



Basic Artwork Guidelines

Product Specific Guidelines Are Available And Should Be Requested

Most products are under surface printed onto tough and durable clear PVC. This means that the print is locked away and can not be damaged. Other products such as Textile mats are Dye Sublimation printed using special carrier papers. There are many different ways to print our products, each has its own special artwork requirements and specific guidelines are available for each product. Please make sure you and your client have them before designing your product, this could save you a lot of time, money and disappointment.

Accepted disk and program formats

Disks: CDs, 1.44Mb floppy disks, and 100Mb zip disks, up to 200Mb SyQuest disks.
ISDN: See separate sheet: Sending Artwork by ISDN.

Programs: (all versions accepted)
Mac: QuarkXpress, Illustrator, PhotoShop, Freehand, PageMaker.
PC: CorelDraw, Adobe Photoshop. For very simple designs (e.g text only) Microsoft Word can be used.

Submitting your artwork

All digital artwork is virus checked on receipt. Any artwork found to contain a virus will be returned to you for replacement, with a note specifying the type of virus present. We will not use contaminated artwork.

Always label disks with return address and job title. A charge will be made for time spent bringing unusable artwork up to specification.

Screen Printing :
It can sometimes be difficult to determine the suitability of a design for screen printing. We can usually advise if you fax or post a copy of the design.

Supply artwork on disk or by ISDN

You should supply the completed design in a format that we can accept, ready for output. High-resolution scans must be in place and spot colour separated. (Low-resolution scans give poor results.)

All design components must be supplied and clearly identified. This includes editable Tiff and EPS files and all screen and printer fonts used in the main file and in imported graphics. If there is any difficulty supplying fonts, then text must be saved as curves. PMS references should be used throughout.

A laser printout must accompany disks, clearly marked with Pantone spot colour references and cut marks. Printouts must be supplied from the latest file on disk, not earlier versions.

Always label disks with job title, order number and return address.

If you cannot supply artwork on disk or by ISDN then films, bromides or black and white laser printouts should be supplied as clean and uncreased **colour separated** images to the correct size. Film positives, clearly referenced, right reading, emulsion down. This will incur additional charges though. A charge will be made for time spent bringing unsuitable artwork up to specification. Tints should be as above.

Colour printouts cannot be used as artwork but provide a useful reference.

Unlike offset litho, screen printed tints are coarse. If you must have tints, output them at 50dpi, between 30% and 70% and with an **angle of 82.5°**. This is essential for good results. Large areas of tint or very fine detail (particularly if reversed out) do not screen print well; these are common causes of disappointment and should be avoided. Some tints may need to be printed as a solid PMS equivalent.

Difficult butt registers of colours of similar intensity should be avoided. Designs with very tight registration, e.g. concentric circles or drop shadows, may require printing by offset litho.

Allow 2.5mm bleed all around the mat.

Litho Printing :
You should supply the completed design in a format that we can accept, ready for output. All pictures should be in place as high-resolution CMYK scans. We cannot work from RGB. (Low-resolution scans give poor results.)

All design components must be supplied and clearly identified. This includes editable Tiff and EPS files and all screen and printer fonts used in the main file and in imported graphics. If there is any difficulty supplying fonts, then text must be saved as curves.

A laser printout, clearly marked with cut marks must accompany disks. Printouts must be supplied from the final file on disk, not earlier versions.

Allow 3mm bleed all around the mat.

FAILURE TO FOLLOW THESE GUIDELINES MAY RESULT IN DELAYS AND INCUR EXTRA COSTS