



Artwork Guidelines

File Formats

We currently accept artwork from the following industry standard programs:

Adobe Illustrator CC or previous
Adobe Photoshop CC or previous

We require artwork to be supplied in the following file formats:

.ai

When supplying artwork in this format, please ensure that all fonts are outlined and any images are embedded or supplied as separate image files.

.eps

When supplying artwork in this format, please ensure that all fonts are outlined and any images are embedded or supplied as separate image files.

.tiff

Please supply tiffs following our guidelines on suitable image resolutions (dpi) below.

.jpeg

Please supply as un-compressed jpeg following our guidelines on suitable image resolutions (dpi) below.

.pdf

Print ready artwork - please ensure this includes suitable bleed, crop marks and adheres to our guidelines on image resolution (dpi) below.

**InDesign
MS Office**

We do not accept InDesign, Microsoft Publisher, Microsoft Power Point or Microsoft Word files.

Some file formats can be more suitable for certain types of work, please feel free to give a member of our design team a call if you are unsure or have any questions.

Colours

Our print machines are CMYK based (Cyan, Magenta, Yellow and Black). Our rip software will automatically convert any Pantone colours to CMYK. If you have any specific Pantone references that need to be matched, please do mention this to a member of our sales team when placing your order.

Image Resolution

When supplying rasterised artwork, i.e. .eps, .tiff, .jpg or print ready .pdf files, please ensure that the resolution (dpi) is set as bellow, these are absolute minimums. If file size allows then 300dpi is optimum:

Full scale (100%)	72dpi
Half scale (50%)	150dpi
Quarter scale (25%)	300dpi
10% Scale (for use with large format artwork)	750dpi

Fonts

All fonts should be supplied with artwork in a separate folder, labelled accordingly. Where possible, fonts should be outlined. On occasions text can re-flow so providing a pdf or hard copy of the artwork would be beneficial.

Sending artwork

If the file size is less than 10Mb then please use regular email. For larger artwork files, commercial websites such as Mail Big File, WeTransfer or drop-boxes are the best way of getting the files to us.

Please give one of our team a call if you need any assistance with files types or artwork resolution.