



General artwork requirements

Please read the following carefully. These guidelines are to avoid any delays or to incur additional costs.

- Resolution** Artwork MUST be supplied at **100% scale** at a resolution of **300dpi for litho and digital** and **150dpi for large format**.
- Colour** All colour modes as **CMYK**. No RGB or Pantone (PMS) files of any kind except for spot colour jobs. If you need an exact colour match, we advise you to purchase a PANTONE chart. **You cannot use your computer's monitor as a reference if it is not accurately calibrated.**
- Blacks** Black values for text should be **BLACK only OC 0M 0Y 100K**. Remember to overprint black text. Black value for a prominent black background should be **30C 30M 30Y 100K**.
- Fonts** Convert **ALL text to outlines** i.e. curves or paths.
- Accepted file formats** We accept print ready artwork in recognised design formats for **MAC & PC**. PDF (all fonts embedded), Tiff or Jpeg (flattened), Adobe Photoshop, Illustrator and InDesign.
- Bleed** Bleed past all edges, if necessary, is required as indicated on appropriate templates. Also keep all text at least 5mm from all edges to give a safety area
- Artwork submittal** We prefer that you upload all artwork and orders via our website, alternatively you can email or supply us with a disc. **Please include full and clear instructions with each order.**
- Warning about borders** Borders on the edge of a flyer, card or other product, can sometimes give a classic look. But make sure the borders are a good few mm in from the trim edge... Due to the nature of printing borders may not be accurately trimmed to the exact 10th of a mm... This is why we ask for bleed. The blade could go either way. We can not be held responsible if borders are slightly uneven.
- Imprint** If you are not a re-seller we reserve the right to add our small imprint on your product without prior notice.

All changes or and corrections to supplied artwork will be charged for at R760 excl. VAT per hour.