



Artwork Guidelines

- Artworks should be created on white or coloured paper/card and must be A4 in size (210mm x 297mm). Designs can be portrait or landscape
- Black backgrounds do not reproduce particularly well when printed
- We recommend using good quality paper, no less than 160 gsm (this will be displayed on the box/bag that the paper is supplied in). A thicker paper will ensure that the unique artwork label does not show through the artwork
- Card is better than paper if you are using a wet technique, i.e. painting or gluing. This is because card is unlikely to crinkle in the way that paper does when wet
- To ensure the entirety of the artwork is printed please leave approximately a 2-3mm edge around the paper. This will also help children, who tend to write words on the edge of the paper, find that their sentence has not been cut off
- Bold colours and collage (maximum depth 5mm) work really well
- We do not accept artwork that includes glitter, as the glitter contaminates other artwork and damages the machinery used in the printing process
- Reflective materials or pearlised paint does not reproduce well. This is due to the scanning process when a bright light travels across the artwork. Reflective materials will bounce the light back and distort the colour of the materials
- If you would like to use pastel colours, they will need to be sprayed with a fixative spray (or hairspray) before being sent to APFS
- We ask that you do not place artworks in plastic wallets. Please just place them in the envelope provided
- Please note that due to copyright APFS cannot reproduce pictures from books, without permission from the owner of the image(s). Collage artwork from pictures cut from magazines are allowed in most circumstances. If in doubt, please ask our customer service team before sending the artwork.

Any questions?

Get in touch with our customer service team and we can walk you through our artwork guidelines and the Christmas Card Project