

CUSTOM PRINTING ARTWORK GUIDELINES

1. ACCEPTABLE ORIGINAL FILE FORMATS

Adobe Illustrator: AI (can be opened in Adobe Illustrator CC 2019)

Or PDF files preferably created by above AI.

Please be aware that in some cases, latest software release versions may not yet be supported. We will let you know if there is an issue with the release version used.

2. FONTS

If fonts are included with files, all texts must be converted to ****outlines****.

Outlined fonts cannot be changed or edited.

Outline fonts ensure no loss in the submitted artwork's original appearance.

To avoid problems of compatibility with fonts, all designs including type must include the associated font file. Please note there are 2 parts to a font file – the bitmap for viewing and the postscript for printing – and both must be included.

It is preferred that type matter is supplied as “outline paths” (Please remember to save a version of the artwork in live fonts as well, as outline paths can not be amended subsequently)

3. IMAGE

If images included in the file, please make them embed.

Vector art in the design is highly recommended for all artwork.

4. COLOURS AND RESOLUTION

All artwork must be in ****CMYK format**** – ****RGB is not acceptable****.

Black and white artwork must be provided in GRAYSCALE format.

5. DO KEEP ALL FILES LAYERED

Artwork resolution must be at least ****300 dpi at 100% in size**** or there will be a substantial drop in image quality.

6. BLEED

Artwork must extend at least 3-5mm beyond the die line on each side. Allow for a 3-5mm print margin inside the die line as well. To avoid important images and content being cut off during production.