

The best output comes from the best original artwork. We can perform many digital retouching miracles but the better the quality of the file that you send to us, the more possibilities we have. When you get it right the possibilities are endless. Get it wrong, and you will find that the end results that we can offer you are severely restricted.

## PLEASE READ THE INFORMATION BELOW BEFORE SENDING US ARTWORK!

### ARTWORK



If you follow the instructions below you should get good quality results like this image



If you don't follow the instructions below you may get poor quality results like this image.

**HELP US TO HELP YOU ... SEND US GOOD ARTWORK!**

### ARTWORK

#### THE BEST OUTPUT COMES FROM THE BEST ORIGINAL ARTWORK



**DO**

- Always convert your files to CMYK (colour type).
- Crop your image to the correct proportions for the final output size.
- Use .jpg, .tif, .eps or .pdf files with resolution between 150dpi and 300dpi at 50 - 100% of actual "finished" size.
- Make a print of a section of the file at 100% of "finished" scale on your own printer and review it yourself.
- Convert any text to curves or include the actual fonts with your document, or tell us what fonts you are using.
- Tell us the final size that you want the image to be printed.
- If specific colours are required, send us an accurate printed colour swatch for us to match, or tell us the pantone colour reference number of the colour you want.



**DO NOT**

- Compress files.
- Assume that the image proportions can be changed without cropping the image.
- Create a file with such high resolution ( and consequently size ) that it becomes impractical to work with ( big files = slow computer )
- Increase the image size while keeping the resolution constant.
- Assume the colours you see on the monitor will be the colours of the print.



**REMEMBER**

- Pantone colours are printed using the CMYK equivalent.
- Specify which file to use when sending multiple files.
- Only send us copies, never originals, couriers have been known to destroy disks, or email us the file as an attachment up to 10mb
- Accurate colour matching may not be possible with bitmap images.
- If you are not sure send us your artwork anyway, and we will do our best.



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