

Artwork Submission Guidelines

MOST IMPORTANT ASPECTS

- Submit the artwork as a vector file, if possible.
- If no vector artwork is available, it may be submitted as a bitmap. The bitmap should have a resolution of 300 DPI at actual size. (This is not possible for all products)
- Colour information should be submitted in Pantone Coated (PMS C). Please note, fluorescent and metallic colours are not accepted.
- Text must be submitted as outlines. (Except for orders with individual names, then we need .ttf or .otf files)
- All elements must be embedded in the file (no linked artwork).

Vector artwork

What is a vector artwork?

Vector artwork consists of a series of points connected by paths or lines. The advantage of this format is that files can be scaled up or down infinitely without losing any quality.

Why is it important to submit vector artwork?

Full colour logos can only achieve the highest quality when submitted as vector files. Laser engraving and direct printing on coloured surfaces require vector artwork. Bitmap artwork cannot be used for these processes.

How can I tell if my artwork is a vector file?

You can recognize vector artwork by its file format. The most common vector formats are .eps, .ai, and .pdf. (Please note: a file with these extensions may still contain bitmap elements.)

What should I do if I don't have vector artwork?

"If you do not have vector artwork, please contact your printer, designer, or advertising agency. They can likely assist in converting it to a vector format. Our graphic department can also help with the conversion, though it may incur an additional cost, depending on the complexity of your artwork. For more information, please reach out to our sales representatives.

Bitmap artwork

What is bitmap artwork?

Bitmap artwork consists of a grid of pixels, each with its own color, and together they form the image. Unlike vector artwork, bitmap images cannot be enlarged without a significant loss of quality, as they become pixelated or blurry when stretched.

In which situations can I submit a bitmap artwork?

When the artwork is a photo or an advertisement, it can be submitted as a bitmap. It must be in CMYK colour mode with a resolution of 300 DPI at actual size.

How do I know my artwork is bitmap?

When you zoom in on the artwork and notice a decrease in quality or sharpness, it is likely a bitmap. The most common file extensions for bitmap images are .jpg, .png, .tif, .bmp, and .psd. Please note that there is no colour guarantee when submitting bitmap artwork.

Individual prints

We can personalize the products you order, such as adding different names or logo's to each item. When placing a personalized printing order, please submit the texts in column A of an Excel file, one text entry per row. If you need additional text or logo on the product, please submit these in separate columns. Individual images must be delivered in a .png file.

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Colours

How should I submit colour information?

To print a logo in the specified colors, the color information should be submitted using the Pantone Matching System Coated (PMS C), for example, PMS 348 C. Since we print in CMYK, not all colors can be precisely matched (such as fluorescent and metallic colors). These colors will be matched as closely as possible.

What happens if I submit different colour information?

All colours, such as PMS U (Uncoated) or HKS (K), are converted to PMS C colours. As a result, some deviations may occur. If a PMS C colour is unavailable, the artwork should be submitted in CMYK, which will then be converted to the nearest PMS C colour.

What should I submit if my artwork includes a colour gradient?

If a colour gradient (blended colours) consists of one or more PMS C colours, it will be converted to CMYK, as blended colours cannot be accurately checked in PMS C.

Is it possible to guarantee colours on the various vinyl?

We can print on various types of vinyl, but we can only guarantee color accuracy when vector files are provided.

Texts

How should I submit texts?

All text must be converted to outlines to avoid the need to submit font files. If text cannot be converted to outlines, the font type must be provided. Exceptions apply for personalized printing orders, where the font type should always be submitted. (.ttf or .otf files)

What is the minimum text height?

To ensure all text is readable, we recommend a minimum text height of 0.8 mm. For thin, bold, or negative text, the required size may vary depending on the font type. The text is considered legible when the line width and letter openings are at least 0.2 mm.

Extra information

Bleed

For every product where the printed surface must be completely covered, the artwork should include a least 2 mm bleed.

Distance between lines and texts

A minimum distance of 0.2 mm should be maintained between open and closed lines at all times. This applies to both text and line widths. The openings of letters should also be at least 0.2 mm.

Products with a coloured surface

Each product with a coloured surface must have a white base layer printed beneath the original artwork. For this reason, all artwork should be submitted as a vector file with a minimum thickness of 0.25 mm.

Artwork for engraving

Artwork submitted for engraving should always be in vector file format.

Safety margin

Logo's and text should always be placed at least 2 mm from the edge. Backgrounds can extend to the edge, but they must contain 2 mm bleed. For sleeves and speakers, we use a safety margin of 5 mm.

Speakers and Bags

For speakers and bags, we require a minimum line thickness of 1 mm. The artwork should be provided in vector format or with vector outlines.