

ARTWORK REQUIREMENTS

ACCEPTABLE FILE FORMATS:

Adobe Suite CC OR CS6
Illustrator, Indesign and Photoshop
- High Resolution PDF

OR

- Open files are welcome as long as you send with: image links, fonts, and print ready pdf.



SUPPLYING OF ARTWORK:

- Please supply artwork in the above mentioned file formats.
- Please ensure that any images used are in CMYK format and supplied either separately or embedded in the file.

Please make files up to size or 10% of the final size.

(IF SUPPLYING FILE AT 10% OF FINAL SIZE, MAKE SURE THE RESOLUTION IS OF MAXIMUM QUALITY - 300dpi.)

Please note when you require artwork to be cut out to a shape or die cut, please indicate this on your artwork as a separate layer or separate page. You can indicate the die-cut as a magent outline.

BLEED:

Please kindly supply bleed to all artworks, please take note of various bleed requirements below:

- Fabric , Canvas, Wallpaper, PVC, Contravision or Window Vinyl: **50mm bleed all round.**
- Posters, Decals, Perspex, Corex, Backlit Film: **10mm all round.**
- Corporate publications, brochures, print advertisements: **3mm - 5mm all round.**

CUSTOM PRINTING INSTRUCTIONS:

- **Die-Cuts:** Please indicate this on a separate page as **magenta**.
- **Scoring / Folds:** Please indicate this in **green** - this can go on the same page as the die-cut.

AVOID COMMON MISTAKES:

There are common mistakes that are made when it comes to designing, specially if you are not working with a professional print designer and printing company. You need to take the '**bleed area**' into account when designing. The bleed area is usually 3mm but varies. So, make sure you understand what is required for your particular design.



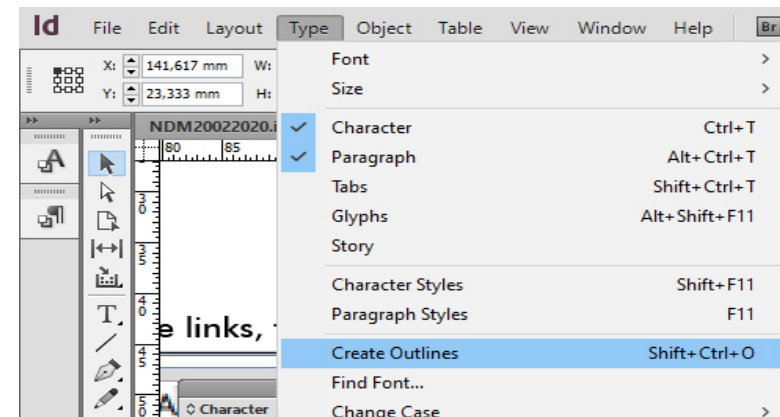
Another vital element of design is to avoid using a straightforward border around the entire artwork. This can easily show up misaligned in the trim if not perfectly cut. With this in mind, work closely with a professional designer and printing company to help guide you on this process.

GENERAL & TIPS:

- Please supply us with a colour correct Colour Scheme proofs. We cannot be held liable for any colour variations that may occur if we do not receive a colour correct proof.
- Colour Samples can be supplied upon request.
- All measurements must be provided in millimetres or meters, the width must be first & then the height. (i.e. 2m (W) x 1m (H))
- **Artwork bigger than 5000mm MUST BE supplied at 10% to size at full dpi.**

FONTS:

Convert all fonts to PATHS.



- Ensure that the font you choose is legible and easy to read. Consult your printing company to gain greater insight into this and remember that you don't want to make your design difficult read for potential clients.

COLOURS:

- Pantone References are to be supplied where required.
- Please note that CMYK colours are preferred BUT Pantone colours can be supplied and we will match colours as close as possible.
- Please ensure that all RGB images are converted to CMYK.
- Please note that there will be a change in colour when converted.

Please note that due to the nature of digital printing, we cannot print gold, silver or any fluorescent pantones or metallic pantones.

