

# ARTWORK SPECIFICATIONS

To get the best results from your artwork follow the guidelines below. Give us a call if you have any questions.



## FILE FORMAT

We accept only press ready PDF files.

A correctly set-up PDF file gives the best print results across all the printing techniques we use.



## RESOLUTION

All images must be at 300dpi.

Images must be at **300dpi when at 100% pixel size**. When starting a new artwork file make sure the resolution is set to 300dpi (dots per inch / pixels per inch). If the resolution of your file is lower than 300dpi, converting it to 300dpi will not improve its quality. In most cases you will need to start from scratch with a high res file. If you are scanning images it's a good idea to scan at a higher res and then convert it to 300dpi once the layout is finalised. **Please note:** if you are sourcing your images from the internet, web resolution is often 72dpi (standard screen resolution) which will print pixelated.



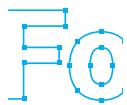
## COLOUR MODE

The artwork must be CMYK, not RGB.

**CMYK** stands for **C**yan, **M**agenta, **Y**ellow, black (**K**), which are the primary colours for print. Printers use combinations of cyan, magenta, yellow and black inks/toners to print any colour you require. **RGB** stands for Red, Green, Blue, which are the primary colours for light. Your computer screen or television set use combinations of red, green and blue light to make up the colours that you see on your screen.

If your artwork is set up in the RGB colour mode the colours won't print as you see them on the screen, as printing is done in CMYK. Converting your file to CMYK will give you a closer representation of how your artwork will look when printed.

**PLEASE NOTE: Some colour variation is inevitable.** Screen colour calibration, the type of light you work in, the type of printer being used, the type of media being printed on, the type of finish you have specified are all factors that cause variations in colour. If you have provided a proof we will try our best to match it as close as possible, taking into account the printing process and type of media being printed.



## FONTS

All fonts must be embedded or outlined (converted into curves).

Embedding or outlining your fonts will ensure that your art looks right, regardless of whether or not we have the font on our system.



## BLEED

All artwork needs to have 3mm bleed, internal and external.

Bleed is extra print that is trimmed away when your artwork is cut to size. In the cutting process some movement of the printed sheets may occur. If you do not have any bleed, when page shift occurs you will get a white line where there is no print. This shift can happen either away from or into the artwork so it is always best to keep important info 3mm away from the trim edge.



## KISS CUTS & DIE LINES

Kiss cuts or die lines that are not a square, rectangle or perfect circle should be included as a vector layer on your artwork.

A **kiss cut** refers to a cut made by a cutting machine that penetrates through the sticker material, but not the backing paper. This allows the sticker to be peeled off the backing paper and used as desired. A **die line** is a cut that goes through the sticker material *and* the backing sheet.

If your sticker is a custom shape (not a square, rectangle or perfect circle) you should include the kiss cut or die line as a vector layer in your artwork.

If your sticker is a square, rectangle or perfect circle, you don't need to include a kiss cut / die line layer in your artwork.