



ARTWORK PRINTING GUIDE

Getting it right first time!

SUPPLYING YOUR ARTWORK FOR PRINTING

Hopefully you will find all the necessary information within this guide to help you submit your artwork for a trouble free print-run.

If there is something you do not understand, please feel free to contact us and we will try to help.

SENDING

YOU ARE WELCOME TO SUPPLY THE ARTWORK IN THE FOLLOWING WAYS

- On either CD or DVD
- USB Memory Stick
- By e-mail

Please send e-mails to pashirt@mweb.co.za. The size of the file sent by e-mail must be under 6MB, if the file is larger please upload via the free section of www.yousendit.com and send us the link for download.



FORMATS WE ACCEPT



WE ACCEPT ARTWORK IN THE FOLLOWING PC FORMATS:

- Corel Draw X5 (or less)
- Photoshop CS2 (or less)
- JPEG/PDF files

For screen printing and heat transfer printing we prefer artwork in a vector format, such as Corel Draw or a PDF from Adobe Illustrator. It enables us to separate and adjust the size of the artwork without distorting the quality.

If you do supply artwork in Jpeg/Photoshop format, please ensure the files are setup in a CMYK colour mode at a minimum of 300dpi @ full size.

MICROSOFT PUBLISHER, WORD, POWERPOINT, EXCEL do not produce artwork suitable for print, if using these please make a PDF and be aware that this will require extra time in the production schedule for the re-working.

PRINT POSITIONS & SIZE

For printing onto clothing, the following are our standard print positions and sizes. When designing your artwork bear in mind that the print will need to fit the smallest garment. We are unable to print on or over a seam or stitching.

Our standard sizes prints as as follows:

Small print (left chest or sleeve or back neck) would be around **100mm wide**.

Large print (front chest or back) would be **A4 size** or around **295mm wide**. This is suitable for most applications.

Jumbo print (full front or back) would be **A3 size** or up to **400mm x 400mm**. Jumbo prints are an extra R3 per print per shirt.



LEFT CHEST



RIGHT SLEEVE



LEFT SLEEVE



BACK NECK



FRONT CHEST



BACK



JUMBO

FONTS & IMAGE RESOLUTION

If you supply us a file for printing, and it contains fonts that we do not have on our computer, our computer will substitute the font. To ensure your artwork prints as intended, please convert the fonts to curves (Corel Draw) or convert the fonts outlines (Adobe programs) before sending us the file. Otherwise please send us the font.

All images used in the artwork must be a minimum of 300dpi. **Images off the internet are generally not good enough resolution to print from as they have been compressed.** If low resolution or internet image are used they will print blurry.

COLOUR

HEAT TRANSFER PRINTS (FULL COLOUR DIGITAL)

All full colour heat transfer prints should be completed and saved in CMYK process. CMYK is used for print and RGB is used for web and screen. We cannot take responsibility for any unexpected colour results experienced from artwork supplied in non-CMYK colours (such as RGB or spot colours). **If close colour matching is required, please supply us with the relevant CMYK breakdown to match to.** Metallics such as gold and silver, as well as bright colours such as dayglo cannot be created with full colour heat transfer printing.



SCREEN PRINTING

For screen printing we use actual spot ink colours, pulled through a screen directly onto the garment. Below is the standard range of colours available. If specific colours are required please supply us with the relevant Pantone (coated) colour when supplying your artwork. Spot colours for screen printing include Metallics such as gold and silver, as well as bright colours such as dayglo.

STANDARD SCREEN PRINT INK COLOURS



NB: PLEASE NOTE THE ABOVE COLOURS AS TO BE USED AS A GUIDE AND MAY LOOK DIFFERENT ON YOUR COMPUTER SCREEN. PLEASE VISIT OUR SHOP FOR EXACT COLOUR SWATCHES.

FINAL CHECK

WHEN SUPPLYING US WITH YOUR ARTWORK PLEASE NOTE: We are not responsible for the print result of any 'print ready' artwork supplied. While we will always try and check artwork and advise of any issues before print, we cannot be held responsible for any incorrect printing resulting from incorrectly supplied artwork (including colours, font substitutions, image resolution etc...)

If time permits we will send you a digital proof to check before print, so that you can sign off your artwork and make sure it looks as intended. We will not be held liable for any copyright claim or dispute between the client and prosecutor from artwork supplied.