



## **Artwork Specs**

The following are our artwork specifications and guidelines. If you need clarification or more information please don't hesitate to contact us. *Some templates may be available to help.*

### **File Type**

CorelDraw

.eps, .ai or pdf file

### **Colour Format**

*Please Note:* Exact colour matches are not always possible for the best possible results please adhere to the following:-

- All colours must be in CMYK format or PMS® spot colours. If you have access to Roland Versaworks® swatch libraries these are also acceptable.
- All desired colours need to be specified, do not use generic colours such as “green” from Adobe Illustrator or CorelDraw – convert to CMYK values.
- For the blackest black use rich black C40 M30 Y30 K100
- We can print Gold, Silver and Metallic colours. *Please call to discuss.*

### **Fonts**

All fonts/text need to be converted to curves/outlines before sending.

### **Bleed, Crop & Trim Marks**

Crop and trim marks are generally not required unless the background is completely white, however bleeds of various sizes are required, depending on job type. *Please call to discuss.*

### **Vector Artwork**

Please do not supply raster/scanned artwork for logos/artwork that would have been created as vectors. Vector artwork will ensure optimum print quality.

### **Pictures**

JPEG's need to be high resolution generally a file size of greater than 1.5MB depending on final finished size.

*Raster Images* should be 300ppi or at least 72ppi full size.