

## LABEL DESIGN ARTWORK SPECIFICATIONS

### SWING TICKET ARTWORK



This handy guide will help ensure your artwork meets our design specifications. We also have an in-house label design team, who are happy to help you every step of the way - get in touch for more information.

1. Do not have a border for the swing ticket but mark it with cutting marks and write on the artwork 'cutting marks'.
2. Extend the artwork out 3mm in all directions if it is a design or base colour that needs to appear from edge to edge.
3. If a fold is needed, mark it with a pink dotted line.
4. Add dimensions - in pink.
5. Anything that is not required to be printed - write in pink.
6. If not stated otherwise, the hole will be 3mm.
7. All artwork needs to be supplied in vector PDF format.
8. If double-sided is required, write in pink 'front and back'.
9. If string is required, please state the length to the knot.
10. Write any other requirements, i.e. Safety pins etc, in pink.

