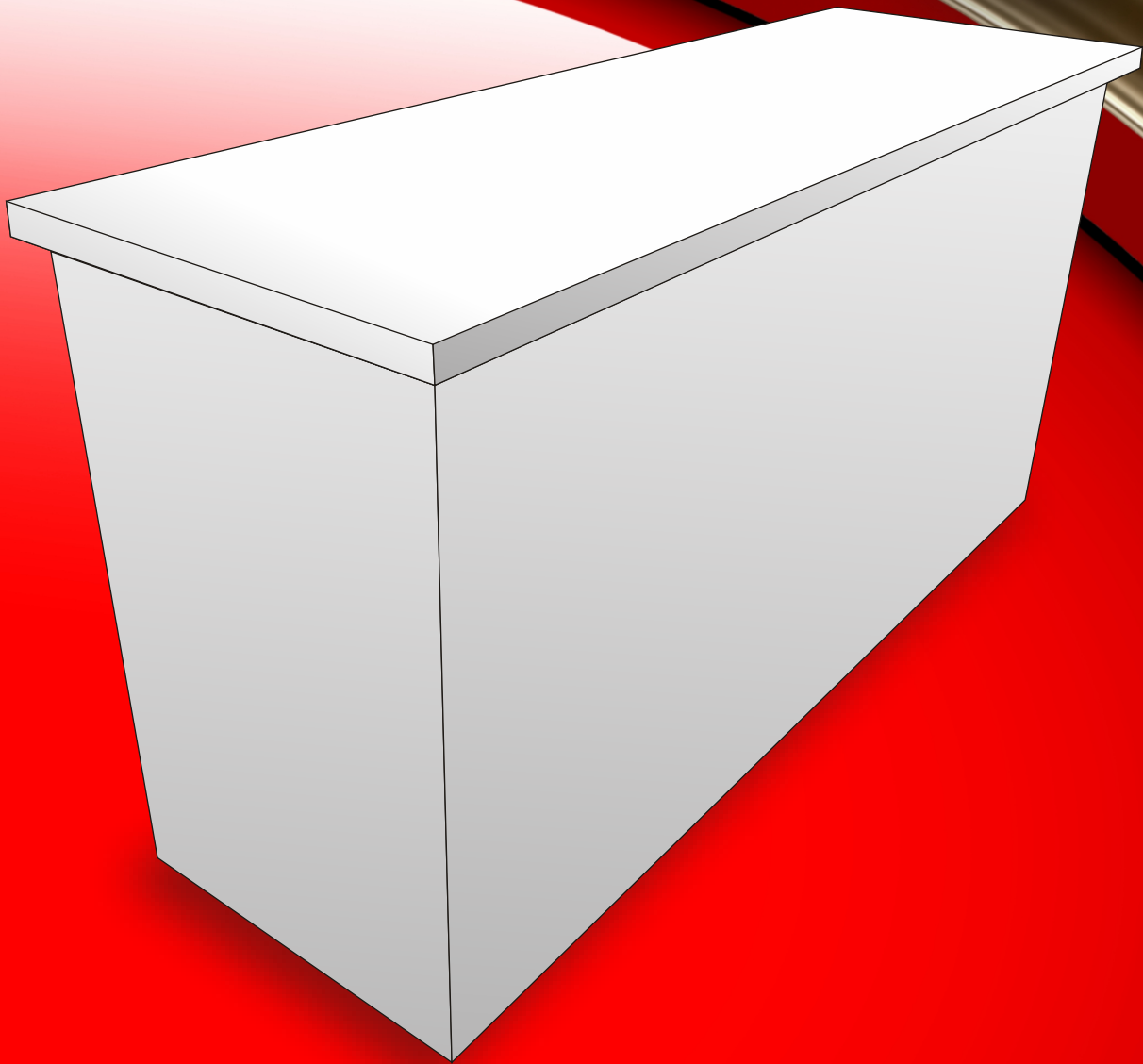




**PORTABLE  
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*get covered*

Promo table (Large)



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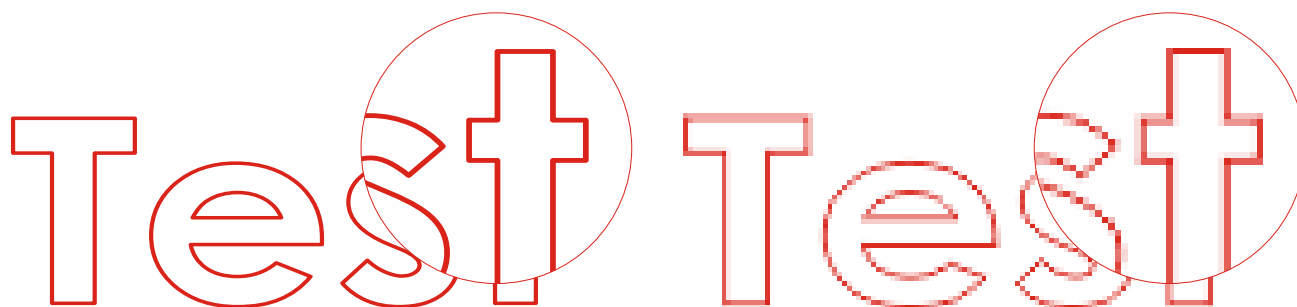
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# ARTWORK GUIDELINES






- Open end VECTOR files are preferred in CorelDRAW format but Adobe files are also accepted.
  - \* Exported artwork need to be supplied as either vector EPS\PDF files or high resolution raster files.
  - \* Images saved from a web site and other such low res files cannot be used.
- All provided artwork will first be checked and a proof returned for approval before commencing production.
- All images must either be supplied as CMYK or preferably Pantone, not RGB.
  - \* Due to the nature of digital printing, we cannot print gold or flourescent pantones.
  - \* Because no two printers print color the same, it is therefore essential that the correct Pantone colors are supplied with artwork in order for us to match the colors.
  - \* We cannot match CMYK or RGB values.
  - \* If artwork is supplied in CMYK\RGB, a printed swatch must either be signed off, or a written acknowledgment must be sent to us confirming go ahead to print the job without matching of colors.
- Flat images(Raster files) need to be supplied with a minimum resolution of 150DPI actual size.
  - \*Low resolution flat images become pixilated and display extremely poor when enlarged.
  - \*We will not be held responsible for pixilation of low resolution flat images.
  - \*We cannot adjust the color of flat images and thus will not be held responsible for incorrect print of color.
  - \*Redrawing fee for JPG, TIF, PNG or any other flat image format is R250 per image per hour.

## Vector vs Raster



- All fonts in vector artwork need to be converted to outlines or curves.
  - \* Alternatively, please supply the font files
- Templates for all our products are available for download from our website.
  - \* Please DO NOT flatten the template markings on to the artwork, these markings are for reference only.
  - \* There MUST be enough Bleed as indicated in the templates.

# Promo table (Large)

-  Finished product size
-  Safe area, branding must not exceed this area.
-  Cutting template, Entire area must be filled with background artwork.



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