

# Artwork Specs Checklist

File accuracy is important for our rip to process your artwork.  
Amendments to artwork files may incur an additional charge.

## File Format

- Supply artwork as an Ai or EPS file, using our supplied die-line. If supplying a PDF out of InDesign, also supply the InDesign file and any links.
- Create the artwork file using layers. The top layer should have our supplied die-line, and all remaining layers separated for each spot colour (for screen printing) or layer of ink (for digital printing).
- If printing on both sides of clear-frosted turtlene, set up artwork as though it is all being printed on one side. Place the reverse side artwork on a separate layer, not in a separate file.
- Supply all artwork files digitally, via email, accompanied by a PDF as a visual guide with all necessary instructions.

## Bleeds

- 5mm bleed added where applicable.

## Imagery

- Supply all images and logos which accompany the layout file.
- Line work should be no less than 0.5pt.

## Fonts

- Outline all fonts.
- Do not use
  - small type reversed out of background colours
  - small serif typefaces
  - type smaller than 10pt.

## FOR SCREEN PRINTING

### Colours

- Use PMS colours where spot colours are being printed. Do not convert to CMYK.
- Use a percentage of the spot colour for any stipples.
- Do not use opacity/transparency.
- Convert all images to CMYK if printing four-colour process. Please note that all four-colour process is actually printed at 65 line screen.
- Any graphics to be printed in white should be set up as a spot colour called Spot 1 and coloured 100% magenta, as zero colour will not be detected by our rip.

### Varnishes

- Any graphics to be printed in clear varnish should be set up as a spot colour called Varnish and coloured 100% cyan.

## FOR DIGITAL PRINTING

### Colours

- Convert all artwork to CMYK. Do not use any spot colours except for printing white, as below.
- Any graphics to be printed in white should be set up as a spot colour called Spot 1 and coloured 100% magenta, as zero colour will not be detected by our rip.