ABOVE&
BEYOND

Providing your design

Illustrator

All templates were made for Adobe Illustrator. Use this software as much as possible for your design (NO Photoshop or Indesign). You should also keep in mind the following guidelines:

• Save as a CMYK-document (File, document colour mode, CMYK)
• All fonts should be converted to contours (Mac: CMD, Shift, O - Windows: CTRL, Shift, O)
• All linked images / logos should be sent separately, or embedded in the template
• All graphic elements should be placed in the 'ARTWORK" layer
• We need a high resolution PDF document

PDF

You should keep in mind the folling guidelines when saving your design as a PDF:

• There is no need for bleed in the templates when you do your design using Illustrator. The bleed has been provided in the design template.

• Save your PDF in a high resolution. This way, images will not be downsampled.

• Make sure your design is being saved as a CMYK file.

Before we send your design to our production unit, we first check them for errors. Then, everything is being converted into Illustrator templates. With Photoshop or Indesign files, some problems may occur.

Photoshop

• Photoshop is NOT vector software. Enlarging to full scale can cause pixelling if you haven't used the correct resolution. Images require a resolution of 300 dpi (full scale), while texts or logos should ALWAYS be vectorized.

• There are multiple layers in the design templates. All logos, texts and images should be placed in the "YOUR DESIGN" layer. Photoshop makes these layers disappear.

Indesign

• The design templates are saved with Illustrator as a PDF. You cannot open these files with Indesign.

• If you design every piece in Indesign, you should send us all logos and images separately. There is no way to embed images with Indesign.

• When exporting your designs as PDF files with Indesign, there is a high risk of images being divided into several pieces when you open your files with Illustrator.

Extra design guidelines:

- You should always deliver images in a resolution of 300 dpi at full scale. Be careful: the templates were made on a scale of 1/10. This means your image should have a resolution of at least 3000 dpi when used in the template. Google images will NOT meet these specifications. Moreover, all Google images are copyrighted. Violating copyright bears heavy sanctions! When you want to use Google images nonetheless, Above & Beyond cannot be held responsible for complaints for violating copyrights.

- Make sure you always fully complete the templates. What you see is what you get! You will get all the required information to complete the design template when you open it with Illustrator.

- If the client provides the design, we only check for technical correctness (vector, resolution, colour). Designs made by Above & Beyond should always be double checked by the client for typographical or typesetting errors. After final confirmation, Above & Beyond can no longer be held responsible for this kind of errors.

- Always respect a maximum ink coverage of 275 %. The total of all separate colour channels (Cyan, Magenta, Yellow, Black) cannot be any higher than this!

- Above & Beyond has its own graphic department. We can do the design for you, according to your wishes. The only things we need from you are logos and images (vector for logos, 300 dpi full scale images). Everything will be checked and designed in detail. Should you decide to work with a design company of your choice, all guidelines mentioned above should be considered carefully. In this case, you are responsible for the quality of the files provided.

- Specific brand colours always require a Pantone colour number. This way, we can avoid colour differences. Without a Pantone colour number, our production unit will use the CMYK colour values, but without guaranteeing a perfect colour match.