Artwork delivery instructions

MOST IMPORTANT ASPECTS

- Submit the artwork as a vector file, if possible.
- If no vector artwork is available, it may be submitted as a bitmap (the bitmap should have a minimum of 300 DPI resolutions for the actual size).
- Colour information should be submitted in Pantone Coated (PMS C). (No fluorescent and metallic colors)
- Text must be submitted in letter outlines. (Except for orders with individual names)
- All elements need to be embedded in the file (No linked artworks in the file)

Vector artwork

What is a vector artwork?
Vector artwork consists of a series of dots which are connected by a line. The advantage of this format is that files can be reduced and enlarged endlessly without losing any quality.

Why should I submit vector artwork?
Full colour logos can only be of the highest quality if they are submitted as a vector. Laser engraving and direct prints on a coloured casing can only be produced with vector artwork. Bitmap artwork cannot be used for this procedure.

How do I know whether my artwork is a vector file?
You can recognise vector artwork by the file format. The best-known vector formats are: .eps, .ai, .pdf. (Please note: a file with these extensions can still contain a bitmap).

What should I do if I don't have a vector artwork?
If you do not have vector artwork, please contact your printer, designer or advertising agency. They would probably be able to help you in converting it to a vector artwork. Our graphic department would also be able to help you. Depending on your artwork, they can convert it to a vector artwork at an additional cost. Please contact our sales representatives for more information.

Bitmap artwork

What is bitmap artwork?
Bitmap artwork consists of grid pixels. These pixels have different colours and together they form the image. Bitmap artwork cannot simply be enlarged (like vector artwork), because it can lead to a dramatic loss of quality.

In which situations can I submit a bitmap artwork?
When the artwork is a photo or an advertisement, it can be submitted as a bitmap. It has to be in CMYK with a resolution of 300 DPI for the actual size.

How do I know my artwork is a bitmap?
When you zoom in on the artwork and the quality/sharpness decreases, then it is a bitmap. The best-known extensions for a bitmap file are: .jpg, .png, .tif, .bmp, .psd. There is no colour guarantee when submitting a bitmap artwork!

Artwork delivery instructions

Individual prints

e can personalise the products ordered, for example with different names on each product. When you order personalised printing, the texts should be submitted in column A, one underneath the other, in an Excel-file. Should you require any other texts on the product, then these texts should be submitted in separate columns.

Colours

How should I submit colour information?
To print a logo in the colours indicated, the colour information should be submitted in Pantone Matching System Coated (PMS C), for example PMS 348 C. Since we print in CMYK, we cannot match all colours (for example fluorescent and metallic colours). These colours are matched approximately.

What happens when I submit a different colour information?
All the colours, for example PMS U (Uncoated) or HKS (K), are converted to PMS C colours. As a result, deviations can arise. If a PMS C colour is not available, then the artwork should be submitted in CMYK. This will then be converted to PMS C.

What should I submit in case of a colour gradient?
Should there be a colour gradient (blended colours), which consists of one or more PMS C colours, then they will be converted to CMYK, because the colours cannot be checked when they are blended.

Is it possible to guarantee colors on the various vinyl?
We can print on various kind of vinyl but we can only guarantee colors when vector files are provided.

Texts

How should I submit texts?
All texts have to be converted to letter outlines so that font types do not have to be submitted. If a text cannot be converted to letter outlines, then the font type has to be added. Exceptions are orders with personalised printing. For personalised printing the font type should always be submitted.

What is the minimum text height?
To make sure all text are readable, we recommend a minimum text height of 0.8 mm. In the case of a thin text, a bold text or a negative text, the size depends on the font type. The text is legible when the line width and opening of the letters are a minimum of 0.2 mm.

Extra information

Bleed
With every product where the printed surface has to be completely covered, the artwork needs to have **2 mm bleed**.

Distance between lines and texts
A 0.2 mm distance should be kept between open and closed lines at all times. This also applies to texts and line widths. The opening of letters should also be 0.2 mm.

Products with a white base layer
Each product with a coloured casing has to have a white base layer printed under the original artwork. For this reason, all artwork must be submitted in vector with a minimum thickness of **0.25 mm**.

Artwork for engraving
Artwork submitted for engraving should be vector files at all times.

Safety margin
Logos and texts should always be 2 mm from the edge. It is possible for backgrounds to go to the edge but it should then have an overlap of 2 mm.