

# Seeded Paper Postcard A7 (2PP)

Spec Guideline (SPR-054)

Size: 105 X 74mm



## ARTWORK SPECIFICATIONS / REQUIREMENTS

Artwork files to be supplied in PDF format only, with artwork created using vector format. JPEG will not be accepted.

All artwork files should be supplied in CMYK colour format. RGB is not accepted. Please turn off the GUIDE layers on the template, before sending the PDF.

A 3mm bleed is required beyond the cut lines.

Artwork should be no more than 50% coverage, no block colours as this can result in blotching, due to the texture of the seed.

QR codes should be a minimum 25mm in height

A PDF proof will be emailed to you, to sign off prior to going into print production. Please take special care to check your artwork, deisgn and layout.

No responsibility will be accepted for errors or changes once the PDF proof has been approved.

## PRINTING ON SEEDED PAPER

Solid dark printing is not recommended

The paper colour can vary due the difference in pulp batches. As a result, the print colours can also vary per order.

### Designer Tips

Avoid using heavy ink coverage

Avoid printing very small text on dark coloured backgrounds. We recommend at least 8 - 9 pt

If using photos of people, be aware that the seeds may show through on lighter areas of the face and eyes

### KEY

-  Cut Line
-  Bleed Line