

# Artwork checklist


## EPS/AI/PDF

To print with precision and accuracy your logo or graphic needs to ideally be in either **.EPS** or **.AI** (Adobe Illustrator) file. There can also be the case of having **PDF saved with vector outlines which is also usable.**


Contrary to what a lot of people believe we **cannot convert a non EPS file into an EPS simply by "Saving as"**, unfortunately this won't give the file the properties of an .EPS file.

**EPS Vector Format is a HIGH resolution format** (unlike for example a JPEG file which is mostly LOW resolution and pixel-based) that enables the decorator to produce the highest quality artwork production on your promotional product.

**Text/fonts and logo must be outlined.**



**NOTE!**  
If you do not have these file types handy, you should be able to source these from your design/graphics department. **If you are unable to source these files, and require the logo to be redrawn, it will incur a \$90p/hr charge** – timing will vary depending on complexity of the artwork, font sourcing, etc.




**NOTE!**  
If you do not have these file types handy, you should be able to source these from your design/graphics department or the original source of the artwork. **If customised artwork is required, this will be charged at \$90 p/hr** and timing will vary depending on complexity of the artwork, font sourcing, etc.

## JPEG/TIFF/PSD/PDF

For digital four colour process prints, we can accept any **high quality (300+DPI)** format such as **JPEG (High resolution), TIFF, PSD**, etc. saved in CMYK colour format.

**LAYERED ARTWORK** is always preferred for digital and screen printing (usually in the form of a .PSD file). This way we can easily remove the artwork from the background and edit any parts of the artwork not necessary for the final print.




**NOTE!**  
If you are unsure of what fonts are required, you should be able to source these from your design/graphics department. **If you are unable to do this, we can find a close or similar font for your artwork, however this usually requires purchasing the font and the rights to use it**, which will be added to your final invoice.

## Fonts & typefaces

**Graphic files do not carry the font** used in the artworks due to copyright reasons, as well as not all computers contain the same set of fonts.

Therefore **all fonts for text must be outlined.** If you use a special font, **please supply .TTF (font) files.**




**NOTE!**  
If you are unsure of the PMS colour for your artwork, you should be able to source this information from your design/graphics department. If you are unable to do this **we are happy, with your permission, to find the closest PMS colour we can find to match your artwork.** You will be able to look this over when signing the Artwork Approval Form.

## PMS Colours

PMS (Pantone Matching System) Colours provide us with standard colours for widespread use and is most important when it comes to consistency with corporate branding.

For most printing processes, **it's important we are provided with the correct PMS colours** specifications – particularly corporate logos.

If a logo or artwork is provided in CMYK or RGB, **we cannot simply convert it to a PMS colour.**



**NOTE!**  
**Mock-ups are an indication ONLY.**  
We place no guarantee that the final product will appear exactly the same as the mock-up.  
Colours, shades, tones can vary compared to what appears on screen or print outs.

## Artwork Approval Forms and Mock-ups

These are to ensure you are happy and in agreement with the products you are ordering.

**Please consider all information on these forms**, as they are important to the final outcome of the branded product.

The majority of the time a mock-up will be used on the Artwork Approval Form for you to assist in providing you with an indication of what the final product may look like.

These may only be done if we have access to product images and your required artwork.

# d&m blue™ Vectors VS. Pixels

(and WHAT is the difference?!)

They look the same, right?



Vector outlined logo  
EPS file



Pixel-based (or 'bitmap') logo  
JPEG file

Let's take a closer look...



**ZOOMED IN @ 2400%**  
Vector outlined logo  
EPS file



**ZOOMED IN @ 600%**  
Pixel-based (or 'bitmap') logo  
JPEG file



## QUICK NOTES

### Files supporting VECTOR art:

- .AI (Adobe Illustrator - where vectors are born!)
- .EPS (Encapsulated Post-Script)
- .PDF (Portable Document Format)

### VECTORS:

- The information gives the optimum print resolution however large it is scaled.
- You can change them into PIXELS.
- Used mostly for logos and illustrations - things that have large blocks of flat colour.

### Files supporting PIXEL-BASED art:

- .PSD (Photoshop file - used to manipulate pixels and save working artwork with 'layers')
- .EPS (Encapsulated Post-Script - used for VECTORS or PIXELS)
- .PDF (Portable Document Format - so everyone can view documents in Adobe Acrobat/Reader)
- .TIF ( or 'TIFF' - Tagged Image File Format for high quality images)
- .JPG (or 'Jpeg' - most common, only saves flat images, for low and high quality, loses quality over time)

# dcm blue™ Branding Methods



## Pad Printing

This is a process which includes the cutting of a pad, placement of ink onto the pad and then pressing ink via the pad onto a product. It is the most common form of printing.

Pad printing is generally best done for SPOT PRINTING (one colour PMS). If full colour photo finish printing is desired, digital printing is the better option.

Used plastics, wood, metal, aluminium etc., and typically used for printing across relatively small areas and when the area to be printed is difficult to get at or is contoured.



## Digital Printing

Printing straight from a digital file rather than using plates. Digital printing can be a very cost effective way of producing high quality one-offs or small print runs.

This process is generally used on paper products or on items such as banners. It is now also possible to do digital printing on some plastics and ceramics though.

Please note that with Digital Printing CYMK colours are reproduced that may not exactly match a PMS colour that is used when pad or screen printing.



## Screen Printing

Commonly used to print on clothing, bags, caps and signs. The process involves using a cloth stencil and forcing plastic ink through the stencil onto the surface. Often called silk screen printing from the material formerly used for the screen.

When pricing items to be screen print, it is important that you note how many colours are to be printed as each colour will require a new screen. A 4 colour SPOT print for example will require 4 screens to be created and drying time between each print. A 4 colour PROCESS (CMYK) print though (used when colours "bleed" together or in the case of photographic images) will require more screens and the process is more detailed. Again, when process printing the colours may not be exact PMS matches (as noted above under Digital Printing).



## Heat Transfers

This is where a logo or design is applied by transferring the image from a specially printed paper to fabric by means of heat or pressure.

Can work very well for "retro" designs or where a design has a great deal of detail and "bleeding" between the various colours.



## Embroidery

This is decorative stitching applied to the surface of a fabric. This can be done in a classic 2D manner or 3D "RAISED".

Embroidery is costed according to stitch count – not colour ways – and size will affect the stitch count.

Please note that while PMS colours are referred to when matching thread colours, thread is not PMS dyed and different embroiderers do use different thread brands so slight variations in colour tone is to be expected and considered "normal".



## Engraving

Engraving is the practice of incising a design onto a hard, usually flat surface, by cutting grooves into it. It is most commonly the decoration of choice for metallic items and / or wooden items.

As engraving chips away at a surface, the design ultimately ends up coming through in the colour of whatever is underlying the surface. This could be a different colour or it could be the same as the exterior which essentially means the decoration will be quite subtle. It is recommended that when suggesting this form of decoration to clients it be made clear that in fact this decoration option is meant to be quite subtle and elegant.

It is possible to "oxidise" some surfaces. This is the process of adding a black substance to the top of the engraving and allowing it to penetrate into the grooves before wiping clean. This process is done by hand and is therefore costly.

Digital / colour engraving is now also possible but it is still a relatively new technology and is costly.



## Embossing

Embossing consists of pressing an image into a material (most commonly leather) and allowing the image to then look "embedded" into the item. This process is also referred to as blind embossing and some call it debossing.

Foil printing involves pressing of an image into material, similar to embossing, however rather than leaving just an indentation, this leaves behind the design in foil – typically gold or silver. This process can be done on leather, vinyl, paper, cardboard etc.