

## Artwork Guidelines



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Before anything can go to print we must have an approval of artwork form signed and sent back. This will clarify exactly what your client wants included in the design, the location of the design to the product, design sizes, print colours and any additional information relevant to the job. If your clients have not already done so we will automatically add a strap line at the artwork design stage conveying this message unless requested not to, it is not obligatory to include this message.

### Sending through Artwork

Please email [artwork@everything-environmental.co.uk](mailto:artwork@everything-environmental.co.uk) with your clients logos, text, contact details etc. (All the design components that is required on the finished article.) See **Artwork Format** below. You can find all information regarding the product print area and sizes under the **PRODUCTS** section of our site.

We will place the component parts onto product templates; where appropriate giving several options, our recommendations and comments, before sending back for sign off by your client.

### Artwork format

Please send through artwork suitable for PC's in any of the following formats:

- Adobe Illustrator CS (and files compatible with) - Vectorised AI, EPS
- High resolution 300dpi JPG, TIF (200% size for smaller products)

### Always remember to:

- Convert all fonts to outlines/paths or specify fonts required
- Include all the correct copy you require
- Avoid large areas of print
- All lines to a minimum thickness of 0.5pt
- Specify colours or any other information you would like to appear on your product/s
- Don't forget to check the print area of the product

If you do not have these formats available please send along what you have and in any case we can advise the best possible solution. Alternatively call us on **0870 739 1458**.

### Different Methods of Personalisation

**Screen Printing:** Applying ink through a stencil screen.

**Hot Foil Blocking:** As die stamping but putting colour foil between the die and the product leaving a colour filled impression - used for rulers, frisbees and venus flyers.

**Embroidery:** The embroidery of up to six colours stiched using coloured thread directly in to the material of the product - used for clothing and apparel.

### Liability

We ask you to check the artwork very carefully and read the comments made, artwork may be altered or amended to improve printing quality. Once signed off either by the distributor or the end user client everything environmental can take no responsibility for inaccurate printing.