

ENVELOPE (OPEN ENVELOPE) ARTWORK SPECIFICATION

- The guideline provided below are to help you through a successful creation of your final artwork. Before you attempt to prepare your artwork, please read the following guidelines carefully and refer to them when necessary :

NOTE :

This artwork specs is considered by press capacity and suitable image printing area. It does not take Pos Malaysia's guidelines into consideration. You shall always check from Pos Malaysia's guidelines from time to time in envelope artwork design in order to fulfill Pos Malaysia standard envelope criteria.

1.0) GENERAL ARTWORK DIMENSION

1.1) Bleeding Size

- Full bleeding 2mm from all sides of the edges.

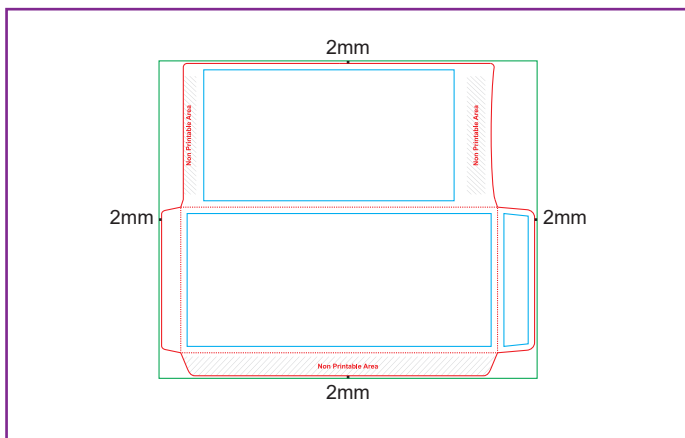


Diagram 1 : Bleeding Size of OE4496NW

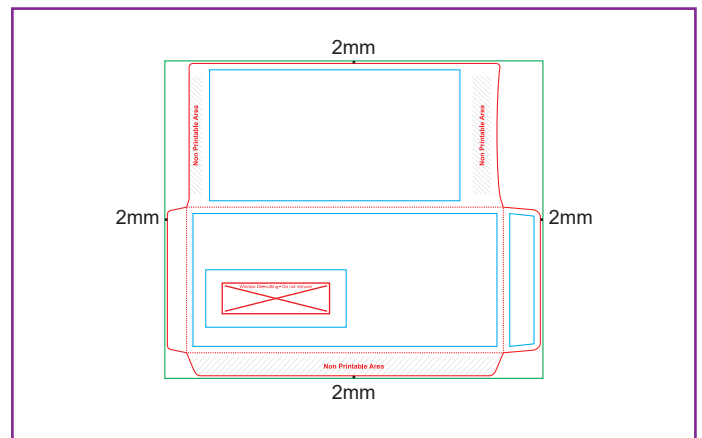


Diagram 2 : Bleeding Size of OE4496W

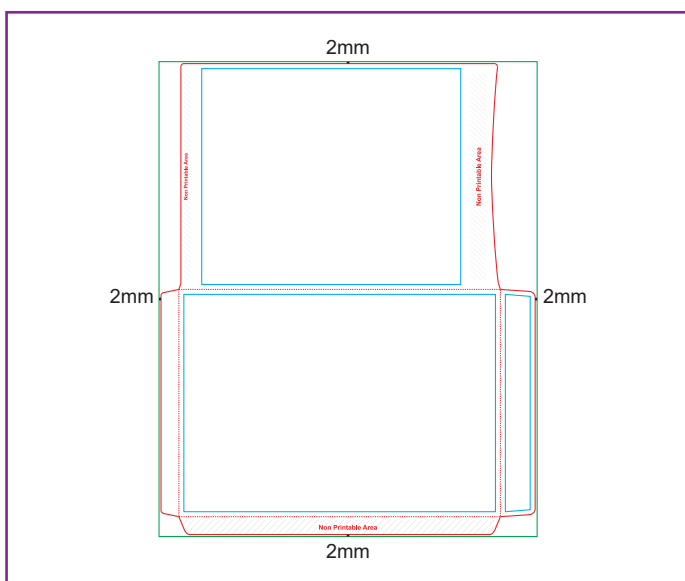


Diagram 3 : Bleeding Size of OE9013NW

1.2) MARGIN (SAFE ZONE)

- The orientation described in margin (safe zone) is by referring to the diagrams below :

1.2.1) OE4496NW

Front Panel : 5mm from all sides edges.

Seal Flap : 5mm from all sides edges.

Back Panel : 5mm from top and bottom edges, 16mm from left edge and 29mm from right edge.

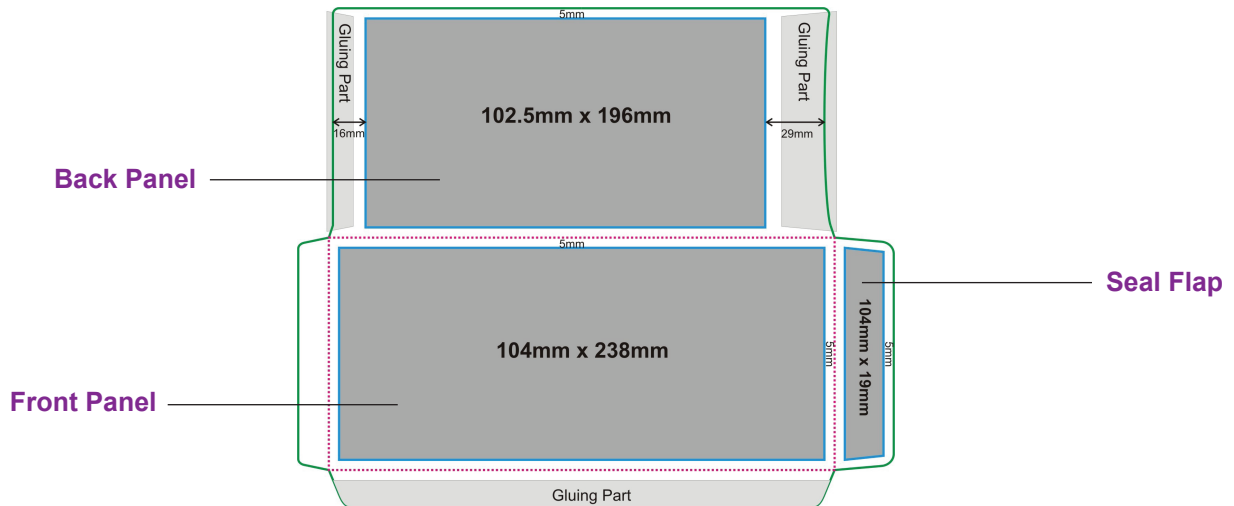


Diagram 4 : Safe Zone of OE4496NW

1.2.2) OE4496W

Front Panel : 5mm from all sides edges.

Seal Flap : 5mm from all sides edges.

Back Panel : 5mm from top and bottom edges, 16mm from left edge and 29mm from right edge.

Window : 5mm from all sides edges

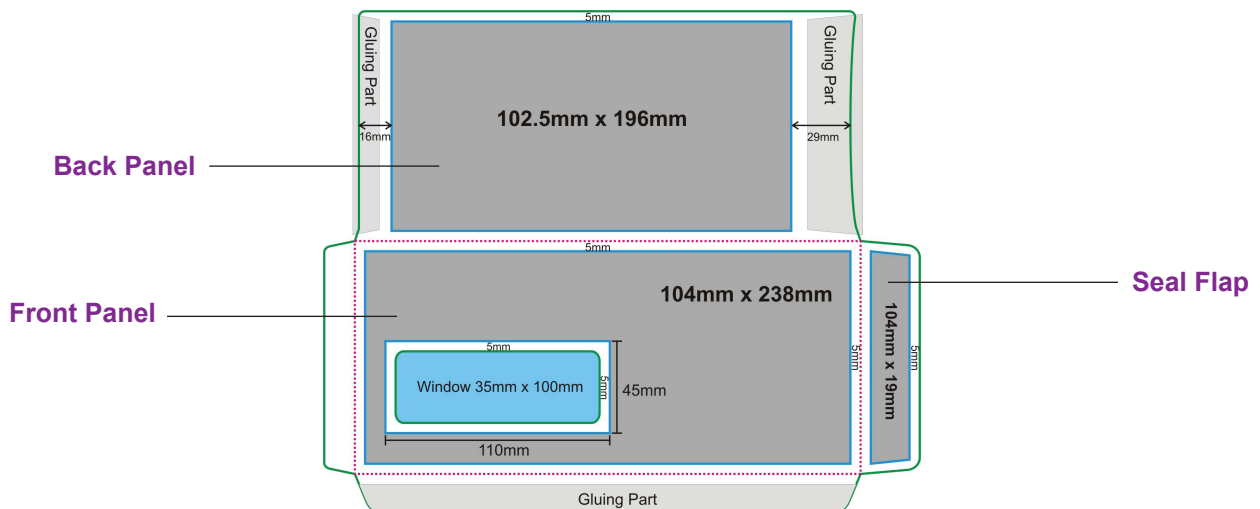


Diagram 5 : Safe Zone of OE4496W

1.2.3) OE9013NW

Front Panel : 5mm from all sides edges.

Seal Flap : 5mm from all sides edges.

Back Panel : 5mm from top and bottom edges, 21mm from left edge and 31mm from right edge.

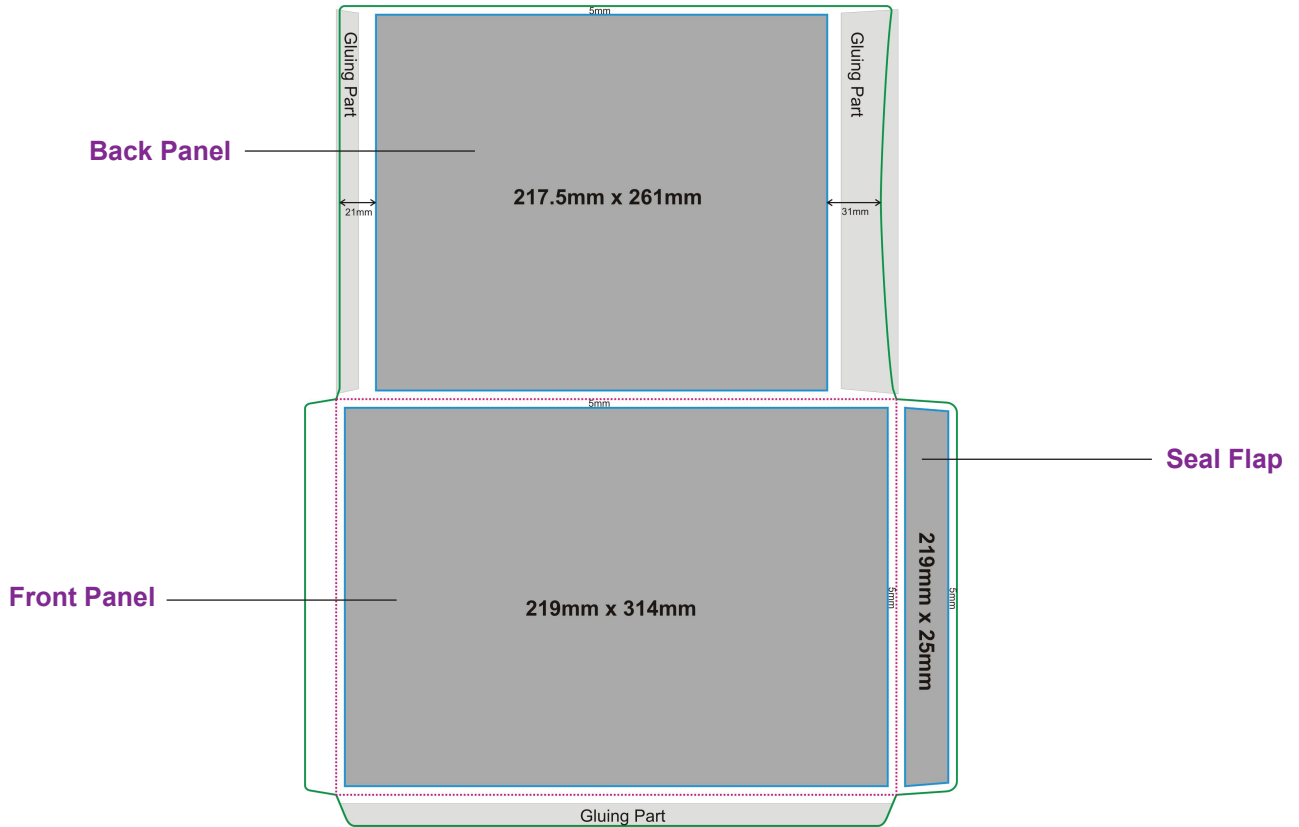
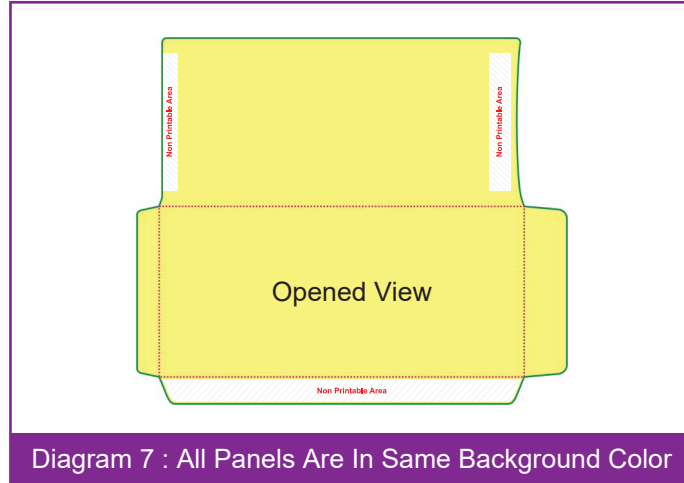


Diagram 6 : Safe Zone of OE9013NW

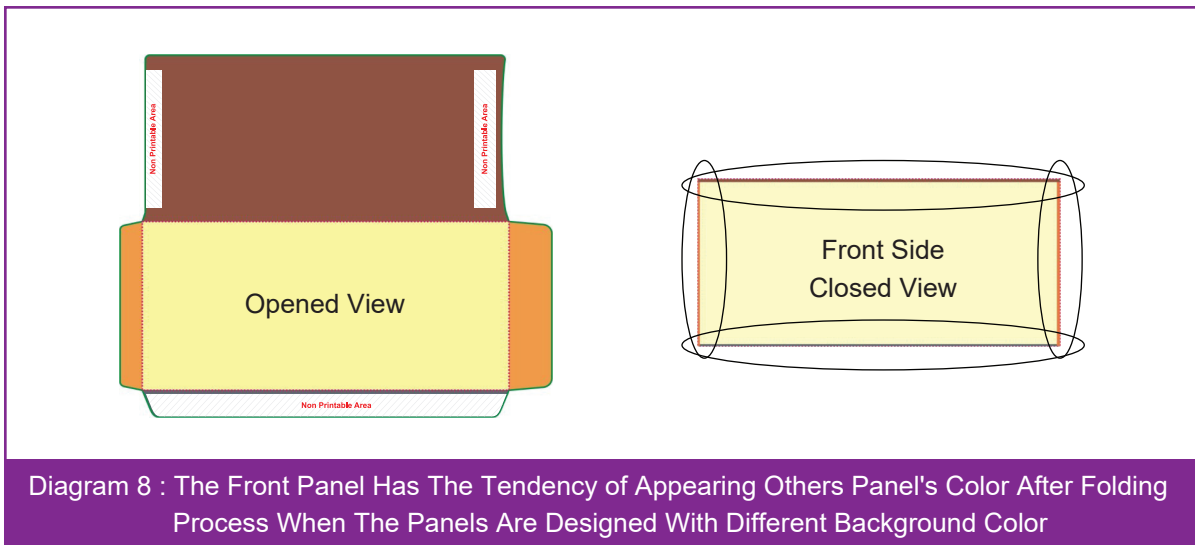
1.3) Artwork Precaution

1.3.1) Same Background Color for All Panels

- It is strongly advisable to use the same background color for all panels to avoid color contrast after folding.



- Please avoid the panels designed with different background color to avoid the consequence as below:



1.3.2) Avoid Artwork Overlapping on Folding Line

- Please avoid artwork overlapping on any folding lines of all sides to prevent the imperfect result that caused by machine tolerance. The scenarios below are based on the seal flap folding line as a reference only.

Please take note that these scenarios should be applied for all sides folding lines of all open envelope models.

Scenario A : Background artwork with pattern design

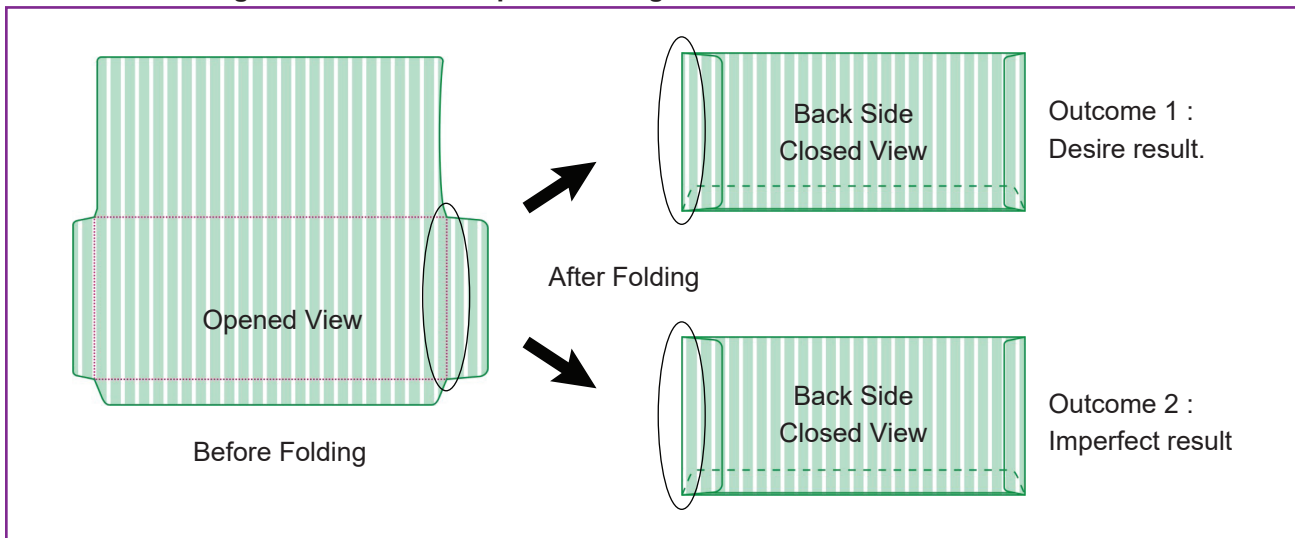


Diagram 9 : Possible Outcome When The Background Is A Pattern Design

Desire result : The green color artwork should be appeared on the folding line after folded.
 Imperfect result : Due to machine tolerance, the white color artwork appeared on the folding line.

Scenario B : Extended graphic overlapping on the folding line

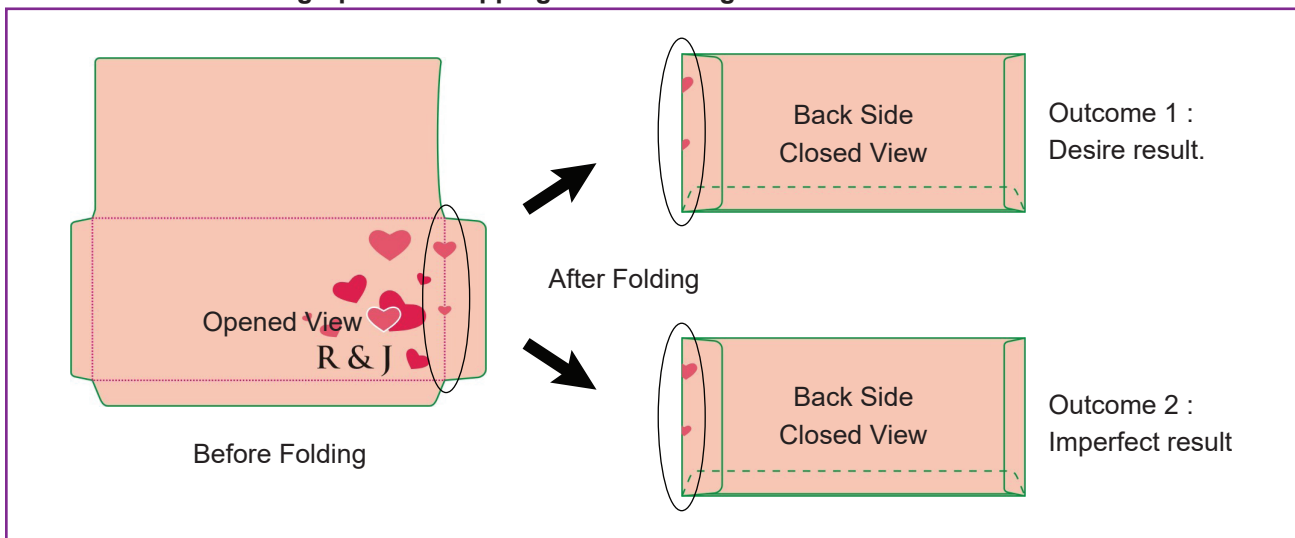


Diagram 10 : Possible Outcome When The Graphic Has Overlapping On The Folding Line

Desire result : The heart shape suppose to fold into equal half on the folding line.
 Imperfect result : Due to machine tolerance, the heart shape couldn't be folded into equal half.

Remark :

EXCARD cannot be held liable for any consequences in the event an artwork as above goes undetected.

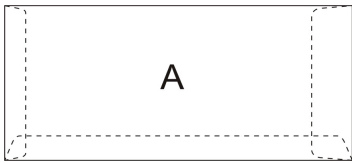
1.4) Open Envelope Artwork Orientation Guidance

- Below are the guidance to get the same artwork orientation on front and back panel.

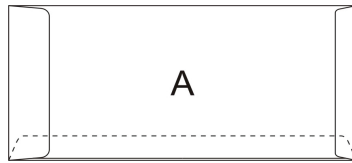
NOTE :

“A” symbolised the artwork orientation.

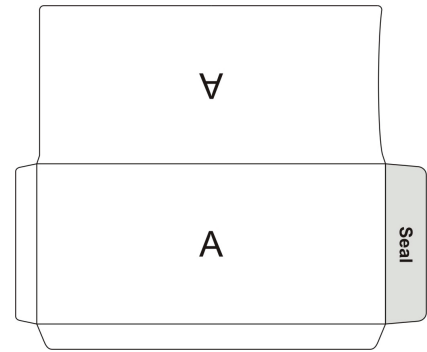
OE4496NW



Closed View - Front Panel

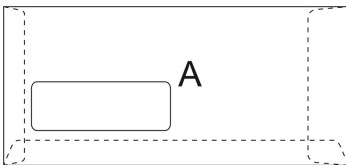


Closed View - Back Panel

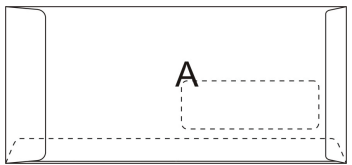


Opened View

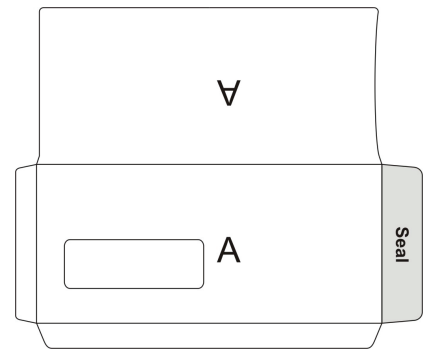
OE4496W



Closed View - Front Panel

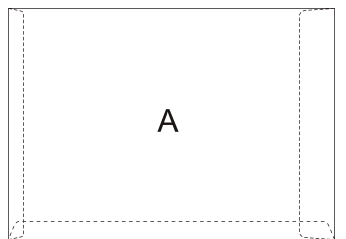


Closed View - Back Panel

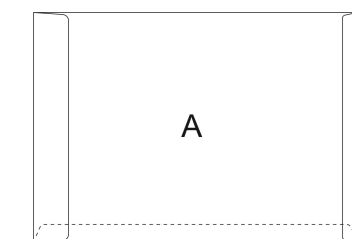


Opened View

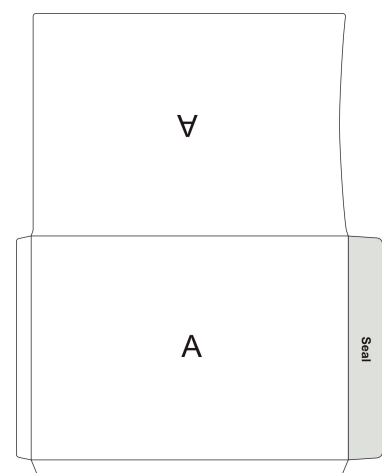
OE9013NW



Closed View - Front Panel



Closed View - Back Panel



Opened View

Diagram 11 : Open Envelope Artwork Orientation Guidance

FILE FORMAT

- Final artwork file format** : Adobe Acrobat Document (*.pdf)
- File Resolution** : 300 dpi
- Color Mode** : Process CMYK mode

FONTS

- You must convert to curve, or create outline, or convert to path (depending on your illustration software) all fonts before you convert or export your raw file to PDF file format.

Minimum font size : 4pts

LINE WEIGHT

- Line weight** : ≥ 0.25pts for all lines.
- Color Mode** : Process CMYK mode

MARKING & TRAPPING

- Never apply any crop mark or trapping onto the files.

Example Artwork OE4496W:



Final Outcome:

