



Products that promote.
Ideas that inspire.

Gifts

Artwork
Specification

Version:
March
2017

Artwork for Gifts

There are various methods used to brand your promotional items. Below are best practice guidelines on how to supply artwork for each of the processes. Your Sales Executive will be able to tell you which method is being used to brand your item.

Artwork costs

Some of the methods of branding require your logo or branding to be in a Vector EPS format created in a package such as Adobe Illustrator. If you cannot supply your artwork in this format, we can create this file for you by redrawing/recreating the artwork.

Redraw if not an eps £30.00

Amend an eps e.g add text at £15.00

Screen Printing

About

This is used on pens, flat plastic items and PU, some bags and clothing, particularly T-shirts. Ink is applied to the product by pushing it through a screen (or stencil) containing your design.

Artwork

If possible please supply vectored eps file using an application such as Illustrator. PDF containing vectors are also acceptable. If your design contains images, please make sure they are at least 300dpi at the size that they are to be printed.

If you do not have a vectored version, please provide us with separated images (of each colour required) at a minimum of 300dpi at the size you require the branding to be. A layered Photoshop PSD file would be suitable.

When you supply artwork with specific spot or Pantone colours, we will match them as closely as possible to the range of screen printing inks available.

Pad Printing

About

This is generally used on odd or curved shapes. Ink is transferred onto product by way of a rubber pad.

Artwork

If possible please supply vectored eps file using an application such as Illustrator. PDF containing vectors are also acceptable. Please make sure all fonts used are converted to outlines.

If you do not have a vectored version, please provide us with an image (JPG, TIF, PNG etc) at the highest resolution you have. Ideally it should be 300dpi at the size you wish it to appear.

Be aware that designs should contain no tints, only solid colours. The print process is best suited to monochrome designs with good contrast and no small details.

When you supply artwork using specific spot or Pantone colours, we will match them as closely as possible to the range of ink colours available.

We're here to help...

If you have a query please call us on 01604 671671
and ask to talk to one of our studio staff.

Engraving

About

This is used most commonly on crystal, glass and metal products to achieve a quality and lasting finish. Laser engraving is now widely regarded as the most accurate and economical way of reproducing fine design work, although machine engraving may still be used to excellent effect.

Artwork

Files for Engraving must be Vector eps files only created in an application such as Illustrator. PDFs can be used but ideally supply as Illustrator EPS or AI files.

Not all eps files are vector files. A true vector is where the graphic is drawn using paths and not pixels, this means that it can be used at any resolution or size without degradation.

Artwork must be solid black. Tint effects and shades can be achieved if using a laser due to the precision. These effects are created using halftones or lines not by using tints of black. When you supply artwork using specific spot or Pantone colours, we will match them as closely as possible to the range of ink colours available.

Blocking

About

This is used to brand leather goods in particular. A metal block (die) is pressure stamped onto the product, usually with a gold or silver foil, to leave a lasting impression of your design. Alternatively, the process can be performed without foil, just leaving your design in plain relief. This is known as blind embossing.

Artwork

Files for blocking dies must be Vector eps files only created in an application such as Illustrator. PDFs can be used but ideally supply as Illustrator EPS or AI files.

Not all eps files are vector files. A true vector is where the graphic is drawn using paths and not pixels, this means that it can be used at any resolution or size without degradation.

Artwork must be solid black with NO tints, shading or colour.

A minimum of 8pt is required for text and 0.75pt for keylines when blocking onto diary or notebook covers, any smaller and the type or line will fill in when blocked and cannot be read.

Embroidery

About

This is a great way to achieve quality personalisation on most clothing and headwear. Modern machinery offers speed and multiple colour possibilities. A typical design is based on a stitch count of around 5 to 10,000 stitches. Embroidered branding on clothing tends to be more durable than screen-printing or vinyl transfer.

Artwork

If possible please supply vectored eps file using an application such as Illustrator. PDF containing vectors are also acceptable. Please make sure all fonts used are converted to outlines.

If you do not have a vectored version, please provide us with an image (JPG, TIF, PNG etc) at the highest resolution you have. Ideally it should be 300dpi at the size you wish it to appear.

When you supply artwork with specific spot or Pantone colours, we will match them as closely as possible to the range of thread colours available.

We're here to help...

If you have a query please call us on 01604 671671
and ask to talk to one of our studio staff.

Die Stamping

About

Usually used on metal products like stainless steel or similar products. Like with blocking, a metal die is pressure stamped onto your product leaving an impression of your design. It can be left plain or filled with colour.

Artwork

Files for dies stamps must be Vector eps files only created in an application such as Illustrator. PDFs can be used but ideally supply as Illustrator EPS or AI files.

Not all eps files are vector files. A true vector is where the graphic is drawn using paths and not pixels, this means that it can be used at any resolution or size without degradation.

Artwork must be solid black with NO tints, shading or colour.

A minimum of 8pt is required for text and 0.75pt for keylines.

Full Colour Digital Print

About

This process uses CMYK (cyan, magenta, yellow and black) to reproduce full colour designs onto many types of flat materials. This is suitable for shorter runs where specific spot (Pantone) colours are not required.

Artwork

Ideally supply files as a PDF set to the correct size, with all fonts embedded. All images are CYMK or greyscale at least 300dpi. PDFs are generated using the "Press Quality" Setting in InDesign, Illustrator or Acrobat.

As a last resort, if you can't create a PDF, you can supply the artwork as an image (JPEG, TIFF). To keep the text clear and crisp, make sure that the resolution is set to 450dpi. If you are creating a JPEG then make sure that you set the quality to "highest" or whatever the highest quality setting is. Ideally use CMYK rather than RGB when creating your file.

All artwork must include trim marks and 3mm bleed if required.

Please make sure any spot colours are converted to CMYK.

Please convert all RGB colours and images to CMYK before creating the PDF. Remember that the nice bright colours achievable in RGB are not always possible in CMYK. It is better for you to convert to CMYK at your end and see any unwanted colour shifts rather than see it on the final product when it is too late.

Litho Print

About

This traditional process of printing uses metal plates and ink. Full colour work is reproduced using CMYK (cyan, magenta, yellow and black). Spot (Pantone) colours can also be specified.

Artwork

Ideally supply files as a PDF set to the correct size, with all fonts embedded. All images are CYMK or greyscale at least 300dpi. PDFs are generated using the "Press Quality" Setting in InDesign, Illustrator or Acrobat.

As a last resort, if you can't create a PDF, you can supply the artwork as an image (JPEG, TIFF). To keep the text clear and crisp, make sure that the resolution is set to 450dpi. If you are creating a JPEG then make sure that you set the quality to "highest" or whatever the highest quality setting is. Ideally use CMYK rather than RGB when creating your file. This method will not allow for any spot colours being used.

All artwork must include trim marks and 3mm bleed if required.

Please make sure any spot colours used are relevant to the job e.g. Only use them if you are printing using that spot colour in addition to CMYK. If you are not actually printing that Spot Colour please convert it to CMYK.

Please convert all RGB colours and images to CMYK before creating the PDF. Remember that the nice bright colours achievable in RGB are not always possible in CMYK. It is better for you to convert to CMYK at your end and see any unwanted colour shifts rather than see it on the final product when it is too late.

We're here to help...

If you have a query please call us on 01604 671671
and ask to talk to one of our studio staff.