

# Artwork Guidelines

Before anything can go to print we must have an approval of artwork form signed and sent back. This will clarify exactly what you want included in the design, the location of the design to the product, design sizes, print colours and any additional information relevant to the job.

## **Sending through Artwork**

Email artwork to the appropriate person – include logos, text, contact details etc. (All the design components that are required on the finished article.) See **Artwork Format** below.

We will place the component parts onto product templates; where appropriate giving several options, our recommendations and comments, before sending back for sign off.

## **Artwork format**

Please send through artwork suitable for PC's in any of the following formats:

- Adobe Illustrator CS (and files compatible with) - Vectorised AI, EPS
- High resolution 300dpi JPG, TIF (200% size for smaller products)

## **Always remember to:**

- Convert all fonts to outlines/paths or specify fonts required
- Include all the correct copy you require
- Avoid large areas of print
- All lines to a minimum thickness of 0.5pt
- Specify colours or any other information you would like to appear on your product/s
- Don't forget to check the print area of the product

If you do not have these formats available please send along what you have and in any case we can advise the best possible solution.

## **Different Methods of Personalisation**

**Screen Printing:** Applying ink through a stencil screen.

**Hot Foil Blocking:** As die stamping but putting colour foil between the die and the product leaving a colour filled impression - used for rulers, frisbees and venus flyers.

**Embroidery:** The embroidery of up to six colours stiched using coloured thread directly in to the material of the product - used for clothing and apparel.

## **Liability**

We ask you to check the artwork very carefully and read the comments made, artwork may be altered or amended to improve printing quality. Once signed off either by the distributor or the end user client we can take no responsibility for inaccurate printing.