

PRINT-READY ARTWORK FOR TAPTECH TAGS

Artwork guidelines

How to prepare artwork that prints well on every tag format, and how proofing works. If anything here is unclear, send what you have to support@departmnt.xyz and we will advise.

1. Start from the die-line

Every format has a die-line at true scale, as a PDF and a layered SVG. It shows the trim, the bleed, the safe area and the antenna keep-out. Place your artwork on the Artwork layer and leave the trim where it is.

For a custom size or shape, draw the cut line on its own layer, or ask us for a template.

2. File formats

Vector artwork prints best: PDF, AI or EPS.

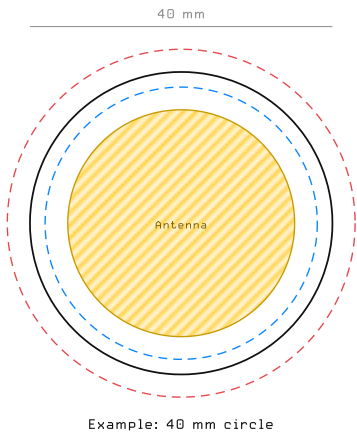
A PDF that contains a photo prints at the quality of that photo.

Images (JPG, PNG) at least 200 dpi at print size. Below that they start to blur.

A 300 dpi file holding a 72 dpi image prints like a 72 dpi image.

Outline fonts. If you cannot, use standard or Adobe fonts and tell us which.

3. Bleed and safe area



TRIM	Where the tag is cut
BLEED	Run colour 3 mm past the trim, so no white edge shows after cutting. 2 mm is the production minimum
SAFE AREA	Keep text, logos and codes at least 2 mm inside the trim
KEEP-OUT	The antenna and chip sit behind the print. See section 4

4. Antenna and chip keep-out

Avoid metallic inks, foils and conductive coatings over the antenna: metal under the print weakens the read. **DRAFT**

On cards, the chip can leave a slight dip, about 5 x 5 mm, near one corner. Keep fine detail away from it.

On-metal stickers: the barrier side goes on the metal, the printed side faces the phone.

On a custom object, the inlay position is agreed per project and shown on your proof.

Show people where to tap. A tap cue near the antenna helps a first-time user. **DRAFT**

5. Colour

We print in CMYK. Most screen graphics are RGB, and the conversion, with the plastics and other materials we print on, can shift colour. Supply artwork in CMYK with a Pantone reference for any brand colour. We match as closely as each material allows.

6. Woven, coloured and repeating formats

Woven garment tags are woven in one or two colours, with no bleed.

Wristband straps print as a repeating pattern: it can be shorter than the template, not longer.

Mini-CDs print full face on the disc and every panel of the insert.

7. Unique QR codes and IDs

A static QR code is treated like any other graphic. Any design works.

For a code or number unique to each tag, put one sample on your artwork to show its position and size.

Send the data as a spreadsheet. We replace the sample with a generated code per tag, matched to its encoding if you need it.

Unique QR codes need standard black square modules. A centre logo or coloured corner markers are sometimes possible: ask first.

8. Before you send

Built on the die-line for the right format and size.

Colour runs to the bleed line. Nothing important outside the safe area.

CMYK, Pantone references noted, fonts outlined, images 200 dpi or more.

Sample QR or ID in place, with the data file ready.

Guide layers hidden. Exported as a print-ready PDF.

9. Proofing

Nothing goes to production without an approved proof. The approved proof is a flat composite at true scale, not a render. Once approved, that file is what is printed.

- 01

Send your artwork with your order, or before it if you want a proof first.
- 02

We check it against the die-line and send a proof with two views: Crop, the artwork with bleed and cut line at true scale, and Visual, how the finished tag will look.
- 03

Check the proof at 100 per cent, with the die-line and keep-outs visible. What you see is the size and position that will be printed.
- 04

Approve the proof, or send changes. We reissue it with a new version number.
- 05

Production starts from the approved proof. The stock lead time runs from approval.

Proofs usually come back within one working day. DRAFT

What a proof shows

FORMAT AND SIZE
For example: sticker sheet, 50 mm circle
FINISH
For example: crystal matt laminate
CHIP
Standard (NXP NTAG213) or Advance (NXP NTAG424 DNA)
ENCODING
Where each tag points
QUANTITY
Units in this run
VERSION AND DATE
Every revision is numbered

Stock lead times

FORMAT	LEAD TIME
Sticker sheet, garment tag	1 week
Mini-CD	2 weeks
On-metal sticker, PVC card, wristband, resin tag	4 weeks
Metal card	4 to 6 weeks
Key tag, custom	To be confirmed

Spec sheets, die-lines and chip data sheets for every format: docs.departmnt.xyz/explore/downloads