

Artwork

FILE SPECIFICATIONS



PRINT READY FILES

When submitting your logo and artwork files, our preferred format is either an Ai (Adobe Illustrator), EPS or PDF file which enables us to provide a faster turnaround without the cost of design fees.

These formats generally contain vector images created entirely in digital form which enable us to resize to any specification while still keeping 100% print quality.

NB - A PDF File can contain raster images. Saving your artwork as a PDF does not change it to a Vector.



Vector
AI, EPS, PDF



Raster
PNG, JPEG, TIFF

BLEEDS

Please confirm the bleed required relevant to your print job, these can range from 2mm - 10mm. Always make sure that no crucial elements of your design are within the same distance of your edges so they are not trimmed off. Varying amounts of shift during print production are normal.

LOGOS

Must be provided in Vector format. We offer a redrawing service if you do not have a vector of your logo. Design fees apply and your job will not progress as quickly as this service has longer wait times.

TEXT & STROKES

All fonts must be 'CONVERTED to OUTLINES' with your design software. If your artwork does not have the fonts converted we will not be able to complete your printing without artwork alterations. If we are required to purchase a font, this will be included in your artwork fees.

FONT SIZING

As a general rule we recommend not going below a size 6, this includes the size of text in any of your icons.

IMAGES

The minimum artwork resolution for images is 300 DPI, **(At actual print size)**.

DIMENSIONS OF ARTWORK

Please make sure your design is set up to the correct size. We can scale your design up or down, but if it does not fit in your measurements we will charge a layout fee to edit.

FOLDED PRODUCTS

Ensure your design meets the standard dimensions for correct folding, alterations to the layout will be charged an artwork fee

BORDERS

We recommend not having very thin borders close to the edge. If the label prints out of alignment then it will be noticeable.

INK COVERAGE

Please ensure your artwork contains no greater than 270% ink coverage for paper printing

SPELLING AND GRAMMAR

We DO NOT ASSESS your Artwork so make sure there are no errors before sending them to us.

ONLINE APPS such as Canva

To ensure your artwork is high enough quality for wide format printing, please ensure that your Canvas or Artboard size is set to the size you are wanting to print (Actual Size) The resolution needs to be set to 300dpi at the minimum. Your artwork needs to be in CMYK mode for the most accurate colour representation, screens show colour in RGB mode which is based on light rather than ink. Please be aware we charge a fee for Canva artwork that requires alteration in order to be print ready. This can often take longer than creating it from scratch. Ensure you are adding a bleed and crop marks to your file when saving. Always save as a Print PDF.