

Artwork requirements for vinyl stickers

Supported Applications:

Adobe Photoshop – versions CS, CS3 or earlier..

Adobe Illustrator – versions CS, CS3 or earlier.

Supported File Formats:

Pixel based graphics:

Preferrably CMYK, .tif .eps or .pdf files at 300dpi (dots per inch or 118.11 dots per cm), at full size (their appearing size).

Vector graphics:

Preferrably CMYK Illustrator files in .ai, .eps or .pdf file formats. Please convert all text in the design to 'Outlines/Paths' to ensure the fonts used appear correctly.

Pictures:

Where picture reference is incorporated in a design they should be supplied as .tif or .eps files at 300dpi at full size or the specified dpi shown on the template.

Bleed graphics:

Where graphics extend off the edge of the sticker format

allow 6mm bleed (overlap of image) on all edges for trimming to size or the specified amount shown on the template.

Proof: Please supply a printout of your file (inkjet or laser) or a.pdf.

Artwork for Screen printing:

Vector graphics from Illustrator .ai or .eps files are required for screen printing in Pantone Solid colours please ensure all artwork files are supplied with Pantone references and all text is converted to outlines.

Drop shadow effects are best avoided as the screening process involves fairly course dots (typically 35 dots per inch) which does not produce good graduated tone. Likewise picture content is also limited to this course.

Supplying files:

Files can be supplied on DVD, CD or for files of 6Mb – 12Mb by email to: studio@trade-wind.co.uk

Please include your contact details. For larger files please email the studio for details on uploading.

Colour variation:

When colours are printed by CMKY inks or Pantone inks they can appear to differ simply because the systems that create the colour values have their limitations, or the substrate used effects the colour. If colour is an issue then please inform us before we commence production as what you view on a computer monitor will differ from the printed job.

PLEASE NOTE: Microsoft programs like 'Word' or 'Excel' and files saved as .jpg or .gif format cannot be used to generate your work, neither can files originally saved in these formats and later converted to .tif or .eps format. These files usually have artifacts in the background, they may appear perfectly fine on screen but when printed give a blotchy effect.

The printing world is full of jargon and the words used are in the main there for those who understand them. For those who find these terms all too much, we can usually work from a high resolution (best quality).pdf for most of our vinyl sticker printing. So don't be put off, call Tradewind on +44(0)1490 413038 and ask to speak to the Studio. Guaranteed to confuse you even more!

Tradewind Display Limited

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