

Artwork Guidelines

Types of file you will need

For us to customise your promotional merchandise, we will need your artwork.

The most suitable type of file for us is an .EPS or .PDF File, created in Adobe Illustrator from scratch and saved as outlines.

However, don't worry if you don't have one of those, we can create one for you if you email us your artwork in whatever format you currently have (.JPG, .PSD, .TIFF, .AI and .PNG.)

A very common file used for full colour prints or transfer is a .JPEG, if you are sending us one of these please try to ensure it is 300DPI.

Print colours

Your company logo would have been created by a designer who will know what colour your artwork is.

The most commonly used recognition system that printers is called a Pantone Colour System. We use this system for nearly all of our artwork and will need it for the proofing stage of the process.

Below you will find a Pantone Matching System (PMS) Chart.

Please bear in mind this should be a rough guide only, as colours will vary on different computer screens and office printers.

[Download](#)

There are many other types of colour recognition systems used, for example CMYK (Cyan, Magenta, Yellow and Black) or RGB. Don't worry if that's all you have, our team of in-house designers can easily find the best matched pantone colour from these.

We can also print your logo even if it is Full Colour, like a photograph for example, or a logo with lots of gradients. If in doubt, simply email us whatever format of artwork you have and let us do the hard work.

Fonts

Your company logo and text would normally have been created using a specific font.

Your artwork designer will know exactly what font they used to create the text, but if they don't, we can attempt to match your font, or offer you a choice of different fonts to use.



Cutter Guides and Print Areas

On custom products you can choose exactly where you would like your logo printed, but many other items only have certain "print areas" available on the product. Please see below an example of this on our printed cotton shopper.

The print area above shows the ideal place for your logo to be printed.

Many products can also be printed in multiple areas; such as in the bottom left or right corners.

If in doubt, we have artwork templates available for you to download for free on our website or one of our friendly sales team can advise you.

Artwork Proof - Invincible Cotton Shopper

Proof Version: 1



Job Number		
Bag Size	380 x 420mm	
Print Area	210 x 250mm - Transfer	290 x 320mm - Screen Print
Artwork Size	Side 1 - 000x000mm	Side 2 - 000x000mm
Bag Colour	Natural	
Number of Bags	---	
Pantone Colours	<input type="checkbox"/> --	
Handle Size	Long 70cm	
Date	00/00/2019	

Any measurements on proofs are there as a guideline only as there is natural variation in the product and movement in the print process. The print position cannot be guaranteed 100% correct due to the fluctuating size of the hand made bags that we print.

You are responsible for checking this artwork thoroughly for spelling and grammatical errors as we cannot be held responsible for any errors contained herein.

Once you have chosen the right promotional business gift or giveaway for your company, you will be sent an artwork proof / visual, showing your logo in place on the product, the colour of the print, and the colour of the product.

We won't do anything until we have received further instruction from you that you are happy with every detail.