

**CASTELLI**  
ITALY

**art specifications**

# Index

## Supplied Artwork Requirements

the difference between vector and raster files	3
how to supply artwork	4-5

---

## Blocking Templates

how to supply artwork for blocking	6
blocking proof template	7

---

## Digital Print

how to supply artwork for digital print	8
digital print options	9
digital print cover template	10
digital print pencil template	11

---

## Advertising Pages

how to supply artwork for advertising pages	12
advertising pages template	13
placement of advertising pages	14-15

---

## Advertising Wraps

how to supply artwork for advertising wraps	16
advertising wraps templates	17

---

## Personalisation

how to supply artwork for personalisation	18
personalisation template	19

---

## Screen Print

how to supply artwork for screen print	20
screen print template	21

---

## Pad Print

how to supply artwork for pad print	22
cover printing template	23
pen printing template	24
pencil printing template	25

---

## Gel Doming

how to supply artwork for gel doming	26
gel doming template	27

---

## Online System

how we send proofs	28
how to operate the online system	29
approving the proofs	29
making amendments to the proofs	30-31

---

The information in this booklet applies for all orders being processed in the UK. For orders being processed in Italy there is a booklet which holds information on blocking templates, advertising pages, endpapers and printed covers.

Please contact Castelli to request a PDF of our Custom Art Specification Booklet.

# Supplied Artwork Requirements

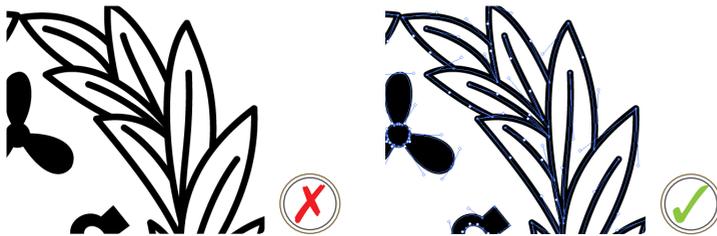
Please find detailed below the differences between vector and raster artwork and which is best to supply for each production type. If artwork is not supplied in the required formats or in an low quality the artwork will be rejected. We are able to recreate some artwork but this may incur additional charges dependant on review of the artwork.

## Vector Files

The ideal form of artwork is an **editable vector file** as these allow for more flexibility. Vector file types such as eps, ai and pdf\* are excellent for creating artwork that may require resizing.

\*a pdf is generally a vector file. however, depending on how a pdf is originally created, it can be either a vector or a raster file. Whether the logo elements have been flattened or left to retain each one will determine the image type.

Vector files should be editable and have originated from Adobe Illustrator, not imported into Illustrator then resaved as a vector file. This ensures the individual elements that make up the logo can be edited, as shown in the below image.



Vector	Raster
<b>Print Uses</b>	
Best for logos, text, illustrations or icons.	Best for hi-res photos printed at a minimum of 300dpi (created at not increased to).
<b>Blocking Uses</b>	
Best form of artwork for blocking (holds a high quality at all sizes and produces a cleaner blocking finish).	Not recommended for blocking but can be accepted dependant on review of the artwork.
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
See relevant section.	See relevant section.

## Raster Files

JPEGs, TIFs, GIFs and PNGs are common raster image types. Almost all of the photos found on the web and in print catalogs are raster images.

Raster images cannot be resized without compromising their resolution. When stretched they become visibly grainy and the image distorts. This is why altered photos may appear pixilated or low resolution. Therefore, it is important that you save raster files at a minimum of the dimensions needed to eliminate possible complications.

To correctly use a raster file, it should be created at (not increased to) and supplied at a resolution of at least 300dpi. Resizing a low DPI image pulled from the web to fit the dimensions of your print will not work because the same finite number of pixels only get bigger and begin to distort\*.

\*for example a 72dpi jpg of the logo will need to be "stretched" to get it up to 300dpi. That 72dpi logo may look great on the computer monitor, but when it prints at 300dpi it will look pixilated. Instead a vector version of the logo (.EPS or .AI) should be used or a raster (JPG) at a minimum of the dimensions desired and set to a minimum of 300dpi.



Media Formats	Requirements	Saved Formats
high resolution scans (raster)	Scans must be +300 dpi. not acceptable for printed matter.	.pdf .psd .jpg .tif
high resolution pdf's	Created in acrobat distiller only. This can contain both vector and raster files. Please ensure the correct format has been used for the required process of the artwork.	.pdf
adobe illustrator (vector)	If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.	.ai .eps
adobe indesign	Always supply all images and fonts.	.indd
adobe photoshop (raster)	Created at a minimum of 300dpi.	.psd .eps .jpg .tif
microsoft word	We can only accept text in this format. Please supply any specially required fonts.	.doc

# Supplying Artwork

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

- If we are required to typeset there may be extra costs involved at a cost per half hour. This will be discussed and confirmed prior to artwork being created.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.  
\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

## Supplying Art for Blocking

To create a blocking die we need the art set as 100% black so, ideally, we require vector files for blocking. However, if only a raster file can be supplied we will do our best to create an acceptable block.

**For a more detailed explanation on supplying art for and setting up Blocking go to page 6.**

- Raster images (ideally set as 100% black and white) can be accepted dependant on review of the artwork. Colour raster images can produce unexpected results when converted to 100% black.
- Images with a large amount of detail struggle to block well.
- Depending on the font style used the minimum font size is 9pt.
- Small trademarks always carry a risk of not being fully legible once blocked.
- If we are required to recreate the artwork there may be extra costs involved at a cost per half hour. This will be discussed and confirmed prior to artwork being created.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.  
\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

## Supplying Art for Digital Print

All digital artwork is printed, and should be supplied, using a CMYK process. Pantone references should be supplied, if applicable to the artwork, as they will be used to ensure we achieve a print which is as close as possible to the colours required.

**For a more detailed explanation on supplying art for and setting up Digital Print go to page 8.**

- An exact pantone match is not possible.
- Any artwork supplied as RGB will be converted to CMYK which can cause colour discrepancies.
- Colour will print slightly different to how it views on screen. This is also subject to the colour of the material it is being printed on.
- Colour matching will always be as close as possible to the gamut of the device. We cannot reproduce metallic or fluorescent colours.
- Raster files should be supplied at a minimum of 300dpi. Text/Logos should be supplied as vector files.
- Text/Logos should be supplied as vector files. Raster files may not be accepted
- All fonts required should either be supplied, embedded or outlined\* in case we do not hold them on file.  
\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied

# Supplying Artwork

## Supplying Art for Printed Matter

Any text supplied for us to produce the design of your insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

**For a more detailed explanation on supplying art for and setting up Printed Matter go to page 12.**

- All artwork should ideally be set in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.
- Any artwork supplied in RGB or a pantone reference will be converted to CMYK when printed which can cause colour discrepancies.
- Colour will print differently to how it views on screen. This is also subject to the colour of the paper it is being printed on.
- Photos should be supplied as raster files at a minimum of 300dpi. Text/Logos should ideally be supplied as vector files.
- If we are required to typeset there may be extra costs involved at a cost per half hour. This will be discussed and confirmed prior to artwork being created.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied

## Supplying Art for Screen Print & Pad Print

All artwork should be set in the required pantone references, at 100% of the colour. Colours are unable to touch due to the requirement to print each colour individually and the slight movement of the books. This means that it is not possible to keep a tight register of alignment with each colour and therefore we recommend a minimum 3mm gap between each colour. We also advise not to have separate colours required to align horizontally or vertically as this will not line up when printed. Gradients and tints are not possible.

**For a more detailed explanation on supplying art for and setting up Screen Print go to page 20 or Pad Print go to page 23.**

- Only vector files are acceptable for artwork. Raster images cannot be used.
- Any artwork supplied in CMYK or RGB will be converted to the closest pantone reference match.
- Colour will print differently to how it views on screen. This is also subject to the colour of the material it is being printed on.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied

## Supplying Art for Gel Domes

The best for of artwork is a vector file, however, raster files can be used as long as the resolution is of a high quality.

**For a more detailed explanation on supplying art for and setting up Gel Domes go to page 27.**

- Artwork is printed and should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.
- Any artwork supplied in RGB or a pantone reference will be converted to CMYK when printed which can cause colour discrepancies.
- Colour will print slightly different to how it views on screen.
- Photos should be supplied as raster files at a minimum of 300dpi. Text/Logos should ideally be supplied as vector files.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file..

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied

# Supplying Artwork

Vector	Raster
For a detailed explanation of the differences between vector and raster artwork please go to page 3.	
<b>Blocking Uses</b>	
Best form of artwork for blocking (holds a high quality at all sizes and produces a cleaner blocking finish). If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.	Not recommended for blocking but can be accepted dependant on review of the artwork. Should be supplied at a minimum of 300dpi (created at not increased to).
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
Any colour as this can be edited prior to proofing.	Ideally supplied as 100% black and white as this is required to create a blocking die. Colour files can produce unexpected results.

## Supplying Art for Blocking

To create a blocking die we need the art set as 100% black so, ideally, we require vector files for blocking. However, if only a raster file can be supplied we will try our best to create an acceptable block (colour raster images can produce unexpected results when converted to 100% black). If we are required to recreate the art this may incur additional charges which will be confirmed before any artwork is created.

We can accept images which have a large amount of **detail** but as they generally struggle to block well we will advise when proofing of any concerns with the legibility of the block.



The **minimum recommended font size** is 9pt. This is subject to the style of font as script and bold fonts may require to be set slightly larger in order to ensure a clear block. **Small trademarks** always carry a risk of not being fully legible when blocked as these are normally set quite small.

Supplied artwork is checked for blocking acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a clear blocking, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- Raster images (ideally set as 100% black and white) can be accepted dependant on review of the artwork. Colour raster images can produce unexpected results when converted to 100% black.
- Depending on the font style used the minimum font size is 9pt.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

# Blocking Templates

It is necessary to keep all artwork within the blockable area to ensure that the artwork quality does not falter due to the change of thickness where the material is wrapped. This variance can prevent the blocking die from imprinting correctly which could cause the quality of the finish of the blocking to be lowered.

We proof all templates, at 100% to size, in black and white with the bands and pen loops (if applicable) showing in red. We will also supply a colour visual which will be shown on page 2 within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These are only a close representation of the colour in the best match possible. To get a true representation of the product a sample should be requested.**



## Key Points

These apply to the template only, for information on artwork see page 6.

- Templates are 100% to size.
- Template colours do not correspond to the colours ordered.
- Artwork should stay within the blocking area.
- We always place artwork to be centered on the cover within our 'Standard Centre' position. If the artwork is required to be positioned within the 'Full Width Centre' please state this when placing the order.



## Full Cover Blocking

We are able to emboss across the full cover on some of our products depending on material, size and cover colour. This is subject to a review of the artwork. Please speak to your sales representative for more information.

## Dual Branding

Multiple branding types are unable to touch due to the requirement to apply each brand individually and the slight movement of the books. This means that it is not possible to keep a tight register of alignment with each branding option and therefore we recommend a minimum 5mm gap between each.

We also advise not to have separate branding options required to align horizontally or vertically as these will not line up when finished.

## Templates

Full size blocking template PDFs for standard and full cover\* blocking can be supplied on request.

\*our full cover blocking template shows a blockable area which does not extend to the edges. Blocking to the edge is subjectable to the artwork.

# Supplying Artwork

Vector	Raster
For a detailed explanation of the differences between vector and raster artwork please go to page 3.	
<b>Print Uses</b>	
Best format for logos and text. If text is included please either embed or outline the text or supply any specially required fonts. Artwork must be editable.	Best for hi-res photos printed at a minimum of 300dpi (created at not increased to). If artwork requires a raster file and text to be used it is best to ensure the text is set up in a vector format and the full artwork saved as a PDF.
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
Should be supplied in the required colours ideally as CMYK. Pantone references will view slightly differently when printed.	Should be supplied in CMYK.

## Supplying Art for Digital Print

All digitally printed artwork is printed as a CMYK process therefore pantone references will view slightly differently when printed. It is not possible to get an exact pantone match with this process, however, our Digital Print department will use any pantone references supplied to ensure a match as close as possible.

Supplied artwork is checked for digital print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**If supplying full cover artwork set up on our template please ensure the corners are not rounded off to try to match the cover corner radius.**

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the digital print department will be in contact.**

### Key Points

- Artwork is printed and should be supplied in CMYK however, pantone references should be supplied, if applicable to the artwork, as they will be used to ensure we achieve a print which is as close as possible to the colours required. An exact pantone match is not possible.
- Any artwork supplied as RGB will be converted to CMYK which can cause colour discrepancies.
- Colour will print slightly different to how it views on screen. This is also subject to the colour of the material it is being printed on.
- Colour matching will always be as close as possible to the gamut of the device. We cannot reproduce metallic or fluorescent colours.
- Raster files should be supplied at a minimum of 300dpi. Text/Logos should be supplied as vector files.
- All fonts required should either be supplied, embedded or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

## Logo & Text Artwork

All logo and text artwork should be supplied as an editable vector file with all fonts outlined. Any fonts not outlined should be supplied in case we do not hold them on file. Raster files cannot be accepted.

We reserve the right to reject artwork which does not meet the standard we require. Artwork assistance will be given to help ensure the quality of the supplied artwork meets these desired requirements.

### Key Points

- Artwork is printed and should be supplied in CMYK however, pantone references should be supplied, if applicable to the artwork, as they will be used to ensure we achieve a print which is as close as possible to the colours required. An exact pantone match is not possible.
- Any artwork supplied as RGB will be converted to CMYK which can cause colour discrepancies.
- Colour will print slightly different to how it views on screen. This is also subject to the colour of the material it is being printed on.
- Colour matching will always be as close as possible to the gamut of the device. We cannot reproduce metallic or fluorescent colours.
- Text/Logos should be supplied as vector files. Raster files may not be accepted.
- All fonts required should either be supplied, embedded or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Digital Print Options

## Half and Full Cover Print

We offer both a half cover and full cover print option. Half cover print is applied to artwork which covers 50% or less of the cover horizontally.

The full cover will always have a clear space to allow for the spine canal.

See page 10 for template breakdown. If you are unsure on whether your artwork qualifies for the half cover option please speak to your sales representative.



## Back Cover Print

Back cover printing is possible on our Bianco products that do not feature an elastic band or pen loop.

This is also available as a half cover or full cover option.



## Pencil Printing

We can digitally print onto our Salerno pencil range which allows us to offer a wider range of options when compared to a standard pad print (gradients, tints and multiple colours can be achieved). See page 11 for template breakdown.

## Varnish

There is a gloss and matt varnish available. This does hold certain restrictions on individual colours and materials.

Please contact the Digital Print department for further information.



## Gradients and Tints

With digital print smooth gradients and fine tints can be achieved.

## Fine Art Quality Printing

With our high definition print capabilities we can add greater colour tone and depth. This allows us to achieve outstanding photographic quality results with finer details and pin-sharp typography.

## White Printing

White ink printing enables us to print on any colour base for outstanding creative effects.

## Multiple Branding Processes

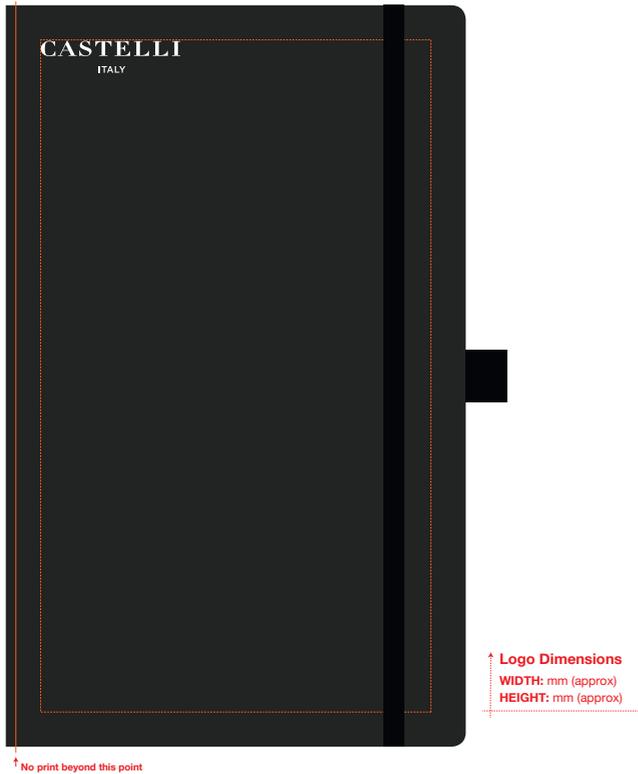
We can offer digital print along with additional branding options such as foil accents on top of the print to a blind embossed full cover and gel dome. This is subject to review of the artwork to ensure capability. Please speak with your sales representative for further information.

# Digital Print

We advise that logo and text based artwork is kept at least 10mm in from the edge of the product. It is also important that enough bleed is supplied for artwork that is required to print off the edge of the cover.

We proof all covers at 100% to size, using roughly matched colour templates. The colours of the product templates are only a close representation of the material and should not be used as a colour match.

**Ivory Collection Matra Medium Notebook / Order no.**  
**Product Code: Q2x/04/036**  
**Digital Print Colour:**



**Please Note:** All digital print is produced in CMYK. Any pantone colours used within artwork will be converted and printed in CMYK colour values. We cannot guarantee a 100% pantone colour matched print with this service. All colours on this proof when viewing on screen may vary dependent on your monitors brightness, contrast and colour adjustment settings. The colours of the product templates themselves are only a close representation of the material and should not be used as a colour match.

 = Full advisable print area for all text & logo artwork.

## Key Points

These apply to the template only, for information on artwork see page 8.

- Templates are 100% to size.
- Template colours do not 100% match to the colours ordered.
- Text/Logos should stay within the text margins.
- Full cover artwork requires 3mm bleed.

**Ivory Collection Tucson Medium Notebook / Order no.**  
**Product Code: Q2x/25/757**  
**Digital Print Colour:**



**Please Note:** All digital print is produced in CMYK. Any pantone colours used within artwork will be converted and printed in CMYK colour values. We cannot guarantee a 100% pantone colour matched print with this service. All colours on this proof when viewing on screen may vary dependent on your monitors brightness, contrast and colour adjustment settings. The colours of the product templates themselves are only a close representation of the material and should not be used as a colour match.

 = Full advisable print area for all text & logo artwork.

## Artwork Checks

All artwork is checked by the digital print department prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the digital print department will be in contact.**

## Templates

100% to size template PDFs for standard logo\*, back cover and full cover printing† can be supplied on request.

\*our standard logo templates are colour specific so ensure the product format, material and colour is stated when requesting this template.

†full cover templates differ to the standard logo template.

## Full Cover Templates\*

If supplying artwork for full cover print please ensure a minimum 3mm bleed is included and the corner edges are not rounded.

\*full cover templates available on request.

# Digital Print on Pencils

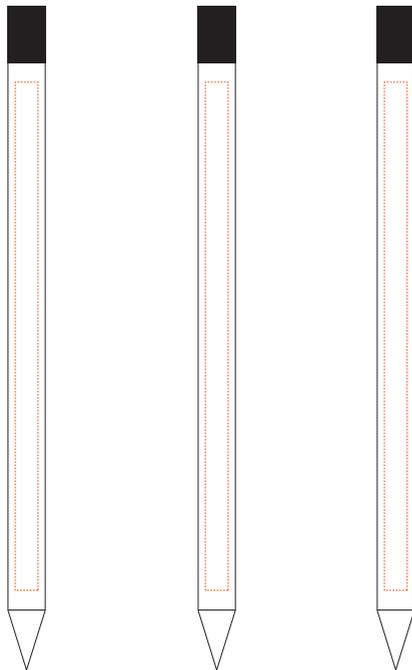
It is vital to keep all artwork within the printable area to ensure that the artwork fits on the pencil. We can print the full length of the pencil, within the printable area, but the maximum width is 6mm.

We offer small and large pencils which have a standard black coloured end however, for the large pencils, we also offer grey, green, red, orange, blue and dark blue coloured ends.

We proof all pencils at 100% to size, in black and white, using roughly matched coloured ends showing all three sides available to print. The colours of the pencil ends are only a close representation and should not be used as a colour match.

**Large Pencil / Order no.**  
**Pencil End: Black | Digital Print:**

**Front**                      **Side**                      **Side**



## Key Points

These apply to the template only, for information on artwork see page 12.

- Templates are 100% to size with roughly matched coloured ends.
- The full length of the pencil, within the printable area, can be printed but the maximum width is 6mm.

**Please Note:** All digital print is produced in CMYK. Any pantone colours used within artwork will be converted and printed in CMYK colour values. We cannot guarantee a 100% pantone colour matched print with this service. All colours on this proof when viewing on screen may vary dependent on your monitors brightness, contrast and colour adjustment settings. The colours of the product templates themselves are only a close representation of the material and should not be used as a colour match.

 = Full print area for all artwork

## Artwork Checks

All artwork is checked by the digital print department prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the digital print department will be in contact.**

## Templates

Full size pencil PDFs can be supplied on request.

# Supplying Artwork

Vector	Raster
For a detailed explanation of the differences between vector and raster artwork please go to page 3.	
<b>Print Uses</b>	
Best for logos, text, illustrations or icons. If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.	Best for hi-res photos printed at a minimum of 300dpi (created at not increased to).
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.	Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

## Supplying Art for Printed matter

All printed matter is digitally printed as a CMYK process so pantone references may view slightly different when printed, it is not possible to get an exact pantone match. Colour printed on cream paper will also view different on screen to when it is printed.

Supplied artwork is checked for size, colour and print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- All artwork should ideally be set in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.
- Any artwork supplied in RGB or a pantone reference will be converted to CMYK when printed which can cause colour discrepancies.
- Colour will print differently to how it views on screen. This is also subject to the colour of the paper it is being printed on.
- Photos should be supplied as raster files at a minimum of 300dpi. Text/Logos should ideally be supplied as vector files.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Advertising Pages (Special Matter)

It is essential that all text and important artwork required to stay within the page edges remains within the text margins. It is also vital that enough bleed is supplied to ensure a clean cut printed edge.

All our templates are set 100% to size. We proof as single pages in the colours required with bleed, glue margins and crop marks. Below is an example of a pocket sized advertising page explaining each element including the glue margins.

## Glue Margin\*

When artwork is required to print to the edge of the page a block of white may be required where the page is glued into the book. This ensures that the pages are secure within the book.

\*this excludes comb bound products.

## Position of Glue Margin

The glue margin is required, where the page meets the spine, on the first and last pages.

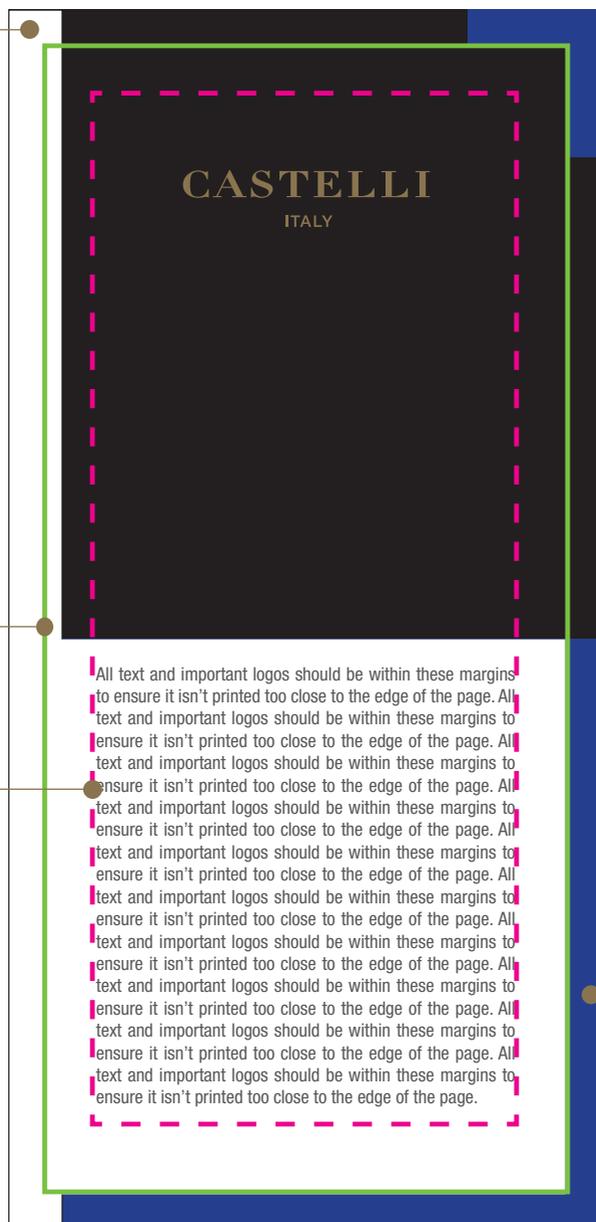
## Actual Page Size

Size of the trimmed pages.

## Text Margins

All text and important artwork should be within these margins to ensure that it isn't printed too close to the edge of the page.

**Ideal minimum type size for advertising pages is 6pt.**



## Key Points

These apply to the template only, for information on artwork see page 12.

- Templates are 100% to size
- Glue margins will be added.
- Text and important logos should stay within the text margins.
- The colours correspond with the colours that will be printed but will print slightly different to how it views on screen.
- Bleed is required for artwork required to print to the edge of the page.
- One sheet of paper printed both sides is classed as a 2 page print.
- For advertising pages required to view as a spread the artwork would need to be set up as a booklet. If only 2 pages were supplied, pages 1 and 4 would appear blank unless otherwise specified.
- More than 2 pages of advertising pages need to be set in multiples of 4 (e.g. 4, 8, 12, 16 etc).
- Any pages not supplied with artwork will be set as blank pages unless otherwise specified.

## 5mm Bleed (minimum 3mm)

When artwork is required to sit at the edge of the page 'bleed' is required to ensure a clean cut print.

## Placement of Advertising Pages in the Product

Please see pages 14-15.

## Templates

Full size marked up advertising page PDF templates can be supplied on request.

# Placement of Advertising Pages

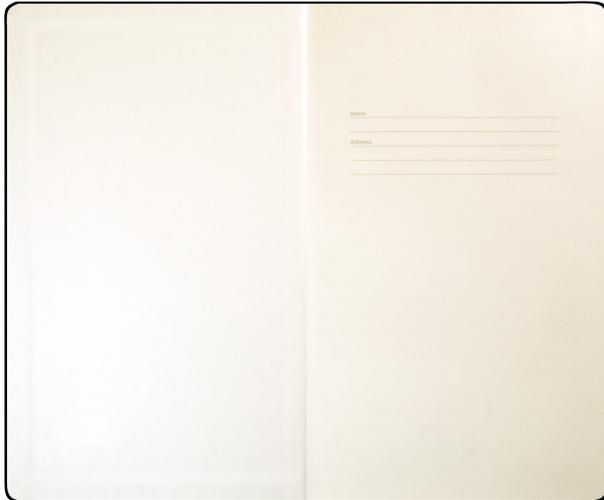
We normally insert advertising pages after the first page following the inside cover. There is an option to have them inserted directly after the inside cover which requires different templates to our standard advertising pages. Contact your sales representative for information.

## Positioning at the Front of the Product

The below example is for an Ivory Collection ruled notebook. It shows the first 4 pages when the product is opened.

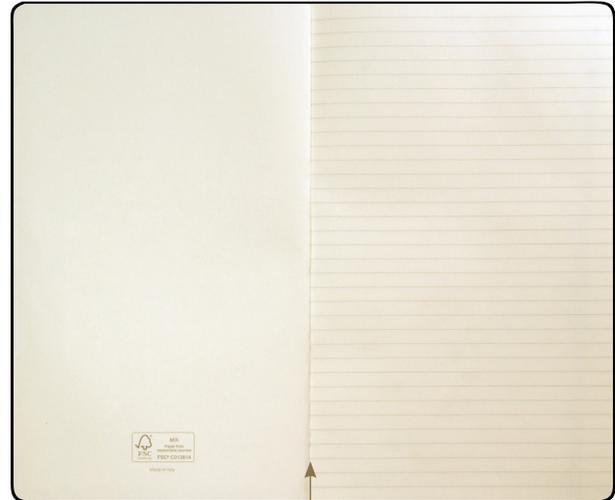
Inside Front Cover

Front of First Page



Back of First Page

Product Pages



Your advertising pages would be inserted here.



## Front of First Page Variations

The information on the front of the first page differs across our products depending on whether you're having a notebook or diary.

Within our Ivory Collection notebook range the first page after the inside front cover has a Name and Address section on the front and the FSC logo on the back, whereas with the diaries in the same collection the first page is blank on both sides.

The same applies to all other diaries within our range, the first page is blank on both sides.

## Templates

Full size marked up advertising page PDF templates can be supplied on request.

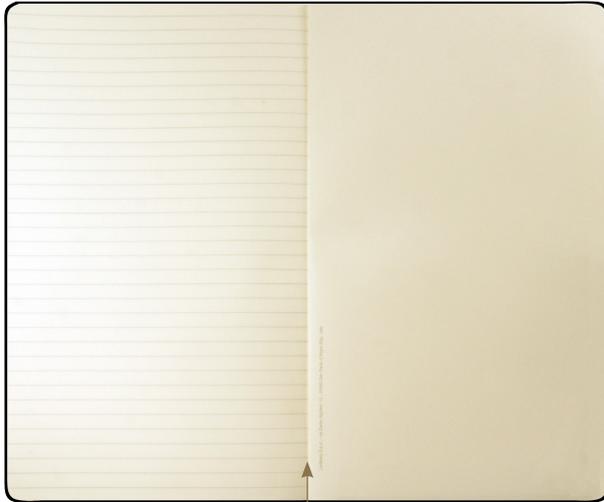
# Placement of Advertising Pages

## Positioning at the Back of the Product

The below example is for an Ivory Collection ruled notebook. It shows the first 4 pages when the product is opened at the back.

Product Pages

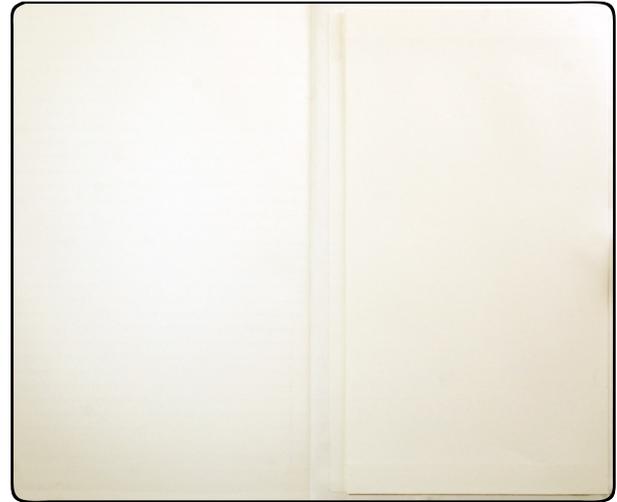
Back of First Page



Your advertising pages would be inserted here.

Front of First Page

Inside Back cover



## Back of First Page Variations

The information on the back of the first page differs across our products depending on whether you're having a notebook or diary.

Within our Ivory Collection notebook range the first page after the inside back cover is blank on the front and has a line of company information text on the back, whereas with the diaries in the same collection the first page is blank on both sides.

The same applies to all other diaries within our range, the first page is blank on both sides.

## Templates

Full size marked up advertising page PDF templates can be supplied on request.

# Supplying Artwork

Vector	Raster
For a detailed explanation of the differences between vector and raster artwork please go to page 3.	
<b>Print Uses</b>	
Best for logos, text, illustrations or icons. If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.	Best for hi-res photos printed at a minimum of 300dpi (created at not increased to).
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.	Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

## Supplying Art for Printed matter

All printed matter is digitally printed as a CMYK process so pantone references may view slightly different when printed, it is not possible to get an exact pantone match. Colour printed on cream paper will also view different on screen to when it is printed.

Supplied artwork is checked for size, colour and print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- All artwork should ideally be set in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.
- Any artwork supplied in RGB or a pantone reference will be converted to CMYK when printed which can cause colour discrepancies.
- Colour will print differently to how it views on screen. This is also subject to the colour of the paper it is being printed on.
- Photos should be supplied as raster files at a minimum of 300dpi. Text/Logos should ideally be supplied as vector files.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Advertising Wraps (Belly Band)

It is essential that all text and important artwork required to stay within the wrap edges remains within the text margins. It is also vital that enough bleed is supplied to ensure a clean cut printed edge. We proof both the Advertising Wrap artwork and show the Advertising Wrap on the cover template as individual PDF files. All our templates are 100% to size.

The Advertising Wrap artwork will be shown as a 2 page PDF in the colours required with bleed and crop marks. Page 1 will show the wrap artwork only and page 2 will show the wrap with the folding guides. We will also supply a positional guide with the advertising wrap in the position requested.

The cover template will be shown, in black and white with the bands and pen loops (if applicable) showing in red, with the Advertising Wrap in the required position. We will also supply a colour visual which will be shown on page 2 within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These are only a close representation of the colour in the best match possible. To get a true representation of the product a sample should be requested.**

The below example is for an Ivory Collection medium sized advertising wrap explaining each element and showing a positional guide.

## 5mm Bleed (minimum 3mm)

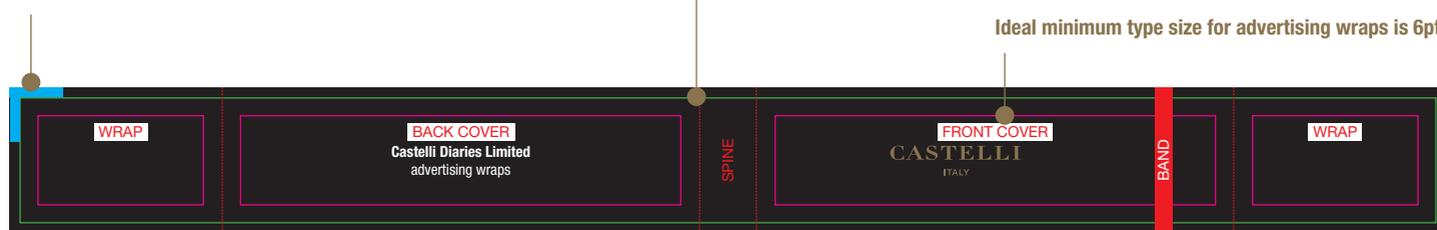
When artwork is required to sit at the edge of the wrap 'bleed' is required to ensure a clean cut print.

**Actual Page Size**  
Size of the trimmed wrap.

## Text Margins

All text and important artwork should be within these margins to ensure that it isn't printed too close to the edge of the wrap.

**Ideal minimum type size for advertising wraps is 6pt.**



## Key Points

These apply to the templates only, for information on artwork see page 16.

- Templates are 100% to size
- Text and important logos should stay within the text margins.
- The colours correspond with the colours that will be printed but will print slightly different to how it views on screen.
- Colour will print differently to how it views on screen.
- Bleed is required for artwork required to print to the edge of the wrap.

## Centre Positioning on Cover Templates with a Pen Loop

Please speak to your sales representative if you require the band to go over the pen loop.

## Back Cover Positional Guide

As a standard we will not proof a positional guide of the back cover with the advertising wrap unless it has artwork required to be blocked.

## Positioning the Advertising Wrap

We will always place the advertising wrap horizontally. If you require it placed vertically please speak to your sales representative.

## Templates

Full size marked up advertising wrap PDF templates can be supplied upon request.

**PLEASE NOTE: We do not offer advertising wraps on all sizes.**

# Supplying Artwork

## Supplying the Personalisation

We require the personalisation to be supplied in a word document with the required fonts and sizes noted clearly. The personalisation should be set as you wish it to appear on your product. This should be sent to your sales representative so that they are able to proof these to you for checking.

### Key Points

- Personalisation should be supplied as a Word document, set as required to appear on the product, with required fonts and sizes noted clearly.
- All fonts required should be supplied in case we do not hold them on file.
- This should be sent to your sales representative so that they can proof this to you to check.

---

## Personalisation Fonts and Sizes

The standard font which we will set to, unless otherwise specified, is Microsoft Sans Serif. If you would like your personalisation in a different font it will need to be supplied and then pre-approved prior to the order being placed. This is due to the requirement to ensure the personalisation machine is able to use the font and produce a legible finish.

The font can be set in any size required, within reason, as long as it fits the product required. Our standard sizes however are 16pt for pocket products and 18pt for desk. If no size is specified we will set as per our standard sizes.

### Key Points

- The standard font is Microsoft Sans Serif, however it can be in any required font subject to pre-approval.
- All fonts required should be supplied in case we do not hold them on file.
- Standard fonts sizes are 16pt for pocket products and 18pt for desk. However it can be set in any required size, within reason.

---

## Personalisation Finish

We offer gold and silver foil for all fonts available. We can also blind emboss, however, this is limited to the font Helvetica.

# Personalisation

It is necessary to keep all personalisation within the blockable area to ensure that the quality does not falter due to the thickness changes where the material is wrapped. This variance can prevent the personalisation from imprinting correctly which could cause the quality of the finish to be lowered.

Within our proofs we will show the position of the personalisation using terms such as 'Names Here'. The personalisation will always be set as black in the font and size required.

We proof all templates, at 100% to size, in black and white with the bands and pen loops (if applicable) showing in red. We will also supply a colour visual which will be shown on page 2 within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These are only a close representation of the colour in the best match possible. To get a true representation of the product a sample should be requested.**



## Key Points

These apply to the template only, for information on artwork see page 18.

- Templates are 100% to size.
- Template colours do not correspond to the colours ordered.
- Artwork should stay within the blocking area.
- We always place artwork to be centered on the cover within our 'Standard Centre' position. If the artwork is required to be positioned within the 'Full Width Centre' please state this when placing the order.



## Position

Personalisation should remain within the standard blockable area but can be positioned anywhere you require as long as an exclusion zone of a minimum of 5mm is given between any other artwork required on the cover.

## Templates

Full size blocking template PDFs can be supplied on request.

# Supplying Artwork

Vector
For a detailed explanation of vector artwork please go to page 3.
Print Uses
Best for logos, text, illustrations or icons. If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.
File Types
.ai .eps .pdf
Colour
Should be supplied at 100% of the required pantone colours. Tints and gradients are not possible.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

## Supplying Art for Screen Print

All screen print is printed in the required pantone references at 100% of the pantone colour.

Colours are unable to touch due to the requirement to print each colour individually and the slight movement of the books. This means that it is not possible to keep a tight register of alignment with each colour and therefore we recommend a minimum 3mm gap between each colour. We also advise not to have separate colours required to align horizontally or vertically as this will not line up when printed.

Supplied artwork is checked for print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- Only vector files are acceptable for artwork. Raster images cannot be used.
- All artwork should be set in the required pantone references, at 100% of the colour. Gradients and tints are not possible.
- Any artwork supplied in CMYK or RGB will be converted to the closest pantone reference match.
- Colour will print differently to how it views on screen. This is also subject to the colour of the material it is being printed on.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Screen Print

It is ideal to keep all artwork within the blockable area but it is possible to print up to 10mm away from the edge of the product. This excludes large cover prints which will likely need to be 20mm away from the edges. This is subject to review of the artwork.

We proof all covers at 100% to size, using roughly matched colour templates, with the bands and pen loops (if applicable) showing in red. The colours of the product templates are only a close representation of the material and should not be used as a colour match. We will also supply a colour visual which will be shown on page 2 within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These are only a close representation of the colour in the best match possible. To get a true representation of the product a sample should be requested.**



## Key Points

These apply to the template only, for information on artwork see page 20.

- Templates are 100% to size.
- Template colours do not 100% match to the colours ordered.
- Artwork should ideally be within the blocking area.
- We always place artwork to be centered on the cover within our 'Standard Centre' position. If the artwork is required to be positioned within the 'Full Width Centre' please state this when placing the order.



## Full Cover Printing

It is possible to print up to 10mm away from the edge of the product but this excludes large cover prints which will likely need to be 20mm away from the edges. This is subject to review of the artwork.

## Artwork Checks

All artwork is checked by the printers prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

## Templates

Full size blocking template PDFs can be supplied on request.

# Supplying Artwork

Vector
For a detailed explanation of vector artwork please go to page 3.
Print Uses
Best for logos, text, illustrations or icons. If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.
File Types
.ai .eps .pdf
Colour
Should be supplied at 100% of the required pantone colours. Tints and gradients are not possible.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

## Supplying Art for Pad Print for Products, Pens and Pencils

All pad print is printed in the required pantone references at 100% of the pantone colour.

Colours are unable to touch due to the requirement to print each colour individually and the slight movement of the books. This means that it is not possible to keep a tight register of alignment with each colour and therefore we recommend a minimum 3mm gap between each colour. We also advise not to have separate colours required to align horizontally or vertically as this will not line up when printed.

The maximum amount of colours is subject to review of the artwork and dependant on the print colours and colour of the product required.

Supplied artwork is checked for print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- Only vector files are acceptable for artwork. Raster images cannot be used.
- All artwork should be set in the required pantone references, at 100% of the colour. Gradients and tints are not possible.
- Any artwork supplied in CMYK or RGB will be converted to the closest pantone reference match.
- Colour will print differently to how it views on screen. This is also subject to the colour of the material it is being printed on.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Pad Print

It is ideal to keep all artwork within the blockable area to ensure there are no complications when printed.

We proof all covers at 100% to size, using roughly matched colour templates, with the bands and pen loops (if applicable) showing in red. The colours of the product templates are only a close representation of the material and should not be used as a colour match. We will also supply a colour visual which will be shown on page 2 within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These are only a close representation of the colour in the best match possible. To get a true representation of the product a sample should be requested.**



## Key Points

These apply to the template only, for information on artwork see page 22.

- Templates are 100% to size.
- Template colours do not 100% match to the colours ordered.
- Artwork should ideally be within the blocking area.
- We always place artwork to be centered on the cover within our 'Standard Centre' position. If the artwork is required to be positioned within the 'Full Width Centre' please state this when placing the order.



## Pad Printing on Pens and Pencils

Please see pages 24-25.

## Artwork Checks

All artwork is checked by the printers prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

## Artwork Size

The printable area is anywhere within the blockable area but the artwork must also remain within a 90mm diameter.

## Templates

Full size blocking template PDFs can be supplied on request.

# Pad Printing on Pens

It is necessary to keep all artwork within the printable area to ensure there are no complications when printed.

We proof all pens, at 100% to size, using roughly matched colour templates. The colours of the pen templates are only a close representation and should not be used as a colour match.



## Key Points

These apply to the template only, for information on artwork see page 22.

- Templates are 100% to size.
- Template colours do not 100% match to the colours ordered.
- Artwork should be within the printable area.

## Artwork and Checks

We recommend that artwork to go on the pen is as simple as possible. Ideally single lines of text that are not too long. Due to the area available for printing, artwork that has too much detail can cause complications.

All artwork is checked by the printers prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

## Artwork Colour

All artwork will be set in the required pantone references at 100% of that colour. Tints and gradients are not possible. See page 22 for more information on supplying artwork for Pad Print.

**PLEASE NOTE: the pen colour can affect the colour required for the print. This will be checked prior to proofing.**

## Templates including Printable Area Sizes and Print Position

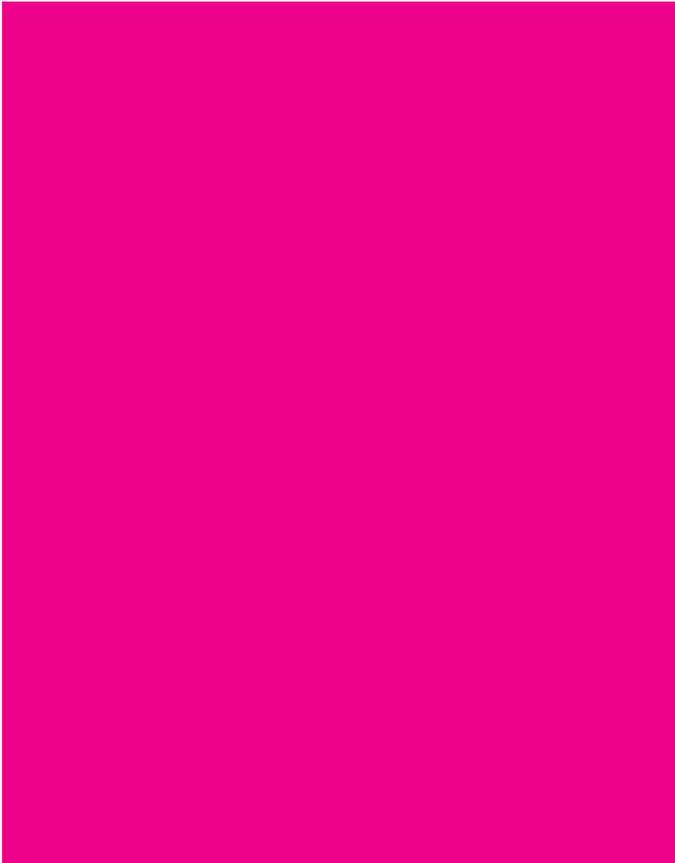
Each pen we offer has its own printable area. We can also print on multiple sides on certain pen styles. Full size pen template PDFs can be supplied on request.

# Pad Printing on Pencils

As a standard we generally print the pencils as a digital print process but we can still pad print on our pencils. It is necessary to keep all artwork within the printable area to ensure there are no complications when printed.

We offer small and large pencils which have a standard black coloured end however, for the large pencils, we also offer grey, green, red, orange, blue and dark blue coloured ends.

We proof all pencils at 100% to size in black and white using roughly matched coloured ends showing all three sides available to print. The colours of the pencil ends are only a close representation and should not be used as a colour match.



## Key Points

These apply to the template only, for information on artwork see page 22.

- Templates are 100% to size.
- Template colours do not 100% match to the colours ordered.
- Artwork should be within the printable area.

## Artwork and Checks

We recommend that artwork to go on the pencil is as simple as possible. Ideally single lines of text that are not too long. Due to the area available for printing, artwork that has too much detail can cause complications.

All artwork is checked by the printers prior to proofing to ensure there are no concerns. It is likely that sections of the artwork may need to be adjusted to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any changes that are made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

## Artwork Colour

All artwork will be set in the required pantone references at 100% of that colour. Tints and gradients are not possible for pad printed pencils (digital print offers more flexibility, see page 11). See page 22 for more information on supplying artwork for Pad Print.

**PLEASE NOTE: some colours do not work well on the pencils. This will be checked prior to proofing.**

## Templates including Printable Area Sizes and Print Position

Depending on whether the artwork is printed in colour or black the printable area adjusts. We can also print on multiple sides of the pencil. Full size pencil template PDFs can be supplied on request.

# Supplying Artwork

Vector	Raster
For a detailed explanation of the differences between vector and raster artwork please go to page 3.	
<b>Print Uses</b>	
Best for logos, text, illustrations or icons. If text is included please either outline the text or supply any specially required fonts. Artwork must be editable.	Best for hi-res photos printed at a minimum of 300dpi (created at not increased to).
<b>File Types</b>	
.ai .eps .pdf	.psd .jpg .tif
<b>Colour</b>	
Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.	Should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.

## Supplying Art for Typesetting

Any text supplied for us to produce the design of either your cover art or insert pages needs to be supplied in an editable format so that we can copy and paste this into our page specification.

### Key Points

- All fonts required should be supplied in case we do not hold them on file.
- If we are required to typeset there may be extra costs involved at a cost per half hour.

## Supplying Art for Gel Domes

All gel domes are printed as a CMYK process so pantone references may view slightly different when printed. It is not possible to get an exact pantone match.

Supplied artwork is checked for print acceptability only, **NOT CONTENT**, and then placed onto our templates and proofed back to you for checking and approving to ensure everything has been supplied correctly. We may be required to adjust the artwork to ensure a high quality print, therefore, we will adjust (if necessary) the artwork prior to proofing.

**Any concerns or changes made will be explained in the proof email. For any artwork that poses a greater risk, a member of the art department will be in contact.**

### Key Points

- Artwork is printed and should be supplied in CMYK. We do not recommend tints lighter than 10% dependant on the core colour.
- Any artwork supplied in RGB or a pantone reference will be converted to CMYK when printed which can cause colour discrepancies.
- Colour will print slightly different to how it views on screen.
- Photos should be supplied as raster files at a minimum of 300dpi. Text/Logos should ideally be supplied as vector files.
- All fonts required should either be supplied or outlined\* in case we do not hold them on file.

\*we will not be able to edit any outlined fonts so if we are required to edit the text please ensure the font is supplied.

# Gel Doming

It is necessary to keep the gel doming artwork within the blockable area as all gel domes require a blind embossed section in which it will be placed. This will not show on your proofs or the final product as it will be set to the exact size and shape of the gel dome artwork.

We proof all covers, at 100% to size, as black and white templates with the bands and pen loops (if applicable) showing in red. This is what is required for production purposes and does not correspond to the product colour that has been ordered.

We proof all gel dome artwork, at 100% to size.



## Key Points

These apply to the template only, for information on artwork see page 26.

- Templates are 100% to size.
- Template colours do not correspond to the colours ordered.
- Artwork should stay within the blocking area.
- We always place artwork to be centered on the cover within our 'Standard Centre' position. If the artwork is required to be positioned within the 'Full Width Centre' please state this when placing the order.



## Shape, size & colour

Gel domes cannot be complicated shapes. All edges of a gel dome should be rounded and not have sharp corners which is due to the resin run off. The smallest a Gel Dome can be set is 10mm subject to review of the artwork and all gel domes are printed as a CMYK process.

## Templates

Full size cover PDF templates can be supplied on request.

## Colour Visuals

We are able to supply colour visuals along with the black and white cover proof upon request. Colour visuals will be shown on a second page within the PDF.

**PLEASE NOTE: Colour visuals are a computer mocked up visual of the product. These will not be a true representation of the colour but are the closest match possible. To get a true representation of the product a sample should be requested.**

# Online System

## How we send proofs

We send all our proofs via email. We will attach your PDF proofs in the email but there will also be a link that will take you to our online system where you will be able to approve or amend your proofs as required. You do not have to use the online system if you would prefer not to or have any issues with the link as all proofs attached will be the same as supplied on the link.

The main page should view similar to the below and each element of your order will be listed in individual sections to click on and approve/amend as required. Each element is attached as an individual PDF beneath the corresponding line.

**ORDER DETAIL - Please complete each item as required**

Please choose one of the options below

For help to complete this form please click [here](#)

Enter your name in the box below.

---

**Digital Artwork Proofed to Customer Q24/25 DPS2#710275B - Complete**  
**Awaiting SM Artwork SM02P4CA5#710275C - Complete**

---

**Awaiting SM Artwork PMM#710275F - In Progress**

---

**SM Proofed to Customer SM02P4CA5#710275C - In Progress**  
[View your artwork](#)

Please click confirm to approve this item.

---

**To fail the proof please select an option from the drop down menu below.**

Enter your reason in the box below.

Click decline to fail this item.

---

**Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress**  
[View your artwork](#)

Please click confirm to approve this item.

---

**To fail the proof please select an option from the drop down menu below.**

Enter your reason in the box below.

Click decline to fail this item.

# Online System

The below steps will help you use our online system correctly.

---

## Input your name in the box

At the top of the page there is a box. You must input a name in the box otherwise you will not be able to continue.

---

## Viewing your artwork

There will be a separate section for each element of your order. Beneath each line there is a 'View your artwork' link. Clicking on this will open another page showing the PDF proof for that particular element only. Each 'View your artwork' link will need to be clicked on individually in order to see every part of your order.

---

## Approving

Any approvals need to be supplied in writing or via our online system.

---

## Approving via Email

If you will be sending via email it is best to reply to the email sent to you. This ensures our reference number is stated so that we know exactly which order it refers to.

If a new email is created please ensure you state the Castelli reference number which will show in all our emails within the subject text next to 'Art Proof: xxx'

---

## Approving via the Online System

Beneath the 'View your artwork' link is a 'Confirm' button. If you are happy with the proof, which corresponds to the artwork on the link above the button, you can click on this to approve it. This will take you to another page with important text which should be read before confirming the order (shown below).

If you are 100% happy with the proof and there are no amendments to be made you can then click confirm again to move that individual element into production.

**THIS WILL NOT CONFIRM THE WHOLE ORDER:** Each element of your order will need to be confirmed individually for the whole order to be put into production. This does mean that you can send certain elements of your order into production whilst awaiting approvals or making amendments to other elements.

### ORDER ACTION CONFIRM- Please confirm your order action below

This confirmation will automatically move your order onto the next stage of production. This may include an area of cost - e.g product manufacture and die or print production. These are automated processes - and as such, are sent directly to a 3rd party for creation on confirmation from you. Please be aware that once this happens any adjustment requested after you have confirmed, will not be possible without incurring extra costs. Therefore please only confirm if everything is 100% correct.

Kind Regards

Castelli

## Making Amendments

Please go to page 30.

# Online System

## Making Amendments

Any amendments or approvals need to be supplied in writing. This can be done using our online system or, if you will be sending via email, by replying to the email sent to you. This ensures that our reference number is stated so that we know exactly which order it refers to.

If a new email is created please ensure that you state the Castelli reference number which will show in all our emails within the subject text next to 'Art Proof: xxx'

Below the 'Confirm' button is another section with a drop down menu, empty box and 'Decline' button.

**It is vital that you select an option from the drop down menu** (otherwise the order gets put on hold and we will not be aware that an amend has been made which may delay your order). You should also ensure to put your reasons for failing the artwork within the empty box as leaving it blank requires us to contact you to ask for the amendments which may also delay your order.

The failure options vary slightly for each artwork option for your product but the general options are as below.

---

### New Artwork will be supplied to Castelli

This option should be used when you will be sending new artwork to us (artwork cannot be attached via the system so a separate email will need to be created). Preferably you should always send the new artwork to the person who sent you the proof to avoid confusion ensuring to state our Castelli reference number so that we know exactly which order it refers to.

If you will be sending it elsewhere, or at a later date, if you state where and, if known, when the artwork will be sent that will help us get an amended proof to you as quickly as possible.

Once you have selected your option from the drop down menu and stated the amend in the box, click the 'Decline' button (*you will not be able to view the artwork again until a new proof has been supplied*).

Once we receive the new artwork we will make the amend available on our system ready for a new proof.

**PLEASE NOTE: Amends made to the cover artwork may incur additional charges if the artwork previously proofed has been used in previous years. Please speak to whomever sent you the proof who will be able to advise further.**

---

### Existing Artwork Requires an Amendment

This option should be used for everything except when you will be supplying new artwork to Castelli. This option will also be used in order to adjust the position of the artwork on the cover. See page 31.

Once you have selected your option from the drop down menu and stated the amend in the box, click the 'Decline' button (*you will not be able to view the artwork again until a new proof has been supplied*).

This will make the amend available on our system ready for a new proof.

**Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress**  
[View your artwork](#)

Please click confirm to approve this item.

---

**To fail the proof please select an option from the drop down menu below.**

✓ Existing Artwork Requires an Amendment  
New Artwork will be supplied to Castelli

Enter your reason in the box below.

Click decline to fail this item.

# Online System

## Existing Artwork Requires an Amendment - Position Change

Select the 'Existing Artwork Requires an Amendment-' option from the first drop down menu then within the secondary drop down menu you can select the new position required.

The screenshot shows a web interface with a dropdown menu open. The menu lists various cover positions, with 'Special Position' selected and highlighted in blue. The background shows a form with a title 'Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress' and a 'Decline' button.

Top Left Back Cover  
Top Centre Back Cover  
Top Right Back Cover  
Centre Left Back Cover  
Centre Back Cover  
Centre Right Back Cover  
Bottom Left Back Cover  
Bottom Centre Back Cover  
Bottom Right Back Cover  
Top Left Front Cover  
Top Centre Front Cover  
Top Right Front Cover  
Centre Left Front Cover  
Centre Front Cover  
Centre Right Front Cover  
Bottom Left Front Cover  
Bottom Centre Front Cover  
Bottom Right Front Cover  
✓ Special Position

Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress

Enter your reason in the box below.

Click decline to fail this item.

Decline

Once you have selected your options from the drop down menus and stated the amend in the box, click the 'Decline' button (*you will not be able to view the artwork again until a new proof has been supplied*).

This will make the amend available on our system ready for a new proof.

The screenshot shows a web interface with a title 'Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress' and a 'View your artwork' link. Below the title, there is a 'Confirm' button and a section titled 'To fail the proof please select an option from the drop down menu below.' This section contains two dropdown menus: 'Existing Artwork Requires an Amendment' and 'Special Position'. Below the dropdowns, there is a text box containing the text 'Change to Special Position' and a 'Decline' button.

Positional Guide Proofed to Customer CSN DIE1SAUTO#710275A - In Progress

[View your artwork](#)

Please click confirm to approve this item.

Confirm

To fail the proof please select an option from the drop down menu below.

Existing Artwork Requires an Amendment

Special Position

Enter your reason in the box below.

Change to Special Position

Click decline to fail this item.

Decline

for further information please contact:

**Castelli Art Department**  
**01892 612 220**

**Castelli Digital Print Department**  
**[rhandy@castelli.co.uk](mailto:rhandy@castelli.co.uk)**

**CASTELLI**  
ITALY

Updated 12/01/2018