



Artists Artwork Guide

If are unsure about anything give us a call 01604 871030
or drop an email to Glenn Wynsor - gw@doodle-doo.co.uk

CARD ARTWORK GUIDE

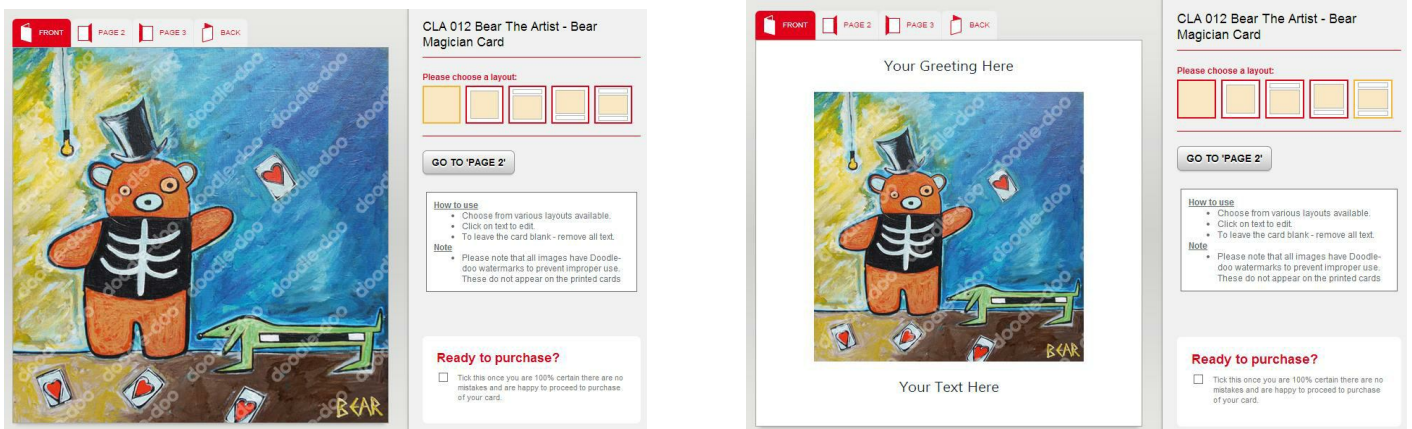
There are three card formats on DoodleDoo: square, portrait and landscape (folded at top). They will be available in two sizes: standard and large, which the customer can specify.



There are also choices of how a customer may use the image:

- Full face - see example below
- Inset - No Text
- Inset - Text To Top
- Inset - Text To Bottom
- Inset - Text Top & Bottom - see example below

So think about your images and in which format they will work best.



Note that we do not set text over your images, they are left entirely as supplied to us (unless text is part of the your image).

SUPPLYING CARD ARTWORK

As you can imagine, it is very time-consuming to set up a card on the system so any help you can give us in making it easy to set you up means it will all happen a lot quicker. I

If at all possible we would therefore appreciate you supplying us with a ready-to-upload file of each of your images - see detailed specification.

NOTE - we need images to have a 59 pixel bleed all round (for 'full-face' card prints - no text), so please make sure that if you have signed your work the signature comes inside the body of the no bleed area by 20/30 pixels to allow for print movement.

This example shows a square image in Photoshop and how it's set up with guides for saving as files. For our system we need:

Hi-res full bleed image - for the full-face cards

Hi-res no bleed image - for the inset-image cards

Lo-res no bleed image - for the web views and editor



If you have full-page secondary images for page 2 of the card they should be supplied in the same way. This is mainly for our recipe cards - see website for current examples.

If you have smaller page two images that fit within a half page or less please contact us for specifications.

CARD ARTWORK SPECIFICATIONS

FULLY FINISHED ARTWORK

Please supply the finished image to the following specification if at all possible:

- Hi-Res Image - JPG for preference
 1. 300dpi
 2. CMYK (Print-Ready)

PORTRAIT IMAGE		LANDSCAPE IMAGE		SQUARE IMAGE	
Hi-Res - 300 dpi CMYK	2598 x 3626 pixels	Hi-Res - 300 dpi CMYK	3626 x 2598 pixels	Hi-Res - 300 dpi CMYK	2657 x 2657 pixels

If you have any names for characters or the image do let us have the details and referenced to the image in the file name.

RGB

If you can supply only a basic RGB image it should be at the highest quality setting available in your software - preferably:

PORTRAIT IMAGE		LANDSCAPE IMAGE		SQUARE IMAGE	
Hi-Res 300 dpi RGB	2598 x 3626 pixels	Hi-Res 300 dpi RGB	3626 x 2598 pixels	Hi-Res 300 dpi RGB	2657 x 2657 pixels

NOTES:

We appreciate that you may well not be experienced in editing software so do ask if you need help.

If your images are lower dpi than above they may not be suitable for printing as DoodleDoo cards. Please send over samples for testing rather than the full proposed gallery.

If your images are on a plain background they should be saved with the background to the above sizes.

We recommend that the background should be white or a strong solid colour and not a very light tint of any sort as this can just look dirty on the white card if the image is inset by the customer for adding a text message.

If you supply us with images that are not to these proportions we may also need to crop them to fit and our idea of how/what to crop may not be yours so please do as much as you can to avoid any problems.

CARD ARTWORK SPECIFICATIONS - FONTS

There are a variety of fonts available for use your cards - four standard fonts and ten Google Fonts that we have chosen and set up in our system - they are shown below. If you want to see the whole alphabet just Google the name.

We specify the font for each page in the setup of the card. The customer does not have choice at the moment - though we may add this in future releases of the editor. The size is standard for all cards.

Please choose the font you would like for each brand of your images. You can specify one for the front and then one for the inside pages.

Please confirm this by email.

Arial

Comic Sans

Verdana

Times

Muli

Tangerine

Akronim

Waiting for the Sunrise

Schoolbell

Gloria Hallelujah

Handlee

Open Sans

Nobile

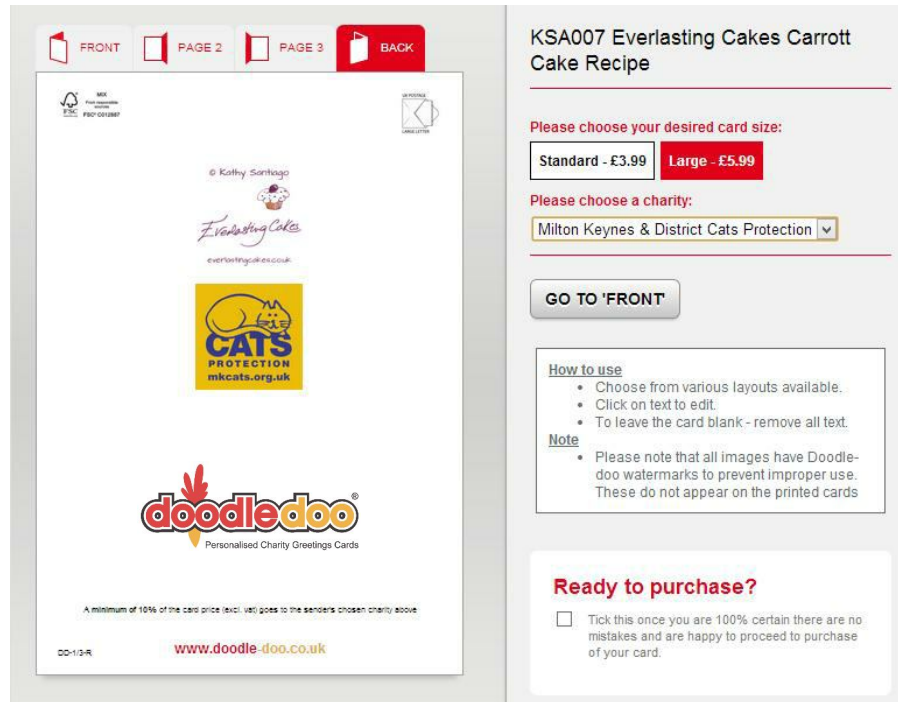
Rancho

If you do not specify a font we will use what we feel best fits your style and note that it is very time-consuming to change fonts in each card so do specify one if you have a preferred one.

LOGO SPECIFICATIONS

FULLY FINISHED ARTWORK - BRAND LOGO

DoodleDoo inserts a two inch square brand logo on the back page of each card.



You should supply the finished artwork to the following specification:

1. hi-res - 300dpi
2. 600 x 600 pixels
3. CMYK
4. Include a copyright notice on it
5. Include your web address

Here are a few examples:



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www.wildrobestudio.co.uk

Please use a white background OR a strong colour as a knocked back colour will not look good.

The text and image you use can be brand specific OR more generic to cover multiple brands if you have them with us; it's entirely up to you.

LOGO SPECIFICATIONS

FULLY FINISHED ARTWORK - PROFILE PAGE 'ARTIST' LOGO

As a supplier to DoodleDoo you have a Profile Page giving customers information about you and contact details taken from registration information you have provided to us. We use a logo on this page, if you have just the one brand then we could use the same back page image for your profile page.

If you have multiple brands or a company brand then you may want to have a different 'artist' logo such as the Wild Rose one above.

If you do want to have a different logo on your artist page then please supply it to the same **hi-res specification as the back page logo** and we will re-save it for web.

If you are having problems or are unsure about anything give us a call on 01604 871030 or drop an email to Glenn Wynsor - gw@doodle-doo.co.uk

Thanks for working with us here at DoodleDoo.

