



## **DIGITAL ARTWORK SPECIFICATION**

### **GENERAL INFORMATION**

#### **FILE TYPES:**

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

We prefer to accept files in the above software applications, however please contact us if your artwork is designed in another software application, as we may still be able to accept it.

Please supply full printed directory of disk contents

Supply all layout files and graphic files (EPS, TIFF etc at highest resolution possible / **300dpi minimum**)

All unwanted items and colours to be deleted

Note: Do not use text in Photoshop files (addresses, phone numbers etc.) Instead place the text in your Adobe Illustrator file. Text may be used as a graphic design element in Photoshop. Minimum font size must be 5pt. When using a font that is knocked out of a four-colour process background, use at least a 6pt bold.

**Artwork must be supplied with a hard copy of either black and white or colour for positional and identification purposes**

Leave all artwork live and CMYK separated (not RGB)

#### **IMPORTANT!!!**

ALL FONTS USED SHOULD ALSO BE SUPPLIED WITH THE ARTWORK

NOTE: ANY AMMENDMENTS TO INCORRECTLY SUPPLIED ARTWORK ARE CHARGEABLE

---

### **FONT INFORMATION**

Please state names of fonts used

All fonts used must be supplied on disk whenever possible