

DESIGN INSTRUCTIONS - PLEASE READ

- 1) Your design template must be created/saved in **Adobe Illustrator** and kept in **CMYK** colour mode
- 2) Images must be no less than **300 DPI** (Converting an image size to 300 DPI via Adobe Photoshop or any other software will cause bad results while printing)
- 3) Logos should be in vector form (EPS, AI, SVG file extension)
- 4) Convert all text/patterns to curves/outlines so we cannot edit the copy in the way
Converting text (select the text press CTRL+SHIFT+O)
Converting pattern (select the layer with the pattern, choose Object > Expand > Fill)
- 5) No element should be in RGB, **everything must be CMYK ready**
- 6) Each template part should have **5mm bleed - Turn on the Bleed layer for maximum size of bleed**
- 7) Do not remove **BLEED** layer
- 8) Do not remove or change the position of the **DIELINES** layer
- 9) Do not apply effects on the vector files/images and other elements of the artwork such as Multiply/Overprint Fill/Overlay and other opacity effects, which may cause bad printing
- 10) **IMPORTANT:** To check your design in Overprint Preview mode, click on top of the menu bar **View > Overprint Preview**
- 11) If you wish to include Spot UV or Foiling to your design please create a new layer on top of your design and copy the elements you wish to have with this effect. Name it "Spot UV" or "Foiling" accordingly. If you are going with Spot UV please make all elements that need the varnish 100% magenta, if you're going with Foiling make all elements 100% yellow.
PLEASE NOTE SPOT UV VARNISH AND FOILING CAN ONLY BE APPLIED ON VECTORS, NOT IMAGES.

SUBMITTING YOUR DESIGN TO US

- 1) Remove/hide **Design instructions** layer, after placing the elements of your design
- 2) Save file as **Adobe Illustrator CS6 - MAX FILE SIZE IS 300 MB**
- 3) Include **PDF** and **AI** file of your design template
- 4) Include linked images in a separate folder
- 5) Include a text or Word document with **Pantone/Spot colours** used in your design - **Only PANTONE Solid Coated colours can be applied to your design template**
- 6) If you don't know how to provide the correct Pantone colour please refer to our COLOUR INSTRUCTIONS document

PLEASE ADHERE TO THE ABOVE INSTRUCTIONS

WE DO NOT ACCEPT RESPONSIBILITY FOR INCORRECT PRINTS

IF DESIGNS ARE NOT SUBMITTED WITHOUT FOLLOWING INSTRUCTIONS, EVEN IF CONFIRMED GOOD TO PRINT

SEE TERMS HERE: <https://goo.gl/KqQAjO>

PRINT FAQ

- Q 1)** What's the maximum file size I can send you?
A) 300 MB, all designs must be maximum 300MB
- Q 2)** Which resolution should I supply images if I add any?
A) 300 DPI
- Q 3)** How many millimetres bleed should I leave?
A) 3-5mm at least, the more the better
- Q 4)** What is printed with a single sided print?
97% clients opt for the single sided print as this covers the majority of the outside of the box the unit comes in and, the outside of the unit itself. See file: "What's printed with single sided printing" for what a single sided print looks like.
- Q 5)** I want a double sided print?
A) If you would like to include your artwork on the inner side of the cardboard, please contact us on team@maxboxvr.com
PLEASE NOTE: If you're providing us a double sided print design, the cost will be higher than single sided print
- Q 6)** How long does it take to check the design?
A) When you submit it can take up to 2 working days depending on the complexity
- Q 7)** What is the QR code on the template for?
A) The QR code that is on the design file when you download (also placed separately in the design documents as an SVG file) is a Google QR profile, it is used by Google cardboard manufacturers. What it does is help to calibrate VR apps to the particular headset. Some apps optionally will ask if you want to scan your Google QR profile. Not all apps have this optional QR scan function and it's not mandatory. To test it, if you download the 'cardboard' app from Google in the appstore, you will be asked for the option to scan the QR code as well. It helps optimise the users phone to the lens but it's not necessary. When scanned on it's own it also takes you to the cardboard app on the appstore. If you wanted your own QR code to navigate you to a certain URL of a website you could use this site: <http://www.qrstuff.com/> Enter your desired URL and create a QR code out of it and place it on the viewer. You would be responsible for this type of QR code as we have no authority over external additions / websites so please test this carefully. Using your viewer without a QR profile code is as simple as putting your phone inside and looking at the content. They aren't a prerequisite to cardboard VR headsets by any means it's just an addition

ALL DOCUMENTS AND TEMPLATES ARE PROPRIETARY TO MAXBOX VR AND SHOULD NOT BE SHARED OR USED WITHOUT MAXBOX VR'S PERMISSION