



## GRAPHIC REQUIREMENTS

**We are your partner in design so if you need any help with any aspect of design please do not hesitate to call.**

To ensure your job prints correctly, we recommend that you take note of the following specifications. Delivery delays may occur if artwork needs to be amended by our studio to fall within these parameters.

### ACCEPTED MEDIA

- CD/DVD
- EMAIL                      Artwork only to be emailed to: [artwork@wildthang.co.uk](mailto:artwork@wildthang.co.uk)

### ACCEPTED FILE TYPES

- Illustrator – CS3 (13) or lower
- Photoshop – CS3 (13) or lower
- Quark Xpress – version 6.5 or lower
- In some instances we can use coral draw files.

### ARTWORK SPECIFICATIONS

- All support & correct link files to be included @300dpi/RES
- All text to be converted to paths unless all fonts are included
- Cutter key line to be clearly indicated
- Try to avoid specifying tints lighter than 8%
- When saving and placed images – please save ESP, JPEG or TIFF with LZW compression option **NOT** selected.

### COLOUR LIMITATIONS

- For litho printing (paper) spot colours are created from CMYK, so you may get some colour variation.
- For screen printing (garments/t-shirts/etc) spot colours can be used.
- If you are having a promotional item printed ie. Ruler, Keyring, Pen, Umbrella spot colours can be used.

### COLOUR MATCHING

- To customer supplied samples/chromalins within the above limitations
- A chargeable press proof can be supplied for final sign-off.
- When spot colours are critical (ie corporate colour) we do ask that you give us the CMYK break down to ensure that they can be achieved.

### SUBSTRATES

- The material to be printed on may have an effect on colour matching accuracy. If any doubt request a press proof on the actual material. (Extra cost may be incurred if the material is a non-stock item.)

### NON ACCEPTED FILE TYPES

Formats not accepted: Power point, Page maker, Impressions, Publisher or Word. If the artwork has been generated in one of the above or another program, we can accept the following non-intervention file formats:

#### PDF, TIFF, EPS & JPEG

**PLEASE NOTE THAT THESE FORMATS MEAN WE CANNOT MAKE ADJUSTMENTS TO THE ARTWORK. SO PLEASE MAKE SURE YOUR FILES FOLLOW OUR REQUIREMENTS BELOW.**

- Cutter key line should not be included
- Be sure that the fonts or support files are not linking
- Bleed need to be 3mm outside of the finished size

Any questions regarding our requirements, please ring us on **0151 933 3289** and we will be happy to help. As and when we update our machinery, processing equipment and software this will be automatically updated.