

Artwork & personalisation information

Artwork formats

The artwork we require is a high quality representation of your design from which printers can accurately print and produce a desired image on your selected item.

Your artwork may be based on:

- Your company logo
- A picture
- Just words or text
- Any combination of the above.

Artwork is always supplied in a digital format. There are different formats required and these are listed after the various methods for personalisation of your item.

We need to check that the format of your artwork is suitable for applying to your chosen items. Acceptable formats include:

- **Original EPS vector files** - these must be original editable EPS or ai files. These files are the preferred and most suitable option.
- **Jpegs, PDF files and Tiff files** - acceptable but a charge may be made to redraw as eps.
- **Gif, Word and Powerpoint documents** - we can use these but they require a significant amount of adjusting by our artwork designers. These will always incur a charge based on complexity and artroom time required.

Personalisation methods

Printing - There are two distinct types of printing:

Solid colour print: 1, 2, 3 or 4 solid colours. When printing with solid colours we will need to know the exact pms colour or pantone reference.

4 colour process print: involves different colours, tints and shades (like a picture). When printing 4 colour process we cannot always match exact pantone shades colours but the colours will be a close.

Embroidery - involves mechanically stitching an image on to garments using automated and sophisticated sewing machines. As we use threads, the colours must be distinct as we cannot replicate tints and shades.

Laser Engraving - this involves very finely cutting an outline of the image normally into glass, metal or wood using computer technology.

Blocking and Foil Blocking - this involves stamping an outline of the image or stamping a colour foil of the image normally into leather and some PU items like diary covers, leather wallets and certain folders.

A setup charge or origination is charged per colour per position on printing. Embroidery and laser engraving origination costs are determined by size.