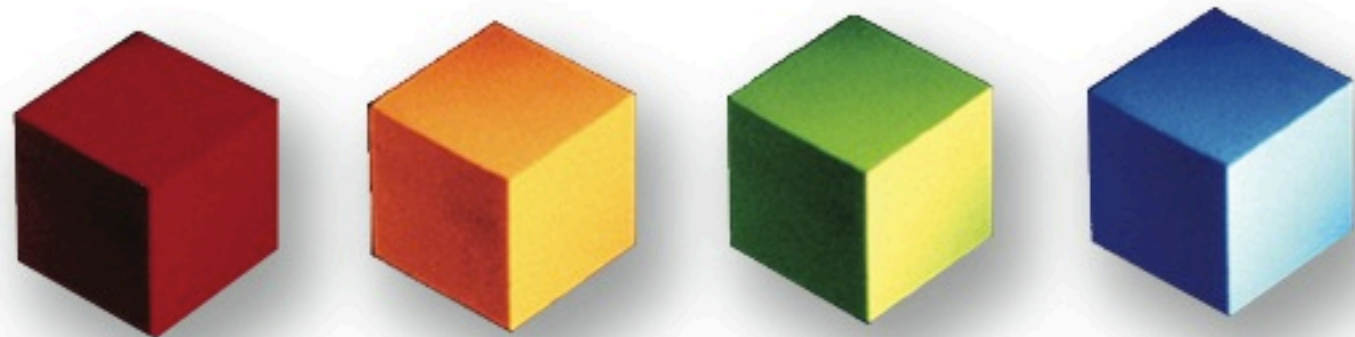
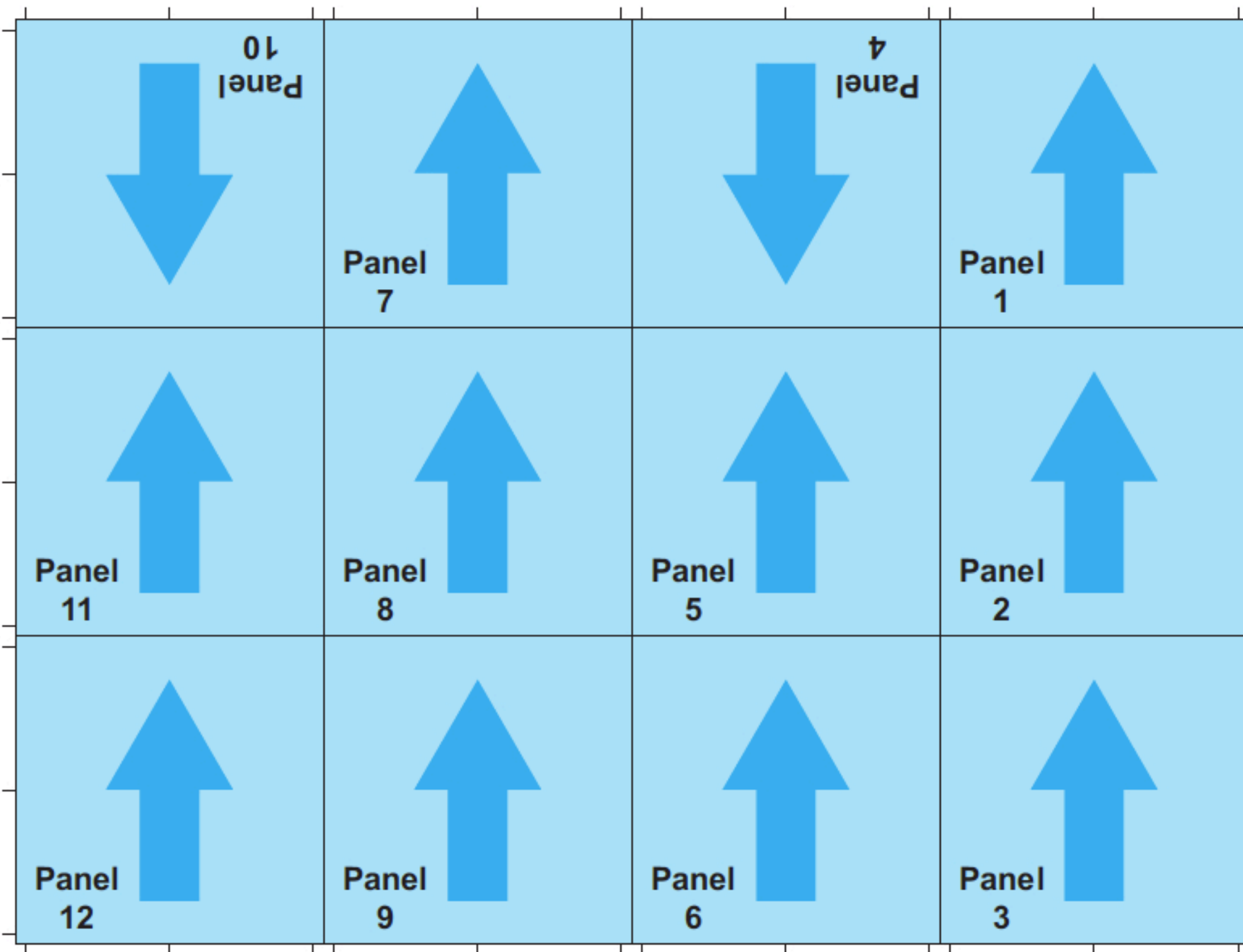


Art Guidelines



MagiCubes.com[®]

View Online Video Tutorial - <http://blog.magicubes.com/advanced-design-and-layout-mc107-diy/>

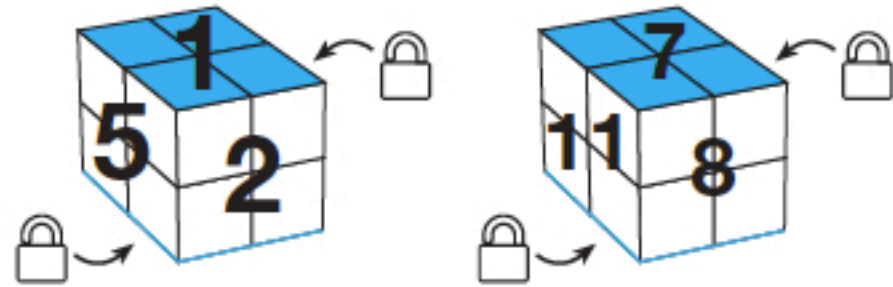


- Display all the panels right side up, except for panel 4 and 10 which should always be upside-down.
- This simple guideline is essential to designing a user-friendly Cube for your end-user, easy to open and that will flow in his hands.

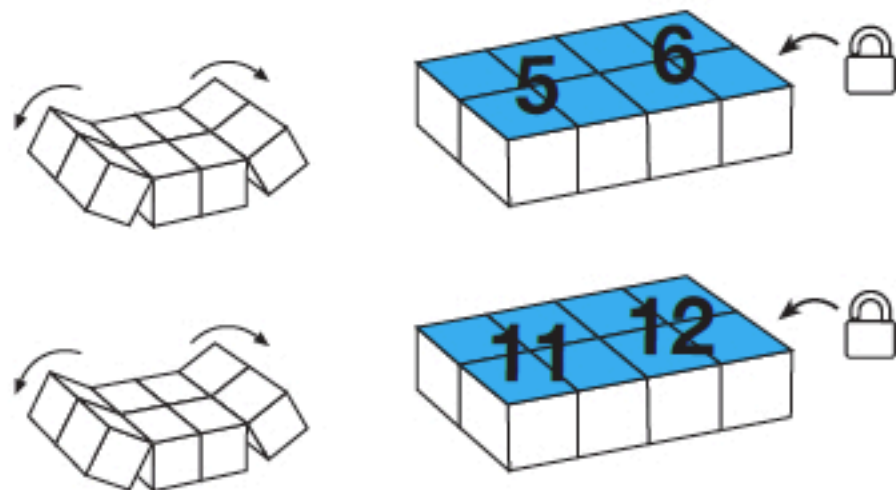
Panels highlighted by the magnets

More than adding fluidity to the movement, the action of the magnet will also lock the cube in specific positions, and place a highlight on the exposed panels.

- With the 012 layout, after folding the blocks 3 times, the puzzle will transform into a cube again, but with 6 new panels.
- When in the cube position, 4 magnets insure that the cube is totally secured. And so panels 1 to 6, or 7 to 12 are highlighted.



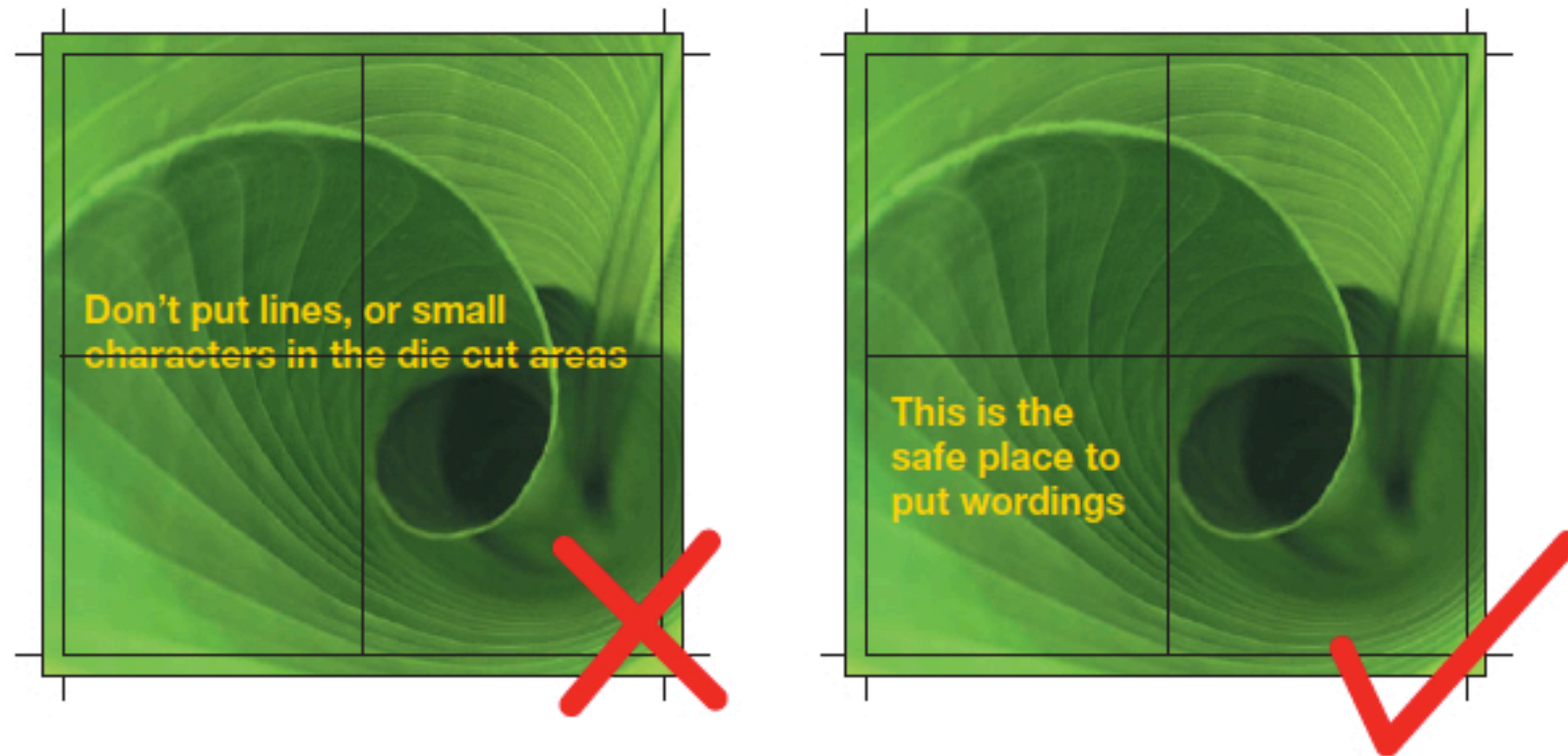
- The magnets will also highlight panels 5+6 and 11+12



An Example

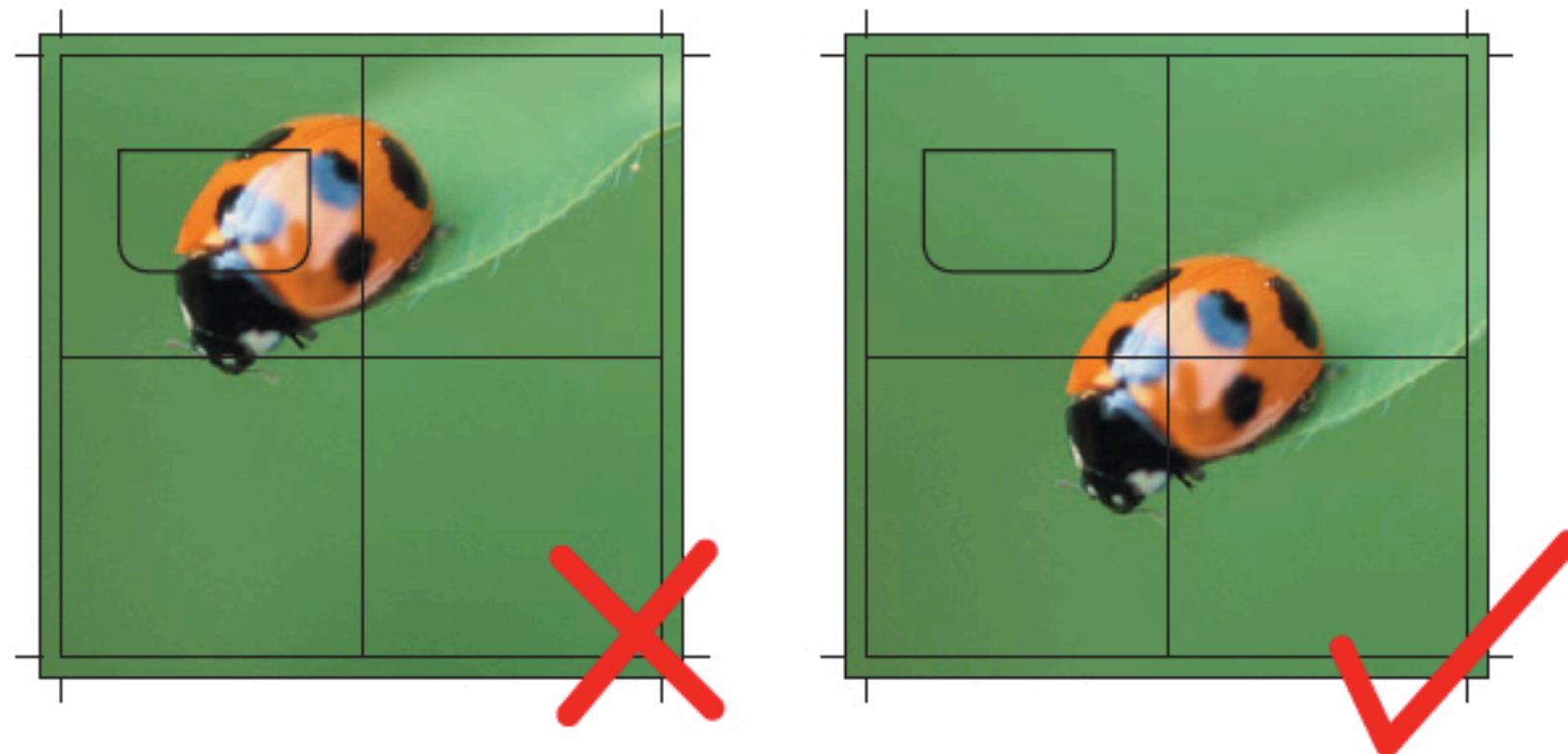


Avoid putting lines of text or small characters directly in the die-cut area



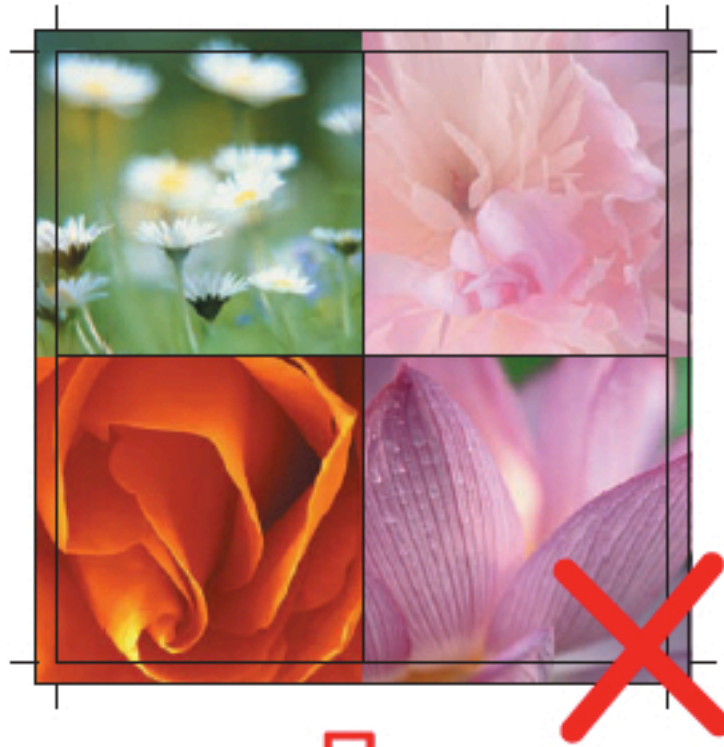
- It might be harder to read and will look untidy, as the text has been cut, and will not align so well.

Avoid putting key-image elements inside of the clock die-cut area

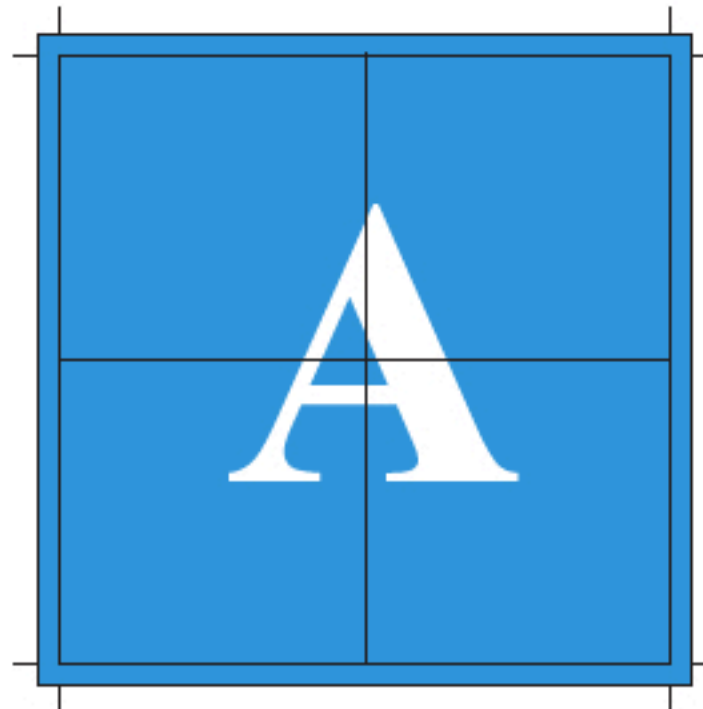
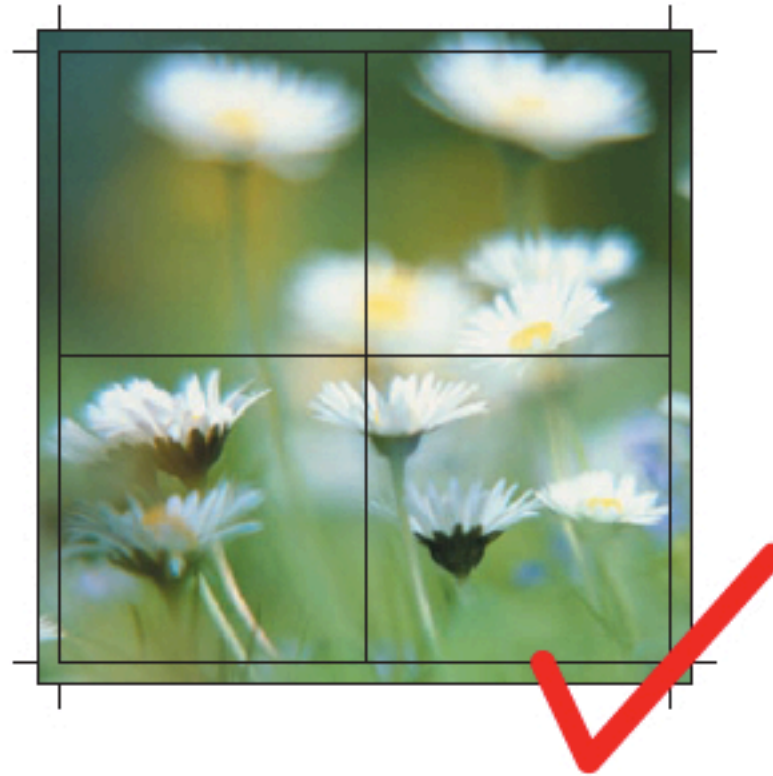


- For the clock and the pen-holder positions, the die-cut guides are there, to help you position your artwork, for your reference only. Therefore, avoid putting important visual elements or information in these positions.
- Additionally, please do not fill the pen holder and Clock in white, but in a natural background color.

Unavoidable problem: putting separate photos on panels



Placing different visuals alongside the die-cut may result in "bleeding"



For best result, use 1 visual per panel only

- We recommend that you use one uniform visual for each panel.
- If you use different colors, or images on each square of a panel, there is a possibility that those sections will not be divided accurately enough when die-cutting. This is due to the variance in die-cutting.

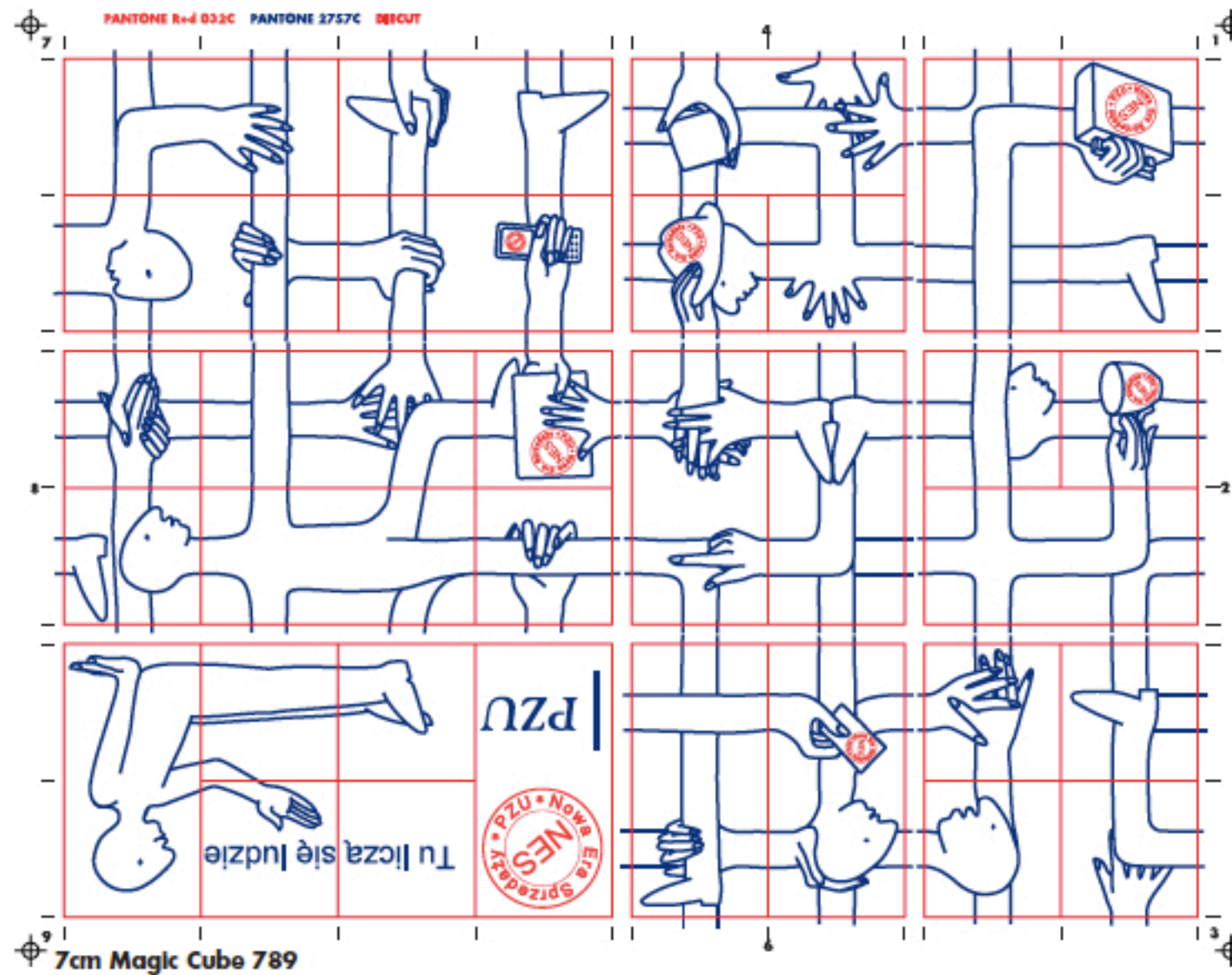
As a result, a thin line from a block's visual might appear on the edge of the block next to it.

Tip:

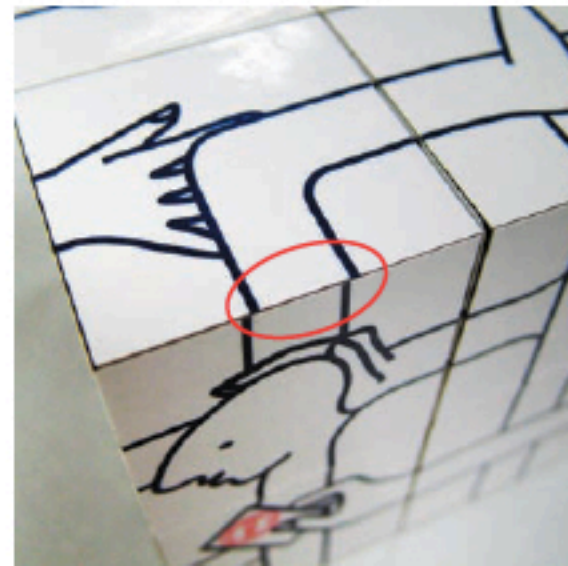
For better result, use 1 image per panel only.

If you still decide to use more images, try using similar colors to downplay any potential variance.

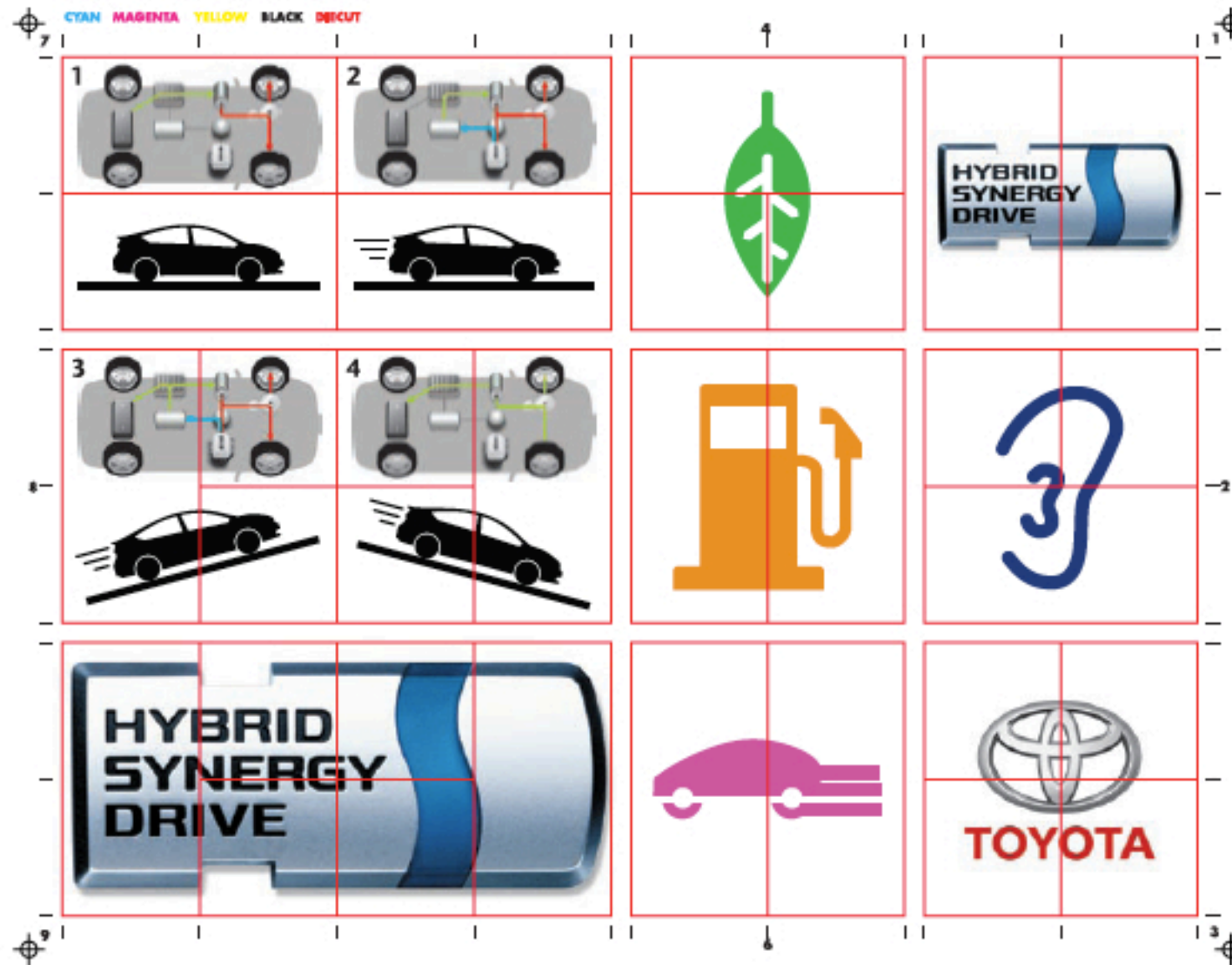
Avoid Connecting each panel



- Some panels will connect well, but some might not. Indeed, the thickness of the stickers might create discrepancies between faces of the cube.



On white or light-color artworks, ask us to use white blocks or Yupo Label



Tip:

If the background of your artwork is white or has light colors, we recommend that you ask us for white blocks instead of the standard black ones, or for YUPO labels.

- The white blocks will render the colors of your design in a much brighter way, and will give perfect uniform whites to your artwork. Because the Cube is a media, because we are giving emotion through images, the white blocks make the difference between average and perfection.
- Although not as perfect as white blocks, the YUPO labels will also give sharper colors and better whites, thanks to the dense plastic they are made of. Additional benefits from the YUPO are their extreme resistance, smoothness and adhesion.

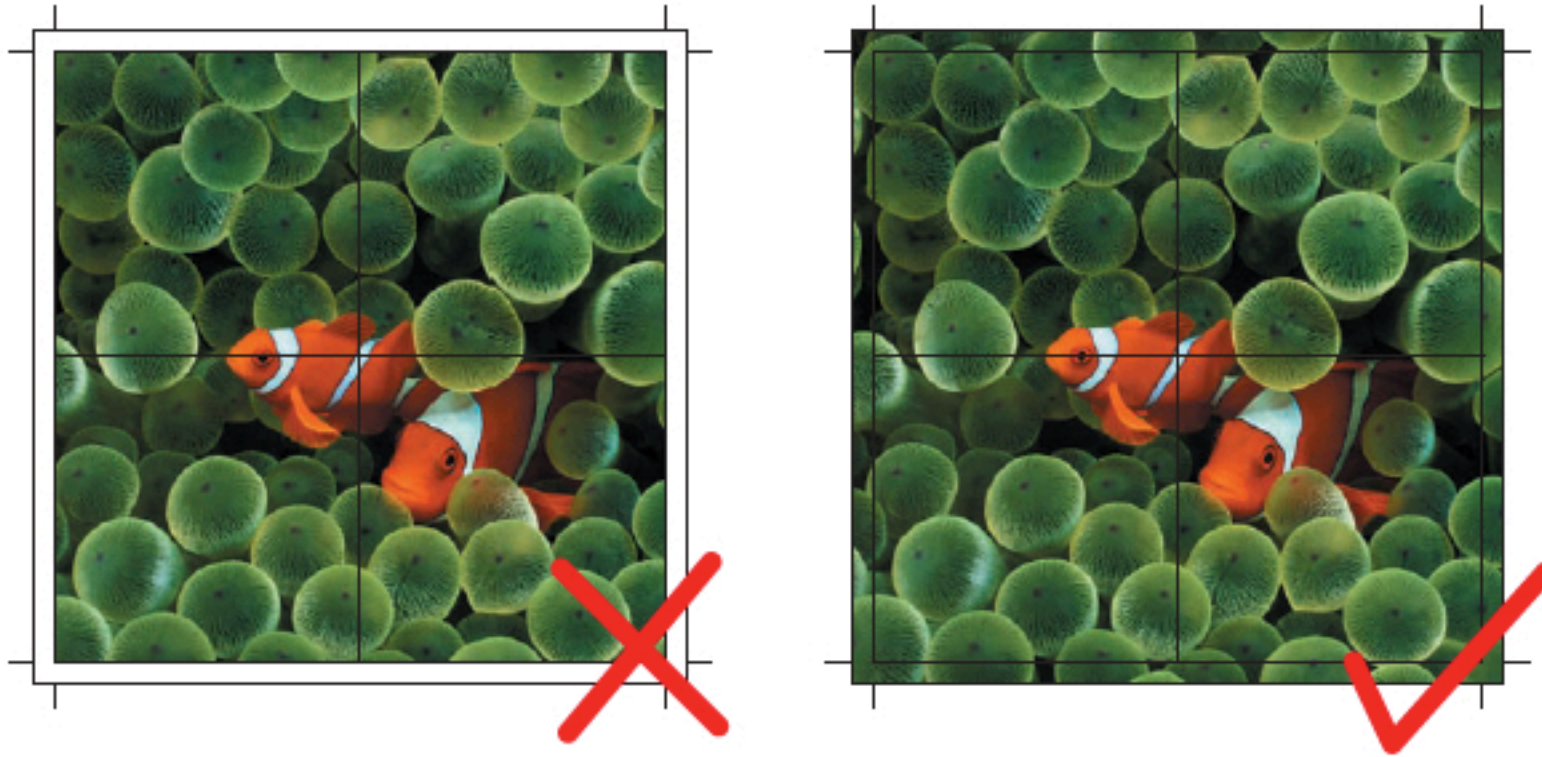


white blocks

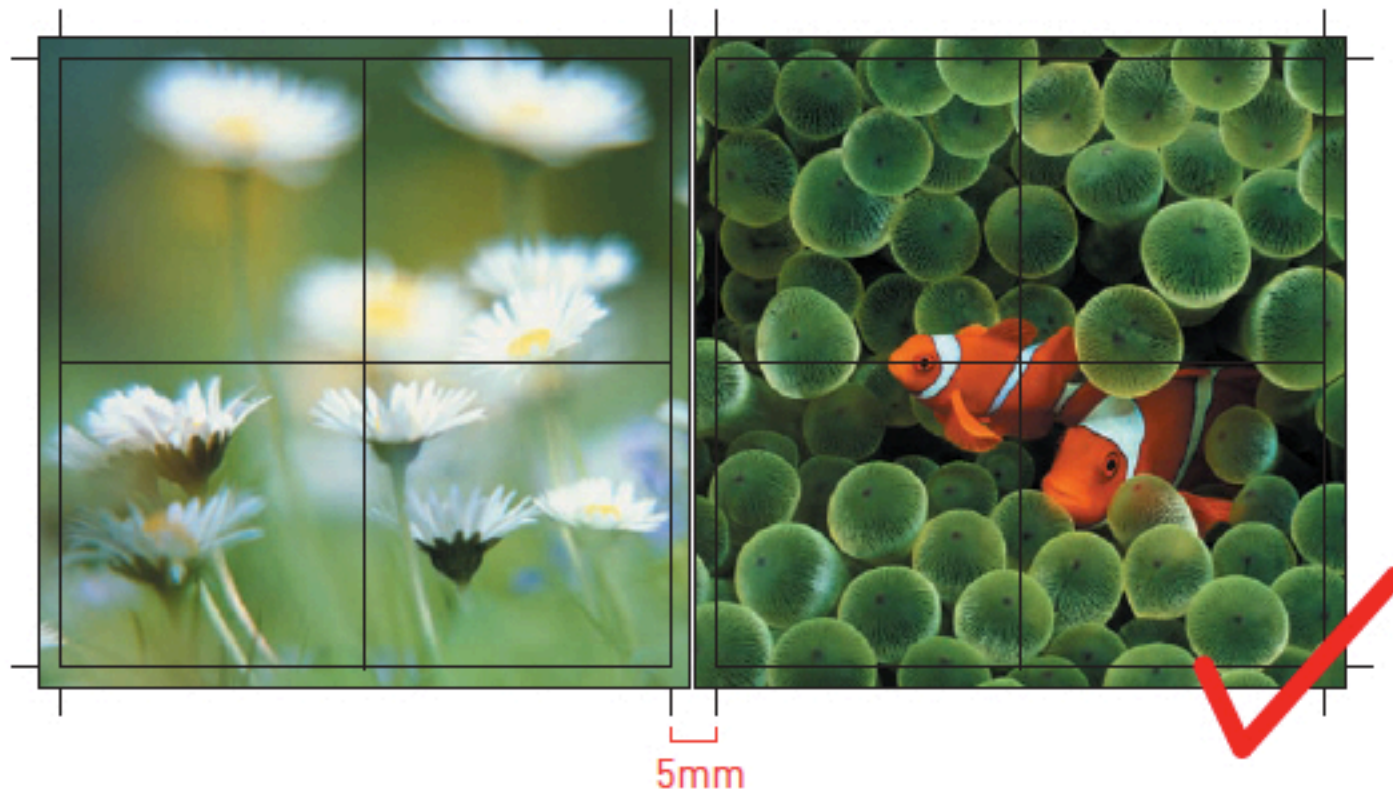


black blocks

Always spare 2.5mm at each panel edge, for the die-cut bleeding

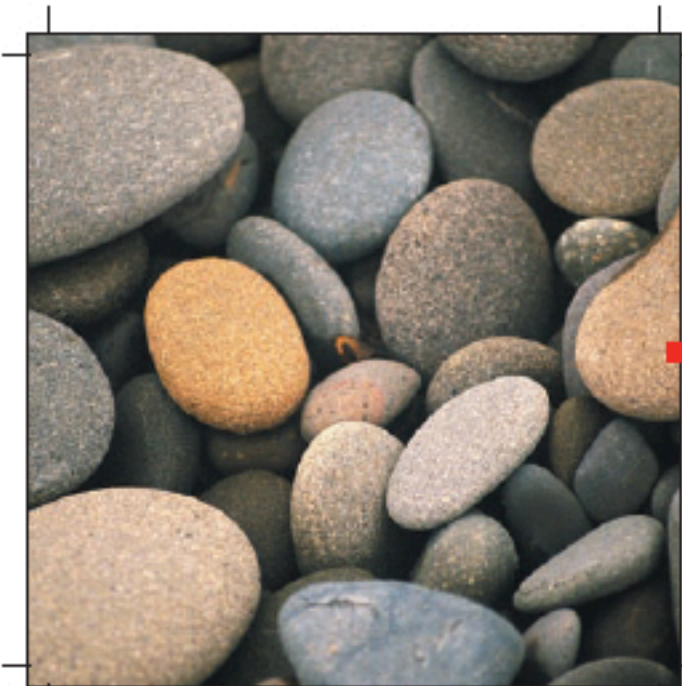


The space between 2 panels should be 5mm

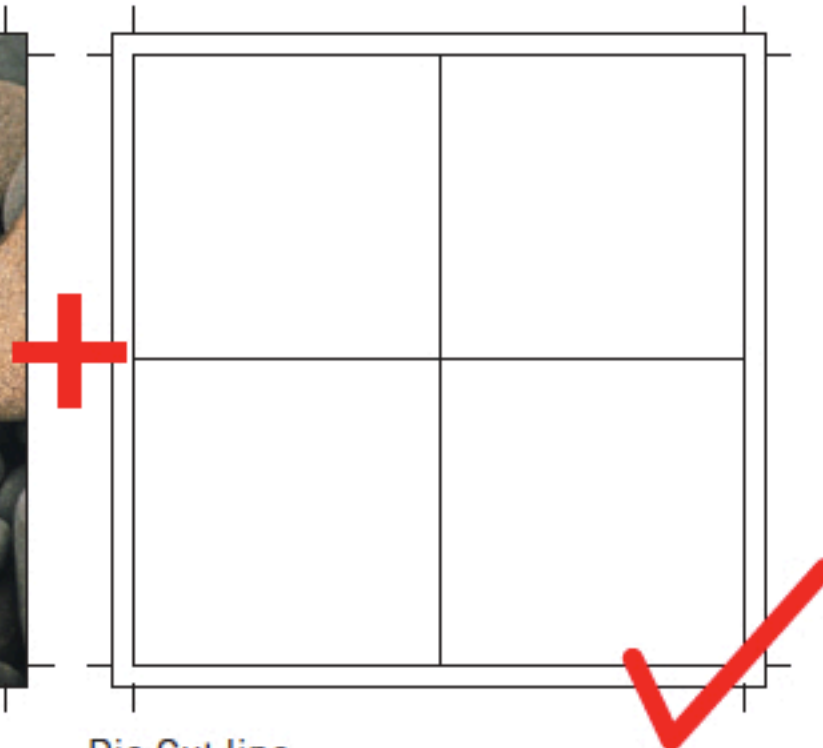


Never mark or add die-cut lines by yourself on an artwork

- The die-cut guides we provide are there to show you where the panels will be cut. They are there to help you position your artwork, for your reference only.



4 process color image



Die Cut line

Cube 012 - External Communication/Calendar



Cube 012 - Company Vision



Cube 012 - Internal Communication



- **Delivery of the artwork :**

MagiCubes.com Art Upload http://www.magicubes.com/art_upload

- **Artwork Format :**

The artwork should be delivered in the provided Magic Concepts template.

The following file formats are accepted :

Illustrator AI or EPS

- Version up to CS3
- Text in outlines
- Images embedded (300DPI)
- For FTP, compressed as ZIP file
- Minimum image resolution 300DPI

Adobe InDesign

- Text in outlines
- Minimum image resolution 300DPI

Adobe PDF

- Text in outlines
- Minimum image resolution 300DPI

Adobe Photoshop (PSD/TIFF)

- Text in outlines or flattened layers
- Minimum image resolution 300DPI

- **Colours :**

The CMYK color should be used. RGB is not suitable for printing.

- **Artwork formats definitely NOT accepted :**

Open file formats like :

- Microsoft Word, Excel or Powerpoint
- Quark Xpress project files
- Aldus/Adobe Pagemaker project files
- Corel Draw
- Freehand

Most of these applications have export options for EPS or PDF

View Online Video Tutorial - <http://blog.magicubes.com/advanced-design-and-layout-mc107-diy/>

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