

# Artwork Specifications

The following specifications are designed for your benefit and allow us to create a faster turnaround from supply of artwork to print. As artwork can be created in a large variety of software, using large amount of formats, we will of course be willing to discuss options for any artwork that does not meet the criteria set out below.

## Colours

All of our print is made up out of Cyan, Magenta, Yellow and Black (CMYK). If you have any specific colour issues for your design please can you tell the sales staff and preferably supply a pantone reference that we can aim to match to. As colour is very subjective it is easier to match to a pantone reference or colour sample.

## Formats

Our preferred form of artwork is a Print Ready Adobe PDF. - We can also accept the following formats

Adobe Illustrator (CC 2015 or below)

Adobe Photoshop (CC 2015 or below)

Adobe InDesign (CC 2015 or below)

If you do not own or are unfamiliar with the software listed above then the following file formats are acceptable. These files can sometimes be saved from software that is not listed above by exporting or saving as. Ring us for details if unsure.

.ai files

.eps files

.pdf files

.tif files

## Fonts

All fonts used in a design should be included in a separate folder labelled fonts. Where possible, fonts should be outlined (converted to paths). On rare occasions text can reflow and change position so a proof, either hard copy or digital, is recommended for us to check against.

## Image resolution

The resolution (DPI or Dots Per Inch) for photo files or artwork should be set to the following.

Full Size	150 dpi
1/2 Size	200 dpi
1/4 Size	300 dpi
10% Size	600 dpi+

If you have trouble saving files that are too big, please contact us and we can discuss any further options available.

## Scale

If for any reason the artwork has been scaled down, please include the current scale in either the Folder title or the file title the required scale of the printed artwork.