design tips

things to keep
in mind

accepted software formats
we recommend creating your artwork in a design program such as adobe illustrator, photoshop, freehand, or corel draw. if you are using a newer version please save as down to our acceptable version for best compatibility. if you are using a graphic design program not listed above, you may export as a .eps, or a .pdf for submittal and our art department can verify quality and compatibility.

artwork resolution
vector files are recommended for some print processes. for raster artwork we recommend high-resolution of 300 dpi best print quality. if you must use a raster based program to create your layout like photoshop, we recommend all text be left editable and not rasterized to avoid pixelation.

bleeds & safety areas
a 5mm bleed past all edges is required on artwork to allow for printer shift or variation in template sizes across different print processes. this includes the center hole of disc artwork; please do not delete artwork in that area as bleed is needed there also. we recommend creating a safety area for your text design elements by keeping them 5mm from all edges. please don't feel you need to delete extra artwork past the bleed or printable edges, it's always better to have too much than not enough.

colour space
define all colour modes as cmyk or pms. no rgb files. offset, photo pro, or thermal printing are cmyk process printing and cannot guarantee pantone colours. all pantone colours must be specified in artwork and can only be guaranteed with silkscreen printing. use pantone coated colour guides for closest colour.

colour matching
as colours vary in different printing processes as well as on different materials, if your artwork needs to be matched please supply us with a printed colour match sample and pantone colours. if colour matching is requested additional fees and proofs may be required.

print with uv, matt laminate or gloss finish
ultra-violet cured coatings can be applied over ink printed on paper and dried by exposure to uv radiation. gloss laminated printing produces a bright gloss finish that enriches and deepens the look of your full colour product. if you want your product to stand out from the rest, we recommend choosing gloss laminated finish as it will "pop" your images. you can chose to either flood the full page or spot uv certain elements/pictures.

matte laminate produces a soft, silky, smooth finish. if you like to write on your material, matte lamination allows you to do that. you cannot write on a uv gloss.

Checklist

- ✔ All artwork should be at High-Resolution 300 dpi for best print quality.
- ✔ Include all Fonts or convert text to outlines.
- ✔ Include all linked or placed Images.
- ✔ All artwork is to include a 5mm bleed past all edges.

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TOURISM
MARKETING
FOR RESULTS

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