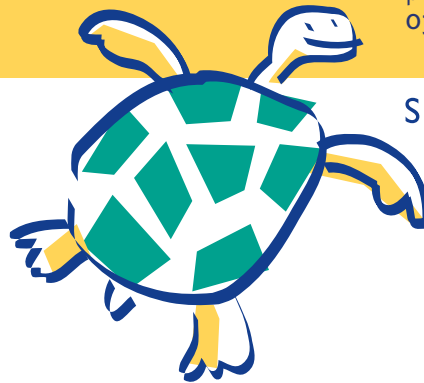


How to supply your artwork

If you have any artwork enquiries please call us on 03 9555 5622



SANDERSON

Our production process means we require specific artwork to allow your job to be produced on-time, without any problems.

File accuracy and set-up is important to allow our rip to process the file and run film as required for screen printing.

Sanderson can provide proofs, however if required they will be charged as an additional cost.

Use the checklist below to make sure that you have set up your artwork correctly.

File format / supply

- Artwork has been supplied as .ai or .eps files, using the Sanderson supplied die-line. *We also accept hi-res PDF's, as long as no further changes are required to the artwork. If supplying a PDF, and it has been generated out of InDesign, you must supply the InDesign file and any links.*
- The layout file has been created using layers; the top layer with our supplied die-line and all remaining layers separated for each spot colour.
- The artwork is set up as though you are printing all of it on the outside (if printing on both sides of a 'clear' sheet). *To do this, simply place the reverse side artwork on a separate layer. Don't create another file for the reverse side.*
- All files have been digitally supplied on disc or via email, accompanied by a colour print-out and all necessary instructions marked on the print-out.
- A PDF - as a visual guide - has been supplied with the artwork.

Bleeds

- 5mm bleed added where applicable.

Imagery

- All photos, logos, links and illustrations accompany the layout file.
- Line work is no less than 0.5pt.

Fonts

- All fonts outlined.
- No use of**
 - small type reversed out of background colours
 - small serif type faces
 - type smaller than 10pt.

Colours

- Only PMS colours have been used where spot colours are being printed. *Do not convert to CMYK.*
- A percentage of the spot colour has been used for any stipples.
- Opacity / transparency has not been used for colours.
- All pics have been converted to CMYK throughout (only if printing in 4-colour process). *Please note that all 4-colour process is actually screen printed at 65 line screen.*
- Any graphics printing in white have been coloured as a 100% spot colour (e.g. magenta) on the layout file. *Zero colour will not be detected by our rip.*

Varnishes

- Any graphics printing in clear varnish have been coloured as a 100% spot colour on the layout file, e.g. cyan.

Gradients

- Any gradients or vignettes have been created in Photoshop and placed into the Illustrator layout file as a greyscale tif, then coloured in Illustrator. *You will get better results (without banding) if the graphics are created in this way.*

What happens if we need to fix things?

You may incur extra charges if you supply files that we need to amend or change in any way.