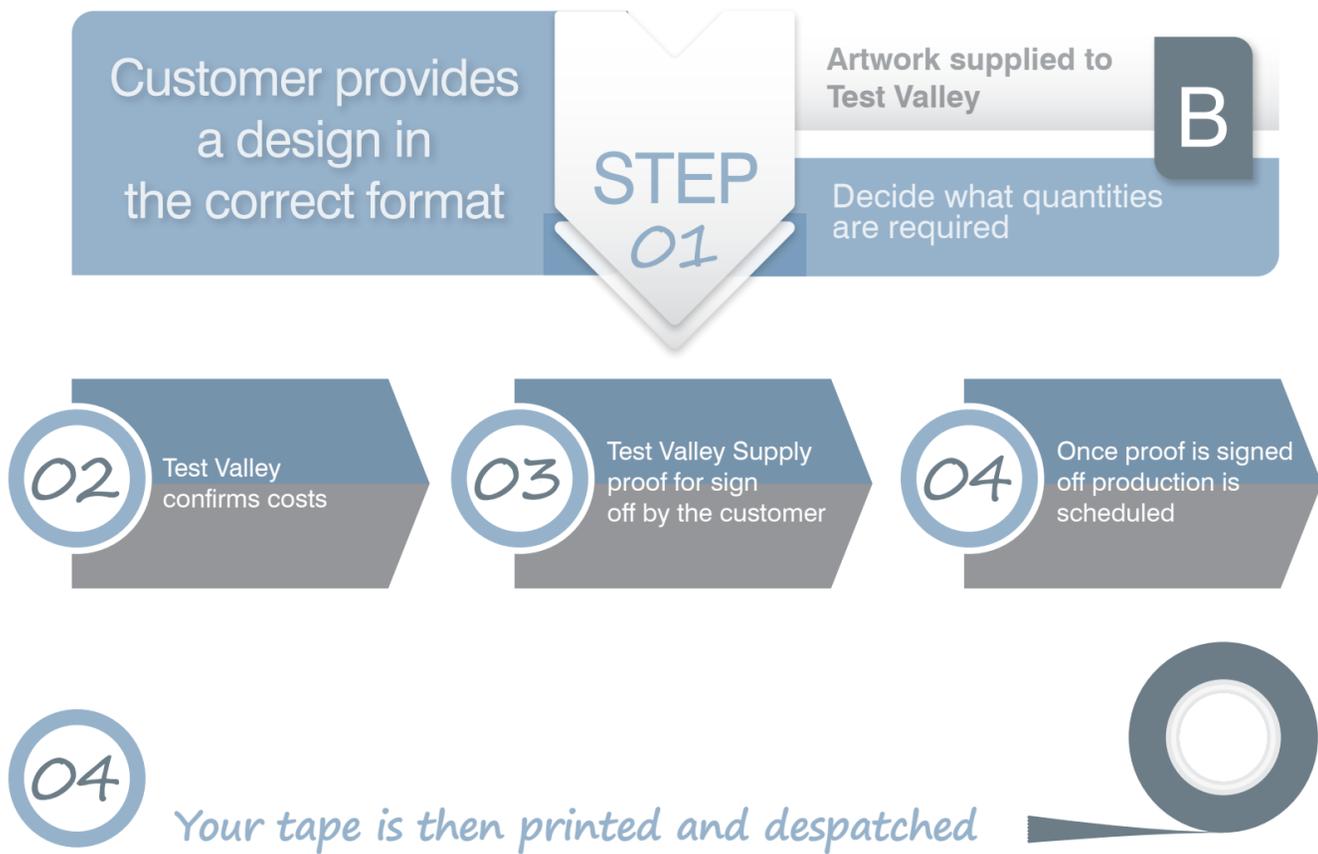
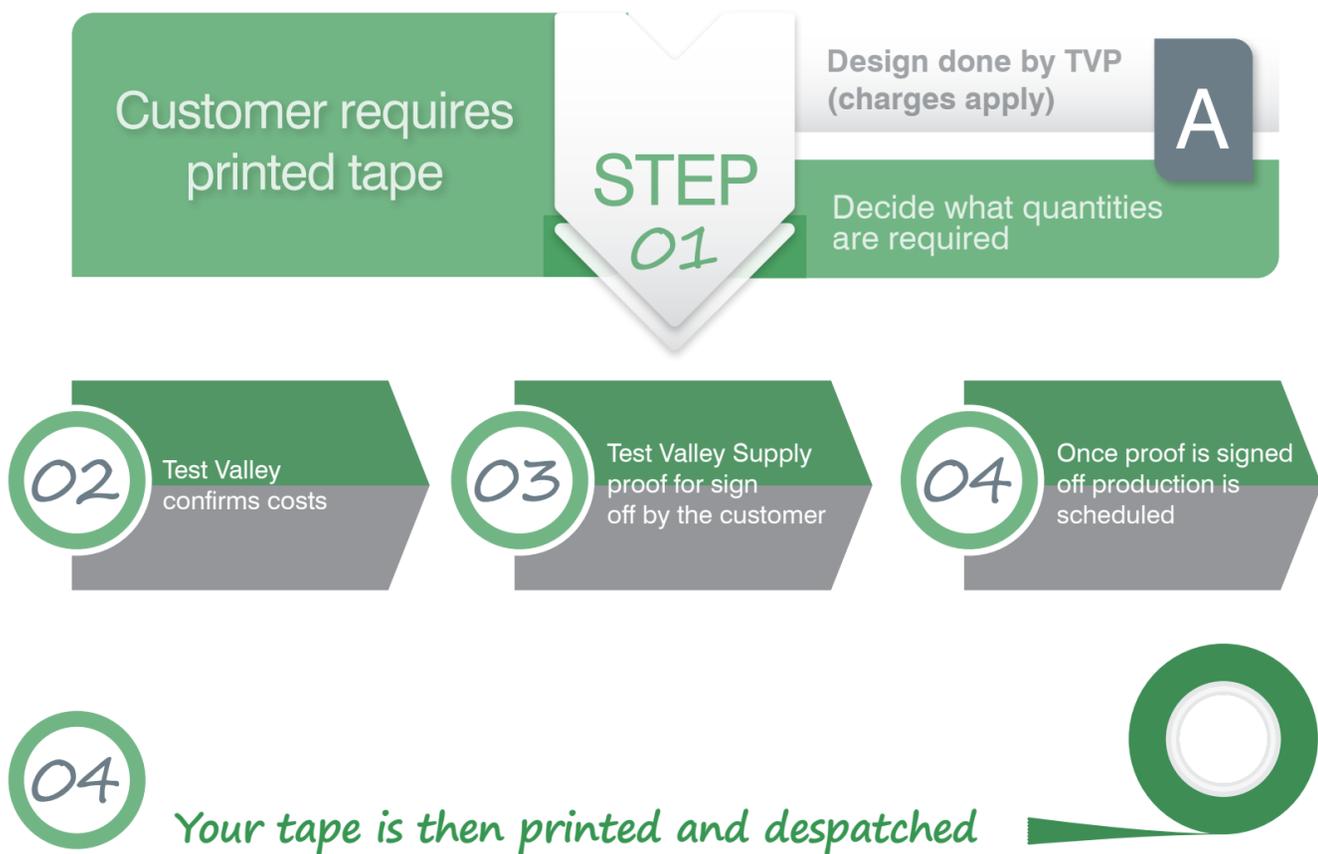


# Bespoke Step by step guide

Please see below a step by step guide of the two starting points: **A** referring to a design brief being given to Test Valley Packaging and **B** referring to the artwork already being designed by yourselves.

Scroll down to the bottom of the page to learn about flattening colours on artwork and logo's and the correct file formats to send across to our design team.



## Flattening to reduce costs

Sometimes a company logo can contain numerous colours and fades (see image A), this will look great but is also expensive to print.

In a lot of instances a customer will ask to have the logo printed as one flat colour of their choice (see image B) which will dramatically reduce the cost and still do the intended job.

Image A



Image B



## Correct file formats

The best file formats for your artwork to be sent across to our design team are as follows:



AI is a file extension for a vector graphics file format used in an Adobe Illustrator drawing.



EPS is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. An EPS file can contain text as well as graphics.



Portable Document Format (PDF) is a file format used to present and exchange documents reliably, independent of software, hardware, or operating system.

Jpeg files can be sent across but this type of file format is not ideal and limits the ability of editing.