Cassette Artwork Guidelines

Use the Official Templates

Begin with the custom templates for shell printing and inserts like J-Cards, U-Cards, or O-Cards.
Be sure to place the template on a separate layer or hide the template outlines before submitting artwork.

Accepted Formats

- Deliver artwork in one of the following: AI, EPS, PDF, PSD, JPEG, or TIFF.
- For smoother handling, Illustrator users should convert fonts to outlines;
- If using InDesign, place an Illustrator PDF as a locked base layer, then build your design above it.

Printing Specifications

All inserts are printed using high-end laser printers.

- J-Cards & U-Cards: Ensure CMYK, double-sided output.
- O-Cards/Outer Sleeves: CMYK, printed on the outer face only.
- Use a minimum of 300 ppi; keep editable elements like text in vector format for crisp results.
- Respect safety margins and include full-bleed designs to account for trim.

Cassette Shell Imprints

- Imprint designs should be vector-based, single spot colour, with a minimum 1200 ppi resolution.
- Convert text to outlines or shapes. Use at least 6 pt font and line thickness of 0.5 pt (0.2 mm) to guarantee legibility.
- Avoid solid ink coverage over 40%; for full-coverage designs, opt for printed paper labels instead.

Laser-Printed Paper Labels

For multicolored, highly detailed, or heavily inked art, printed labels are preferred.
Just extend designs to the bleed edge to ensure seamless trim.