

Please follow our guidelines to avoid production and delivery delays.

## ARTWORK SETTING BY EASY SHADE

- We will gladly do artwork layout setting in our templates for you, so long as **finished artwork files** are supplied in the correct file format and layout instructions are provided.
- We allow for **2 artwork variations** to be made. We can make basic colour, text and/or positioning changes.
- Please advise us if your artwork files are too large to send via email. Large files will need to be sent via Dropbox/Server.

## ARTWORK FILES REQUIRED

- Please supply Adobe Illustrator or Adobe Photoshop files with vector outlined artwork. Created files using other software must be compatible with Illustrator or Photoshop.
- **We cannot use the following files for printing: Word Documents (doc | docx) or low resolution images saved as (jpg | png | gif).**

## LOGOS/GRAPHICS

- All logos must be provided as vector artwork in any of the following file formats Ai (Adobe Illustrator preferred), eps or pdf.
- If you only have image files (jpg | png | tif) these files may need to be converted into vector artwork. Please discuss with us if you are unsure.

## FONTS

For text please specify fonts required. If a font file (otf | ttf) is not supplied we will use “Arial” as a default font.

## COLOURS

- Our dye sublimation print process uses CMYK colours. PANTONE colours supplied will be converted to CMYK. We will match as close as possible but there may be slight colour variation when printed on fabric.
- Please supply your required artwork as CMYK/PANTONE colours for logos, text and backgrounds.
- We cannot print fluorescent or metallic colours.

## YOUR GRAPHIC DESIGNER USING OUR TEMPLATES FOR SETTING

- Our templates are supplied at 10% of final print size. Please carefully follow bleed and sew lines and template instructions.
- The use of **vector artwork** is recommended since it will scale correctly when the template is enlarged by printers to 100%.
- Make sure to convert text and strokes to vector outlines so that there are no issues with missing fonts or resizing.
- If using images for backgrounds (e.g. for a wall) they should be created at **actual size** at a resolutions between 100-200 dpi. Images to be provided in JPG or PDF format only.

### PLEASE ENSURE THAT:

- **The template should be saved with original layers.**
- **Only CMYK and/or PANTONE colours should be used.**
- **All artwork/logos/text should be placed in the “Graphics” layer.**
- **Background colours/graphics should be placed in the “Background” layer.**

**PLEASE ONLY USE OUR TEMPLATES WHICH ARE SCALED CORRECTLY.**

**PLEASE DO NOT MODIFY TEMPLATES. JUST PASTE YOUR ARTWORK/LOGO IN ITS APPROPRIATE LAYER, SAVE AND SEND TO US VIA EMAIL.**

Please email artwork to [info@easysshade.com.au](mailto:info@easysshade.com.au) or please email server details for large artwork files.

Please talk to us on **1300 65 66 94** or **(02) 9662 8020** if you have any question or need to discuss.