

## Gift Artwork Instructions

### SECTION 1 Supplying Finished Artwork in Digital Format

If you plan to prepare your gift artwork yourself, please send us digital materials according to the following specifications:

#### Supported Applications for Graphic Files

- Illustrator (version 11 or earlier) ('vector image' eps)
- Freehand MX (version 11 or earlier) ('vector image' eps)
- Photoshop (version 8 or earlier) (tiff or eps) - this option only applies to transfer printing.

#### Non-Supported Applications / Files

- PowerPoint
- Excel
- Pagemaker
- Word
- Publisher MS
- Coreldraw

#### Storage Media

- CD
- DVD

(Floppy and Zip disks are not supported.) All data supplied in digital form must be virus-free. Please virus-check all files before sending.

### SECTION 2 Artwork Requirements

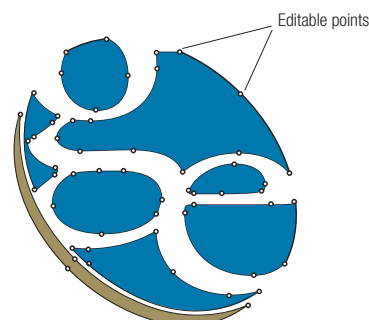
- Pantone colours only. CMYK files are not used for most gift artwork (usually only on mousemats and obviously charged for 4-colour).
- Files to be supplied as 'Vector Image' .eps files. (Photoshop files / scans saved as .eps files are NOT vector images - see below for detailed explanation of a 'Vector Image'.)

#### Special Notes

- If you do not have your logo as a vector image .eps file, ask your stationery printer as they will probably have it in this format.



Low resolution scan (72dpi) from photoshop  
This image is CMYK or RGB and is uneditable  
(We cannot change individual colours.)



Vector image .eps file from Illustrator or Freehand.  
We can change colours and edit this image.  
We can increase or decrease size without losing resolution.

### SECTION 3 Charges

Producing New Artwork	£30
Amending Supplied Artwork	£17.50