

## ARTWORK SPECIFICATIONS

To ensure files are viewed correctly, it is requested that art files are supplied with details of the program the art has been created with and an output or pdf of the finished result.

### PREFERRED PROGRAMS

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop

### VECTOR ART

Vector graphics (ai or eps) are 'resolution independent' lines, curves or geometric shapes which can be resized, rotated or transformed without losing any quality.  
This form of art provides optimum results.

### RASTER ART

Raster images (jpeg, tiff, bmp or psd) are comprised of squares or pixels. When the image is enlarged the edges of the graphic can appear 'jagged' or 'fuzzy'. Unless the resolution is high, a poor result will be attained.  
A minimum of 300dpi @ 100% output size is required for acceptable results.

### SPOT COLOUR

Orders using spot colours must supply Pantone Matching System references, (PMS).  
For coasters, please refer to uncoated swatches in your Colour Formula Guide.

### PROCESS PRINTS

Jpegs and Photoshop files must be supplied as high resolution images. Minimum 300dpi @ 100% size.  
Most pdf files can be used provided they are saved as high resolution files.  
ALL ORDERS USING 4 COLOUR PROCESS PRINT WILL BE CHARGED \$50 FOR HARD COPY EPSON PROOF  
No claims can be made against 4 colour process print finish where Epson proofs have not been supplied.

### PLACED IMAGES

Any placed images within artwork files are to be included as separate files.

### FONTS

Fonts are to be supplied unless contents have been supplied 'outlined'.

### BLEED

A bleed of 3mm must be added or incorporated into designs that print colours run up to or past the intended crop to allow for any movement during the cutting process.

### TEMPLATES

Artwork templates for all products are available.

### COLOUR MATCHING

If there is a requirement to specifically colour match other printed substrates or previous samples, please provide at the time of supplying artwork. Otherwise we will proceed as per artwork files supplied.  
No guarantees can be given for proofs prepared prior to receipt of colour matching samples.

### ARTWORK CHARGES

Artwork charge of \$65 per design applies where print ready files have not been supplied.