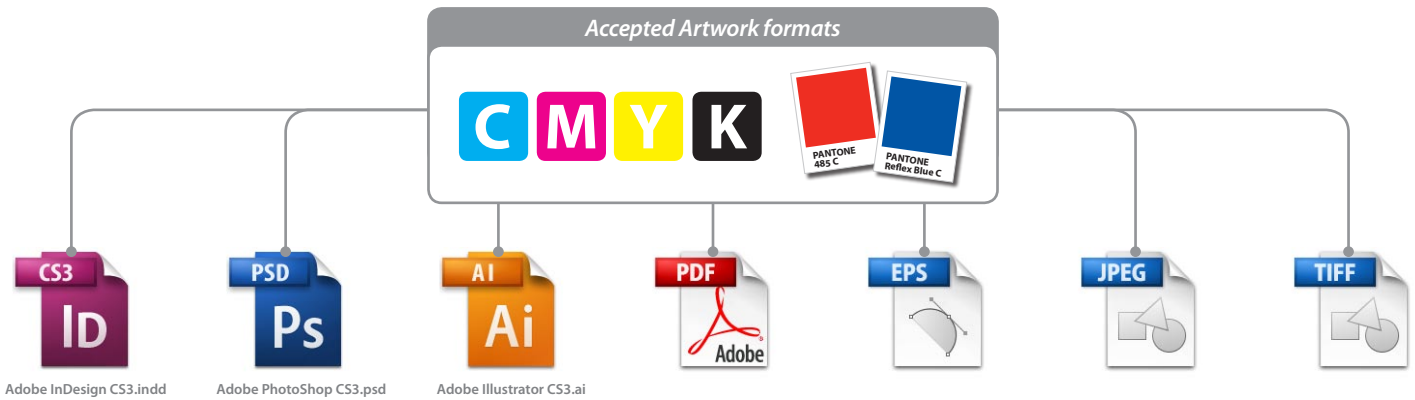


# ARTWORK GUIDELINES

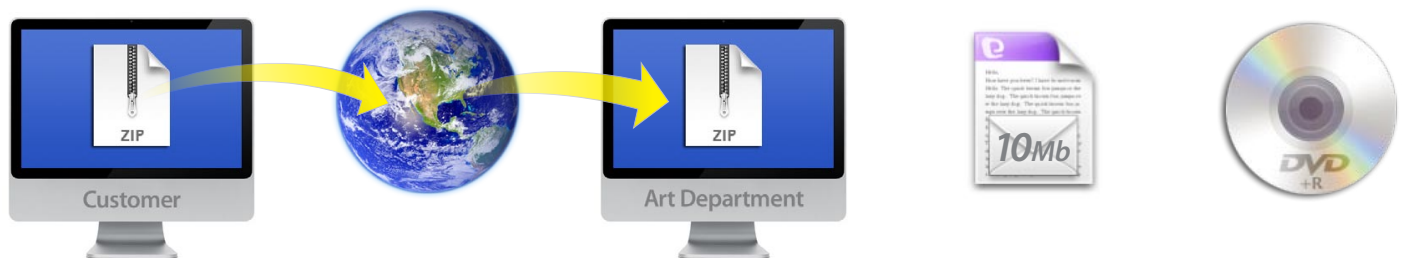


## Additional information on the above formats:

- All images MUST be supplied as CMYK and not RGB. Ensure all spot colours are named using PANTONE references.
- For bitmap graphics/images (PSD, JPEG etc.) a minimum of 100ppi (pixels per inch) at finished size is required for digital printing and 300ppi for screen print.
- When saving JPEG images, use the maximum quality compression setting available.
- Ensure any fonts used are converted to outlines (paths) or embedded in the file eg. PDF/EPS. Alternatively, please supply the fonts used.
- Illustrator templates for various products are available on request.
- Any artwork provided will be checked by us and a proof copy returned for approval before print production.

*We reserve the right to assess any artwork transmitted to us as unacceptable for our processes and quality standards.*

*The Art Department will determine the usability of any artwork received and will inform you of any difficulties at the earliest opportunity to allow you time to resubmit usable artwork.*



## Additional information on sending artwork:

- We can receive artwork via FTP (File Transfer Protocol), email or on CD/DVD. [mailbigfile.com](http://mailbigfile.com) and [yousendit.com](http://yousendit.com) are also good ways to send large files to us.
- FTP login detail are available on request.
- We recommend using a dedicated FTP client for uploading artwork ie. Cyberduck (Mac) or Core FTP (Windows).
- Multiple files uploaded to our FTP site must be ZIP archived compressed.
- Email attachment size limit is 10Mb.