DESIGN GUIDELINES

Artwork

- ✅ Adobe Illustrator (.ai)
- ✅ Adobe Illustrator PDF — enable:
  Preserve Illustrator's editing capabilities
- ✅ All links embedded
- ✅ CMYK color mode
- ✅ Convert text to outlines

Cut lines

- ✅ Kiss-cut, only cuts through the sticker material.
  Spot color: 🟥 **Kiss-cut**
- ✅ Thru-cut, cuts through the sticker material
  and the backing, this is the size of the sticker
  including 3 mm bleed all around.
  Spot color: 🟩 **Thru-cut**

White

- ✅ Spot color: 🟦 **White**
- ✅ Enable overprint for elements with this fill and
  stroke color.

Add bleed

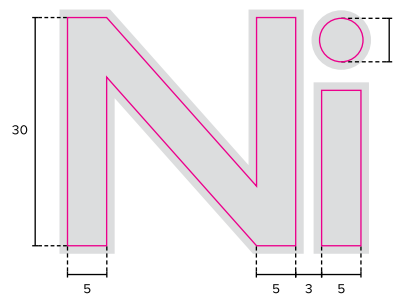- ✅ Stickers   minimal 3 mm all around
- ✅ Banners, flags, etc.   10 mm all around

Resolution

- ✅ Scale 1:1 max 500 × 500 cm   125 — 150 dpi
- ✅ Scale 1:2   250 — 300 dpi
- ✅ Scale 1:10   1250 — 1500 dpi

Contour cutting

- ✅ Minimal size, simple contour shapes
  (for example, the dot of letter i):   5 × 5 mm
- ✅ Minimum size of complex contour shapes
  (for example the letter Q):   30 × 30 mm
- ✅ Minimum width of contour shapes
  (for example, the stem of a letter):   5 mm
- ✅ Minimal space between contour shapes: 3 mm

Submit files

- ✅ Via e-mail (max 20MB) via **dtp@dktr.nl**
- ✅ You can submit larger files via **wetransfer.com**

Rather not

- ❌ Export PDF from InDesign
- ❌ Crop and registration marks, color bars, page
  information, etc.

Questions?

Don't hesitate to call or mail our specialist:
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