

SUMMARY SPECIFICATION

When sending in Artwork please remember it **must be vector based**. The file must be workable i.e (we need to be able to change the colour of font or image to black to make film).

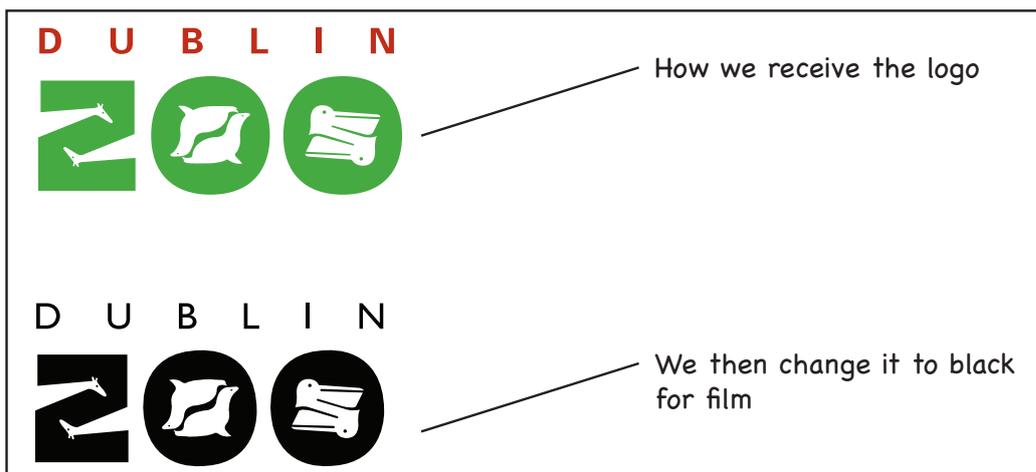
We can work with the following formats

1. Illustrator .ai, PDFs or .eps (nothing higher than CS6) file
2. Coreldraw.cdr (nothing over Corel version 14) or a PDF file created from Corel is acceptable.

All fonts must be converted to outlines / curves.

Please note that the "clock only starts to tick" when we receive artwork in a format that we can work with. Any delay in receiving workable artwork will extend our lead times for proofing, printing and despatch of goods.

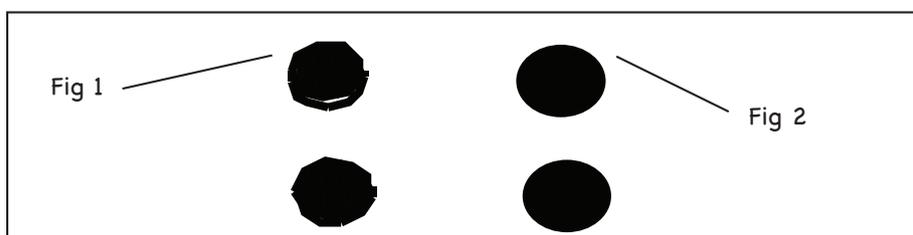
A MORE DETAILED SPECIFICATION FOR YOUR GRAPHIC ARTIST



Please note if your Artwork is a JPEG and you convert it to a .PDF or .eps file, we still would not be able to use it. As once artwork is converted to a JPEG the file is compressed so it would be like a picture we would not be able to alter anything.

Please note if you are exporting files to .eps from other drawing programmes e.g CAD, the files may become corrupt making lines jagged and lines may appear to be broken see (Fig 1). (Fig 2) shows how the file should be. Please ensure on whatever drawing programme you use that the settings for exporting to .eps are correct. You can do this by viewing the PDF or EPS after you export it and zoom in and check the lines.

Any work involving cleaning up images, re-drawing will incur additional charges.



Colour & Printing

When sending in artwork, please note we **CANNOT** print **tones / graduations / gradients** (see example below Fig 3 & Fig 4) in our screen printing process. Please provide us with a Pantone colour reference as the most accurate colour matches can be achieved with Pantone TM references. In absence of Pantone TM reference, a colour swatch or previously printed sample is acceptable but colour matches can be less accurate in this case. Our normal Pantone matching service is based on us mixing inks in-house and is only available on products with white surfaces. Every effort will be made to match colours as closely as possible on products with white surfaces, we would advice to order a printed proof if the colour match is critical, (*Fee Applicable*).



We cannot achieve tones or the gradients you see here

Fig 3



It all has to be changed to one solid Pantone colour. All our Pantone colours are solid coated, e.g Pantone blue 299c

Fig 4

It is not possible to achieve a pantone match when printing onto a coloured surface, unless we first print a layer of white ink and then print the required pantone colour on top of the white ink. This is only possible with certain logos and is not possible with text or narrow lines.

(See drawings below).

The results of pantone matching attempts onto coloured surfaces vary greatly (from fair to unacceptable). For this reason we strongly recommend that you do not accept such requests from end user customers, in the past we have found that it is better to offer them an alternate approach.

Examples:

- (a) When you print red 485 ink directly onto a black pen you will not achieve a pantone match, the logo will in fact look more like a pink, see sample below.



- (b) In order to achieve a proper 485 pantone match, we must do a double print, printing the logo in white first and then printing a red 485 logo on top of the white logo (see below). This is only suited to certain styles of logos (those without narrow lines where it is possible to create an overlap), kindly forward your logo for comment.



It is not possible to do a double print on text as text lines are too narrow and overlapping will occur (see example below)

The Healthy

Our standard print colours are as follows :

| | | | | |
|----------------|--------------|----------------|----------------|------------------|
| Black | White | Gold PMS 871 | Silver PMS 877 | Red PMS 485 |
| Yellow PMS 116 | Grey PMS 430 | Purple PMS 267 | Orange PMS 144 | Red PMS 185 |
| Blue PMS 281 | Blue PMS 286 | Blue PMS 300 | Green PMS 347 | Burgundy PMS 201 |

For information on the Pantone Matching System (PMS) see www.pantone.com

Please note that the colours portrayed on the vast majority of computer monitors do not accurately reflect the true pantone colour and cannot be relied upon for approving print colours, *we recommend the use of a pantone book for colour verification.*

Pantone Books can be purchased online at www.osullivangraphics.com or your preferred supplier. We **cannot use CMYK** colour references as our printing processes require Pantone Colours (the dominant spot color printing system in Europe).