

## Supplied Artwork Specifications

Whilst we accept other file formats, PDF's are definitely the most preferred file format. Please

Ensure all fonts are converted to curves/outlines, all colours and images are CMYK (unless CMYK and Spot colour is required).

### Only CMYK Files:

If you upload files that are RGB they will automatically be converted to CMYK – this conversion is not a recommended outcome as many colours may not output with required results e.g. Quite often when an RGB yellow is converted to CMYK it may convert with a percentage of Cyan in the CMYK mix which can give it a limey yellow appearance.

We cannot accept responsibility for the outcome of such files.

### Fonts:

All fonts MUST be converted to curves/outlines of the font supplied. We cannot guarantee the outcome if this is not adhered to. If we do not have the same font as is used in the artwork supplied the text can revert to a standard font or distort the text altogether.

### Ink Saturation:

Please be very mindful of not using too much ink coverage. As a rule never use more than 300% ink coverage i.e. 100 C, 100M, 100Y = 300% ink out of a maximum of 400 %.

### Large Format Printing (e.g. Banners):

- Size/scaling: Scaling needs to be 25%. Each product requires a precisely sized PDF, Illustrator, EPS or AI file. Almost all of the large format products require a 10mm artwork bleed (no need for crop marks) and all online products are offered at the indicated size only.
- Fonts: Where possible convert your text to paths, curves or outlines or ensure fonts are embedded and supply the font (PC format).
- Image Resolution: Please ensure that all images supplied for large format printing are of a resolution of 75 dpi (minimum) in your original artwork (i.e. 300dpi in the scaled final PDF).
- Colours: Please supply Pantone PMS colours where necessary for all artwork. Printing CMYK colours may not produce the required results on the final product and we cannot accept responsibility for the outcome of such files.

### Templates:

For all banners and flags please use only templates supplied by us via the website or on request.