

PRINT READY ARTWORK SPECIFICATIONS

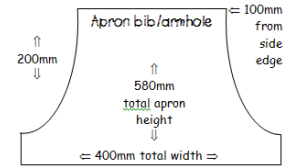
Artwork can be uploaded through our website at: www.expressions.com.au/artwork-upload/

DOCUMENT SIZE – PRINT AREA

Tea towel: 400mm x 600mm

Bag: 300mm(width) x 340mm(height)

Apron: 400mm(width at bottom) x 580mm(height) Bib/Armholes



Each design must be a separate file.

BLEED No bleed is needed.

MARGIN No margins are needed. Artwork can go to the edges of the print area.

IMAGE RESOLUTION - We only accept vector graphics and/or minimum 300 dpi files at 100%. Anything lower than this may result in blurry, bit-mapped or pixelated print quality. (Images used from the web are only generally 72 dpi. Although they look nice on screen, they are not appropriate for commercial quality printing.)

INK COLOURS – We print in Solid Colours. We offer 12 standard colours.



If a specific colour is required you will need to provide a Pantone (PMS) code for each colour. Please choose your PMS colours from the colourbook “PANTONE solid uncoated” available in Illustrator, InDesign and Photoshop. Please set all text and other design elements to your specific colours. We will print your job in the Pantone colour(s) specified in your document unless you advise differently.

FONTS AND TEXT

Please convert all text to outlines, embed fonts and/or provide actual fonts.

FILE FORMATS

We prefer vector Illustrator files (.ai). PDFs with editing capabilities enabled are also okay. We also accept: .psd and .eps files if necessary.

FINAL CONSIDERATIONS

Check your artwork for spelling mistakes and grammar. Double check to make sure all images used are high resolution and embedded into the document. If the images are linked, you will need to supply the original images, too. Make sure document dimensions are correct, and check ink colours for proper colour printing.

Your "Print Ready" files will be printed "as is". We cannot guarantee and/or easily dissect files we did not create. If your files require additional work to prepare them for print, an additional fee may be incurred. You will receive a digital proof of your artwork to approve before printing.

FULL COLOUR IMAGES or IMAGES WITH SHADING/GRADIANTS

Please contact Expressions to discuss your job if it is to include any shading or full-colour.