

ARTWORK REQUIREMENT

File Format and Resolution Requirements:

To ensure high-quality printing results, please adhere to the following artwork submission guidelines:

- Vector Artwork: High-resolution artwork must be sent in vector format.
 - Acceptable file formats: PDF / EPS / AI
- Raster Artwork:
 - PSD Documents: Must be supplied flattened at 115 dpi at full size or 300 dpi at 50% of the size.
 - Not Acceptable: PNG, JPEG, and TIFF images, as they may print differently due to the client's saving settings.
- Templates:
 - We provide templates with guidelines for the visual and safe area for printing.
 - If the client supplies artwork using their own template, we will adjust it to fit our template.
- Approval Process:
 - Once artwork has been approved, production will commence immediately.
 - It is important that artwork is checked thoroughly before sign-off, as no changes can be made once production starts.

Supported Software & File Extensions:

Acceptable Programmes & File Types

- Adobe Photoshop (Latest CC Version) – .psd / .eps
- Adobe Illustrator (Latest CC Version) – .ai / .pdf / .eps

Non-Acceptable File Extensions (Cannot Use)

- .bmp (Bitmap Images)
- Low-resolution files
- Microsoft Office files (Word, Excel, PowerPoint)
- Paint files

File Submission Methods:

Artwork may be submitted using the following platforms:

- USB Drive (PC & Mac compatible)
- Cloud Storage (Dropbox, Google Drive, WeTransfer)
- Email (Maximum file size: 8MB)

Colour Specifications

Spot Colour (Pantone)

- Spot colours, also known as Pantone colours, are internationally recognised.
- Standard Pantone colours can be sourced from a Pantone Swatch Booklet, with each colour assigned a specific code.
- If a Pantone code is not provided, we cannot be held responsible for any discrepancies in the printed colour.

CMYK Colour Model

- The CMYK colour model (process colour, four-colour process) is used in colour printing.
- CMYK consists of the following inks: Cyan, Magenta, Yellow, and Key (Black).

RGB Colour Model

- RGB colours are used for digital displays and are not suitable for print.
- For accurate print results, always convert RGB to CMYK or specify Pantone colours.

Colour Matching & Printing Process

- We utilise Caldera RIP Software, enabling us to match Pantone colours across different media.
- If precise colour accuracy is required, Pantone colour codes must be provided.

For any additional queries regarding artwork submissions, please contact our team before sending files for production.