

Guidelines for Customers Supplying Artwork

Accepted Programs

We accept files in the following file formats as finished art:

.cdr | .ai | .psd | .pdf | .indd

Microsoft office, PageMaker, and Freehand files are not considered as finished art. If artwork is received in these formats, artwork fees will be applicable in order to convert the file which may result in variances from the original format.

Criteria

Supplied must include the following criteria (please contact us for assistance if required)

- Size of artwork scale must be stated.
- Minimum 3mm bleed for all printed products.
- Ensure the image of the Goods to be produced is flattened, not including layers or embedded images.
- Comments may be included to describe folding/scoring etc (layers may be used for comments).
- Use crop marks or a cutting line to indicate trimming (layers may be used to indicate trimming).
- All fountain fills and textures must be converted to bitmaps, as they may change or distort when reopening the file.
- Avoid placing images within 3mm of the trimming edge.
- All fonts must be created in outlines or converted to curves.
- Colours on artwork used for print and manufacturing of Goods must be CMYK or Pantone formula guide. RGB is only acceptable as a web graphic, and may distort the colours of the finished Goods when converted into CMYK or Pantone.
- It is the Customer's responsibility to ensure that artwork and all related contents do not breach copyright laws.