



Digital Artwork Specification

1. Artwork can be supplied digitally via email or using a download link.
2. Due to the nature of printing tones it is not possible to say that one designated format will work for all images. This will depend on the design. It will be helpful if the artwork is set up at a minimum of 300dpi, but preferably 600 dpi. This will then allow our printers to adjust the artwork for best effect.
3. If you are preparing artwork for screenprinting, not 4 colour process litho printing please ensure:
 - a. That artwork is set up as spot colours with Pantone references, not as four colour process (ie. not as C.M.Y.K)
 - b. Multiple colours must have 0.5mm trap on the artwork. The colour to be trapped must be discussed with us prior to finalising artwork.
 - c. At least 3mm bleed is to be allowed if the design runs off the edge of the product.
4. Please ensure all correct fonts are included with your artwork, together with any linked images / pictures.
5. All text, addresses, phone numbers etc have been proof read.
6. Clearly label your file so that it is easy to identify.
7. Any and all areas to be printed white are labelled so and represented by a visible solid colour.
8. You can request a tool drawing to lay your artwork to after placing your order. Provide editable artwork on a separate layer to the tool drawing.
9. Things to consider:
 - a. *Print on coloured materials may need to be underpinned by a white print run. If this is the case, reversed out text or graphics may need an extra colour to achieve.*
 - b. *Your product may have rivets, glue seams or other components that may interfere with your artwork, we will check this prior to print and advise any changes needed.*
10. Our standard print prices are based on spot colours with no more than 20% ink coverage per colour unless otherwise stated, and half tones up to 65dpi. Ink coverage in excess of 20% is subject to a surcharge. Screen print with finer halftones up

85lpi is possible using IV inks, this is more expensive than conventional inks and may not be reflected in our standard quotations. All prices are subject to sight of final artwork.

Accepted formats:

Ai **eps**

Id **Ps**

Artwork to:
print@ambro.
co.uk