



Artwork Specifications for Printing – Artwork Supplied by Clients

Artwork that does not meet the following criteria may require design work that will incur an additional cost.

- File Format**
We only accept:
 - PDF files (high resolution).
 - Corel Draw files (.cdr format) : convert fonts to curves and scale hairline with image.
 - TIFF files (high resolution).
 - EPS files (encapsulated post-script).
 - Adobe Illustrator files (.ai format) : convert font to curves
 - JPEG files must be 300dpi when viewed at 100%
- Resolution**
All images/artwork must be 300 dpi or greater.
Images must be 300 dpi (dots per inch) when viewed at 100% (converting a lower resolution file to 300 dpi will NOT improve the image!!!). Please note that standard web/internet images are only 72 dpi and are not of a high enough quality for printing. The use of such images may also be a breach of copyright.
- Colour Mode**
The colour mode of all artwork must be CMYK and not RGB. CMYK gives more predictable results than RGB.
- Fonts/ Typefaces**
All fonts/typefaces must be embedded or outlined. If you do not embed the fonts they will be substituted by other fonts and your work will no longer look the same.

