

## ARTWORK & PRINT GUIDELINES

We take great care in preparing your files for digital print production to ensure timely delivery of your final order. To avoid delays and additional costs please follow these recommended guidelines.

## SUPPORTED SOFTWARE & APPLICATIONS IN FILE PREPERATION

We pride ourselves in our highly professional DTP team and attention to detail to prepare your artwork and turn the end product into something spectacular. The following software, hardware and guidelines are supported by our DTP team:

- Macromedia Freehand MX
- Adobe Illustrator CS5
- Adobe InDesign CS5
- Adobe Photoshop CS5
- Adobe Acrobat PDF
- CorelDraw X4
- All Fonts and types must be converted to paths, curves or outlines. (Please include all required font files.)
- Convert all images to EPS (jpeg maximum quality)
- Convert images to CMYK or grayscale
- Scan all images at 300dpi (dots per inch) at 25% of actual size
- Additional time spent on file downloads, imports and artwork touch-ups will be charged at an additional rate

## COLOUR MANAGEMENT

Colour is of the utmost importance when it comes to branding. External factors may influence the final printed colour outcome such as various different substrates and their absorbencies and textures, also weather temperatures and humidity plays a role in digital printing. The following are required to match your colours as close as possible:

- Epson, chromalin or irises colour proofs
- Pantone references
- CMYK values (each set of CMYK colour has different values and may cause colour variations in final product)
- Printed matter such as litho or screen print samples, product packaging etc
- All RGB files will be converted to CMYK and will change the final colour output
- We suggest that if time allows you ALWAYS request a colour strike to approve prior to production

## DELIVERY OF FINAL PRODUCTION ARTWORK FILES

- CD, DVD, USB Flash driver or Email files smaller than 10MB
- [www.sendthisfile.com](http://www.sendthisfile.com)
- [www.yousentit.com](http://www.yousentit.com)
- Swift FTP site details: <ftp://files.swiftgraphics.co.za>  
(username: client AND password: swift) - pls save file under relevant order number or project name