

HOW TO SUPPLY ARTWORK TO STUBBYHOLDERS DIRECT

In order for Stubbyholders Direct to produce the best possible result from your supplied art and reducing any extra time correcting artwork, which saves you money, we put together our requirements for receiving electronic art. For those who are unable to produce artwork don't worry, Stubbyholders Direct has its own inhouse Design Studio on hand to help with any problems or to design your artwork.

1 - SENDING ARTWORK.

The preferred file format for FULL COLOUR DYE SUBLIMATED PRINTING is Vector artwork (eps, ai, pdf).

Raster images (jpg, tiff) must be hi-res (min. 180dpi) preferred is 300dpi. CMYK colour mode, not RGB.

Tape colour to be specified if required.

No lines to be under .05mm point rule.

No fonts to be under 8pts.

Final trimmed art size, is 212mm(W) x 115mm(H).

Please add 8mm all-round for bleed if required.

Critical art area for important information is 170mm(W) x 85mm(H).

The preferred file format for SCREEN PRINTING is vector artwork (eps, ai, pdf).

No raster images (jpps, bmp, tif) unless they are solid black.

Pantone/Spot colour to be specified if required.

Tape Colour to be specified if required.

No lines to be under .05mm point rule.

No fonts to be under 8pts.

Final trimmed art size, is 212mm(W) x 115mm(H).

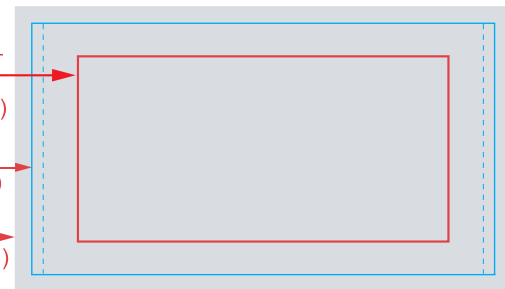
Please add 8mm all-round for bleed if required.

Critical art area for important information is 180mm(W) x 95mm(H).

KEEP ALL IMPORTANT
PARTS OF THE
ARTWORK SUCH AS TEXT
INSIDE THIS BOX
170mm(W) x 85mm(H)

FINAL CUT SIZE
212mm(W) x 115mm(H)

BLEED AREA
228mm(W) x 131mm(H)



Files can be sent via CD/DVD or emailed. If emailing, files must be no larger than 5mb.

All Illustrator/Freehand text must be outlined.

All Photoshop text must be rasterized.

All Coral Draw text must be converted into curves and must be saved as PDF.

All Excel, Word or Powerpoint files should not be used as final art if possible.

Most common programs we use are Illustrator, Photoshop, InDesign on Macs.

2 - WHATS NEXT

We send you a proof, please check this thoroughly. To proceed from this point we will require the proof to be approved.

SOME COMMON TERMS EXPLAINED

Vector - Art that uses geometrical primitives such as points, lines, curves. This image is different from a raster or bitmap, which is composed of dots. This is the best format as the image can be enlarged without any loss of detail. Usually from a drawing program such as Illustrator.

Raster - A raster graphic object, such as a Bitmap, JPEG, or GIF, is not scalable like a vector graphic. Although the raster image can be resized, it is limited to the fixed pixel-by-pixel information. Once resized, an image loses that information, either by over-estimating what values should be used when the image size is increased, or throwing values away when the size is decreased. Usually from a program such as Photoshop.

Bleed - Means the image or colour that extends over the trim area.

CMYK - This stands for the four colours used in producing multiple colours, such as images. C for Cyan, M for Magenta, Y for Yellow & K is the Black. When these four colours are mixed together they produce all the colours used in traditional printing.

RGB - Is an additive colour model used in colour monitors, conventional photo film and paper, some printers like ink jets. This colour model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. When these 3 colours are mixed they create full colour. All RGB files should be converted to CMYK before sending.

Screen Printing - These colours are printed as single solid areas or when the four colour process (CMYK) is unavailable. The colour is a cleaner and brighter colour as its not mixed with other colours like the CMYK process. Usually more expensive but is dependent on quantity & the no. of colours used.

Sublimation - A printing process in which the colour (ink) is thermally converted to a gas that hardens on the texture. Often used on Stubbies & Mouse Pads.

DPI - A measurement of linear resolution for a printer or scanner. For eg. a resolution of 300 dpi means that there are 300 dots across and 300 dots down. The higher the number of dots creates a finer resolution.

Pantone - This colour formula guide provides an accurate method for selecting, specifying and matching colours. Its known worldwide as the standard language for colour communication from designer to manufacturer to retailer to customer.

Vignette - An illustration or panel of colour that fades gradually away until it blends into the lower colour or paper.