

BADGERDESIGN

UK MANUFACTURERS OF RETAIL AND PROMOTIONAL GIFTS AND SOUVENIRS

ARTWORK REQUIREMENTS

HOW TO SUPPLY YOUR ARTWORK

Ideally, artwork to be supplied as 2 PDFs: One with print guidelines and crop marks, and one without. All fonts outlined and images embedded or supplied as separate files. Mode: **CMYK**.

HOW TO SEND YOUR ARTWORK

Email: Please attach artwork to your order and send to sales@badgerdesign.com or send via WeTransfer (badgerdesign.wetransfer.com)

MAC OR PC?

We run our studio on Apple Mac's but if you are PC based as long as it's been designed in the programs we have (see below) it shouldn't be a problem. Just ensure that fonts are set to outlines as Mac and PC fonts are not compatible.



WHAT PROGRAMS DO WE HAVE?

Illustrator CS5 or earlier
Quark 8 or earlier
Photoshop CS5 or earlier
InDesign CS5 or earlier

SAVED AS?

EPS or PDF vector files are our preferred choice. Please supply artwork to correct size. All fonts should be set to outlines and spot colours set to the correct Pantone reference. Ensure that when sending an EPS or PDF that all linked image information is either embedded or supplied separately to a minimum of 300 dpi.

ARTWORK APPROVAL

Stage 1 - PDF CONTENT APPROVAL

We will email a PDF proof for you to check all spelling and graphic content normally within 24 - 48 hours of receipt of artwork. This is an opportunity to spot any mistakes before the final signed off hard copy colour proof and could save valuable time on the job.

Please note this is not an approval for colour.

Stage 2 - Digital and Litho - HARD COPY COLOUR APPROVAL

The following day you should receive your hard copy proof in the post. After you have checked it please sign the form and fax, post or scan it and email back to us as soon as possible. If you send us an email confirmation please state that it is the HARD COPY proof you're signing off and not the PDF proof.

This proof will be as close in colour to the job as it gets. Image quality issues may become more apparent at this stage too e.g. lower resolution graphic/photo's.

Litho jobs are proofed digitally and are colour calibrated to the litho printing press being used.

Digital jobs will be proofed on the exact stock and machine used for the job to ensure colour consistency.

Stage 2 - Screen - HARD COPY CONTENT APPROVAL (please double check those Pantone numbers)

For all Screen Printed and all other 'Spot Colour' work we've found that most mistakes are more likely to be spotted at the hard copy stage so please double check the hard copy even if you were happy with the PDF.

Pantone or spot colours can't be replicated very closely on digital machines and proofs may look quite different to the final job.

Colours will be clearly marked on the proof with a Pantone reference number. If Pantone colours can't be supplied please supply a sample for us to match to e.g. colour swatch or a previous print.

Screen printed wet proof.

At a charge of £25 per colour we do offer a screen printed wet proof service. In other words a small print production run of the job on exact stock and ink.



Our preferred choice of these options would be an emailed Illustrator PDF or EPS attachment with the order.

YOUR CONTACT

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