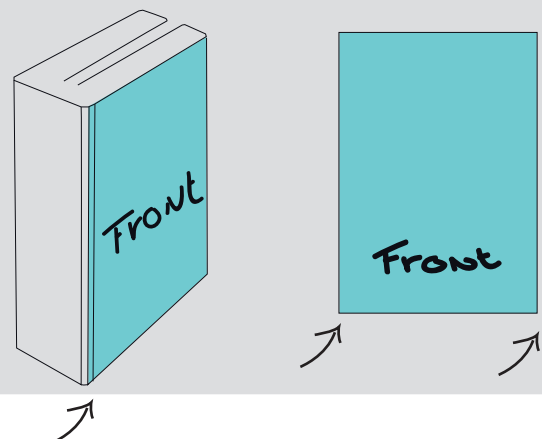


color or image placed halfway the crease or V-groove



### 2. Artwork; in the middle of the crease / V-groove

Pink lines are foldlines. When design is made as above the front page will be filled with image or colour. But the color/image will not be seen on the spine, like this:



## 9. Pattern direction samples

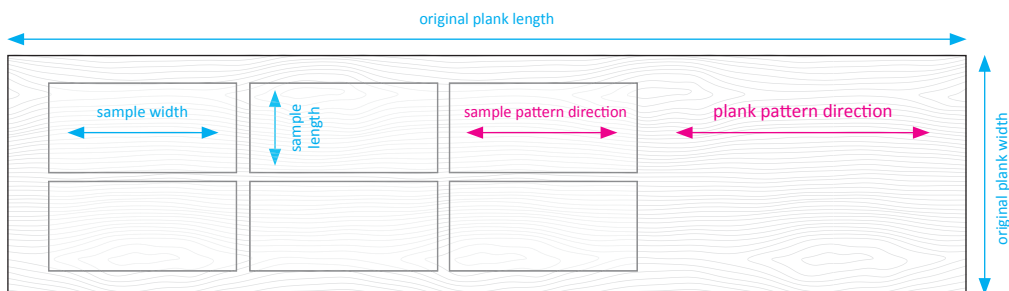
### Instruction for the pattern direction of samples with a (wood)structure

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

Below you will find both options described. We would like to hear from you which option you prefer. We will also process your choice in the proof that you receive from us for approval before the artwork will be printed.

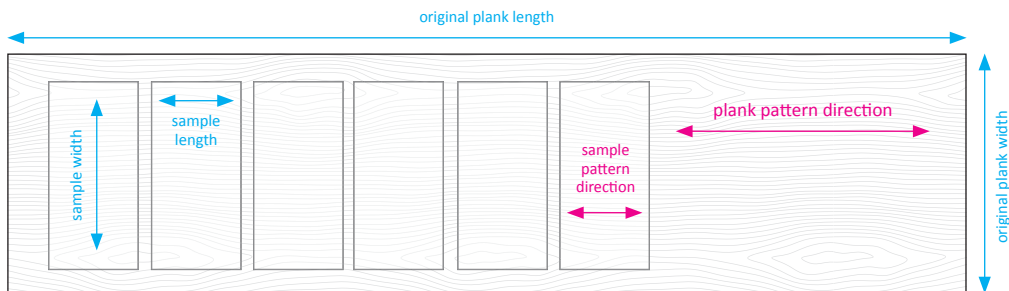
#### OPTION 1

Ready sample width will be cut from original plank length. See illustration below.



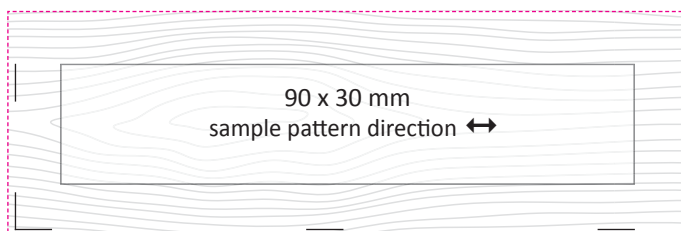
#### OPTION 2

Ready sample width will be cut from original plank width. See illustration below.

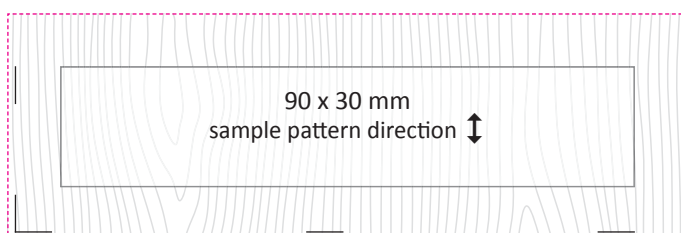


#### Artwork files

Your chosen option will be shown in our proof files like this. Underneath the sample-size this text is stated: **sample pattern direction** ↔ or this: **sample pattern direction** ↑↓. See illustrations below (wood pattern is of course not printed).

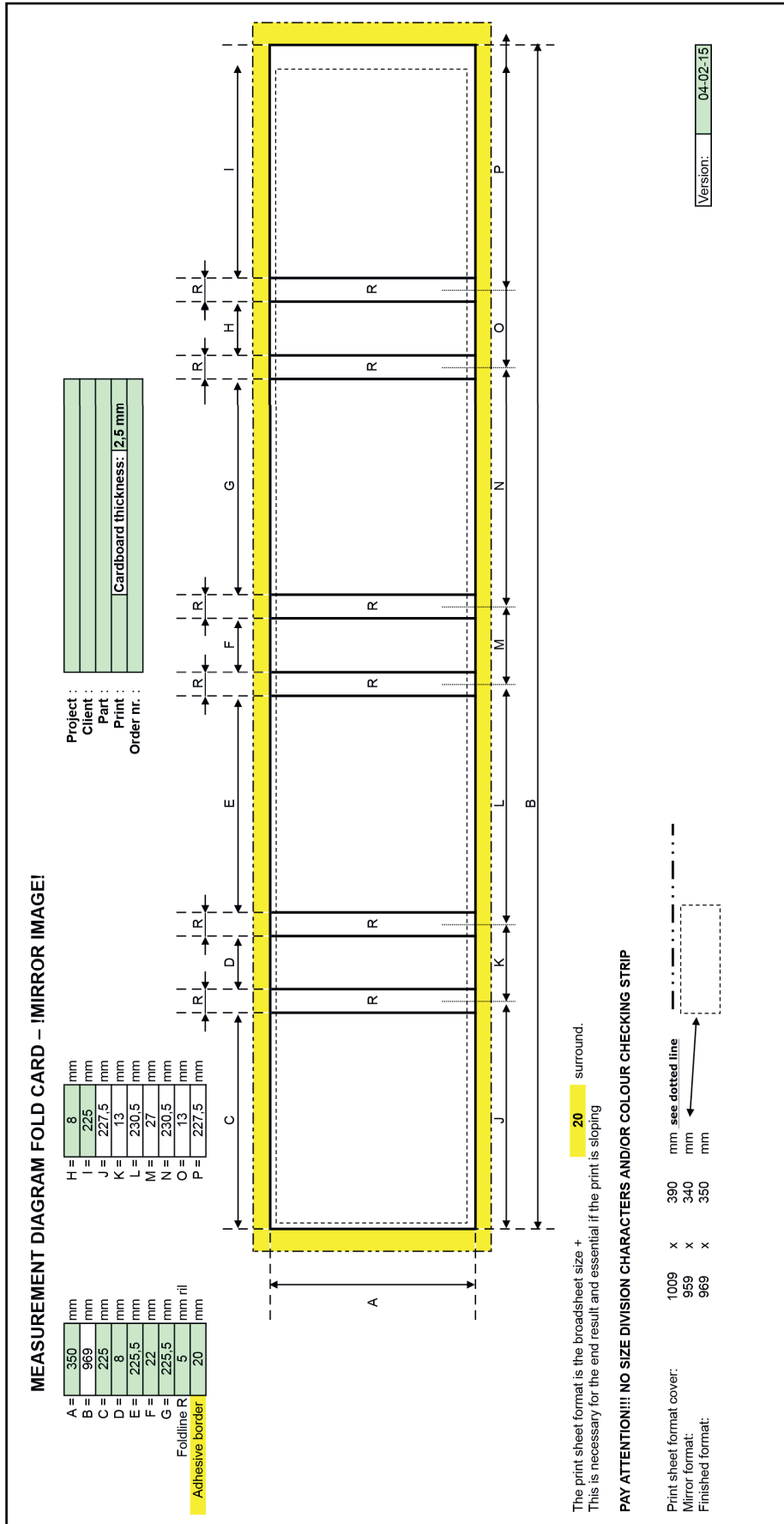


**Option 1:**  
 pattern on samples parallel  
 to long side of the plank



**Option 2:**  
 pattern on samples parallel  
 to short side of the plank

## Appendix 1. Measurement diagram example







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