

## Artwork Specifications

The following specifications are designed for your benefit and allow us to create a faster turnaround from the supply of artwork to print. As artwork can be created in a large variety of software, using a wide range of formats, we will, of course, be willing to discuss options for any artwork that does not meet the criteria set out below.

### Colours

All of our print is made up out of Cyan, Magenta, Yellow and Black (CMYK). If you have any specific colour requirements for your design, please make our sales staff aware and preferably supply a Pantone reference that we can aim to match to. As colour is very subjective, it is easier to match to a Pantone reference or colour sample.

### Formats

Our preferred form of artwork is a Print Ready Adobe PDF. - We can also accept the following formats.

Adobe Illustrator (Latest version of Creative Cloud)  
Adobe Photoshop (Latest version of Creative Cloud)  
Adobe InDesign (Latest version of Creative Cloud)

If you do not own or are unfamiliar with the software listed above, then the following file formats are acceptable. These files can sometimes be saved from software that is not listed above by exporting or saving as. Ring us for details if unsure.

.ai files  
.eps files  
.pdf files

### Fonts

All fonts used in a design should be included in a separate folder labelled fonts. Where possible, fonts should be outlined (converted to paths). On rare occasions, text can reflow and change position so a proof, either hard copy or digital, is recommended for us to check against.

### Image Resolution

The resolution (DPI or Dots Per Inch) for photo files or artwork should be set to the following.

Full Size 200 dpi  
1/2 Size 250 dpi  
1/4 Size 350 dpi  
10% Size 600 dpi +

If you have trouble saving files that are too big to email, please upload to [peach.wetransfer.com](http://peach.wetransfer.com)

### Scale

If for any reason the artwork has been scaled down, please include the current scale in either the Folder title or the file title the required size of the printed artwork.

### Crop / Trim Marks

All trim and crop marks must be saved with the offset matching the bleeds; For example 10mm Bleeds require an offset of 10mm, so the marks do not appear on the imagery itself.