ARTWORK GUIDE

FILE TYPES

To ensure a high quality print it is important that artwork is sent as a vector file format. These include: **Ai**, **EPS**, and **SVG**. Where possible, please avoid sending raster images such as **JPEGs** or **PNGs**, as these are pixel-based images and therefore cannot be edited or scaled appropriately. **Please note: saving a raster image as a vector file, does not convert it into a vector.**

FONTS

It is important that any text within your artwork has either been **outlined** or **embedded**. Without this, the text will not be displayed correctly on your artwork. Alternatively, the font file can be emailed to us.

IMAGES

Please embed any images into the artwork file. If you must use raster images within your artwork, please ensure they are high quality and have a transparent background. We will not accept returns for products where low quality artwork is supplied.

COLOURS

We can only accept artwork in a **CMYK colour format** for printed paper cups. Please note that if artwork is sent in RGB, the colours will differ when printed as this colour format is **only for digital screens**. For screen printed products we have a selection of stock colours to choose from, or we can print in a bespoke colour at an extra cost, **providing you supply us with the correct Pantone reference**.