

DREAM GRAPHICS

BRANDING & PRINTING SOLUTIONS



ARTWORK GUIDELINES

If you wish to supply your own artwork please follow these guidelines

Allow 10mm bleed on all sides on self adhesive vinyl, this excludes the thickness of material being applied to and additional bleed would need to be added in the event that you would like it wrapped around the back..

Convert RGB and spot colours to CMYK.

PDF files must have fonts & images embedded. (Fonts to be converted to curves or outlines created)

JPG files must be at least 400dpi.

Set black text and fine lines to overprint.

Avoid using small text (below 7pt) that is made up of more than one process colour.

Text, images, logos etc must be at least 5mm away from the edge of the page.

Avoid using small text (below 7pt) that is white, reversed out of a background that is made up of more than one process colour.

NB: PLEASE FOLLOW THESE INSTRUCTIONS AS CLOSE AS POSSIBLE WHEN DESIGNING YOUR ARTWORK

1. Supply artwork in any of these design programs, lowest version displayed. Illustrator CS6; PSD (Photoshop) or an open PDF . No Indesign please.
2. Any images can be supplied as TIFFs, JPEGs or EPSs at minimum resolution of 300dpi at a of scale 1:10. (NB: RULE OF THUMB – zoom into the bitmaps to the size they will be when printed, if they appear crisp, more than likely the resolution will be fine.)
3. Please supply all logos as vectors where possible. High-res jpegs are only accepted as a last resort.
4. Supply all text converted to curves but please forward us the fonts too, incase adjustments have to be made our side.
5. Allow at least 100mm bleed of artwork beyond all magenta outlines.
7. Colour specs, layouts and proofs must be supplied with artwork and be sure to include all four sides of the design.

If you don't understand everything or are having problems, please give us a call.

