

# How to prepare your artwork

## DIMENSIONS

- Artwork should be in actual size (1:1 scale)

## FORMAT

- We require all artwork to be at least 150dpi at final output size for better results in printing.
- In order to check the resolution of your artwork view your artwork to 100% and make sure that every element is sharp and NO pixelation. If unsure please consult with your graphic designer or ask us to check your file for you.
- ACCEPTED FILES FOR PRINTING



150 DPI TIFF (preferred file format)



Adobe PDF (outline all fonts)



Adobe EPS (outline all fonts)

### NOTE TO ALL DESIGNERS

PLEASE MAKE SURE THAT ALL  
FONTS ARE OUTLINED OR EMBEDDED  
TO REDUCE RISK OF FONT PROBLEMS.

## APPLICATIONS

- We only accept files created by any of these following applications.



Adobe Photoshop CS2 / CS3



Adobe Illustrator CS2 / CS3



Adobe Acrobat CS2 / CS3

- **WE DO NOT** accept artworks created with the following applications.



Microsoft Powerpoint



Corel Draw



QuarkXpress



Microsoft Publisher



Microsoft Word

## COLOUR MANAGEMENT

- All colour must be converted to CMYK
  1. For RICH BLACK, please use C-50%, M-25%, Y-25% & K-100%
  2. If colour is a particular concern we can test match your PMS colour however extra charges do apply.
  3. Due to differences between digital and offset printing and the diversity of products we supply, certain PMS colours and effects such as duotones can sometimes be difficult to emulate.
  4. We do not warrant over colour variation of PMS not supplied by client.
- Please contact sales if you require any colour matching on your job.

## BLEEDING

- Please do not add any bleeds, artwork needs to be supplied to exact size without bleeds