

ARTWORK SPECIFICATION

Production – Ready artwork

- Please submit vector based artwork electronically by email
- Ideal formats we can accept are Illustrator EPS or AI. Also PDF files created by using either EPS or AI and being saved as 'editable'.
- Please try to provide correct pre-sized artwork, for the relevant sizes, please see our product information sheets for more details.
- Please ensure all fonts are outlined. If you require additional lines of text on your artwork in a specific font please add this in your mail. We may require you to supply the font (if it is under license).
Please supply pantone C reference numbers for individual colours. You can supply Black and White artwork with pantone colours specified within your email.

Other acceptable formats

TIFF, JPEG or PSD files. Please ensure your files are at least 600 dpi. Note that these formats will need to be re-drawn by our designers team so may extend leadtime.

Unacceptable formats

Office Software (Word, Powerpoint, Publisher etc.) Web images (Low Resolution JPEG, PNG, GIF etc. Under 300 dpi.)

Compression schemes

MAC Stuffit (.sit or .sea) files or ZIP files. If your files are longer than 10 MB please compress them accordingly.

Hardcopy artwork

If computer generated artwork is not available, we can accept a hardcopy printout for scanning. Please ensure the copy is clean and all text is clearly read.

Colour variations

It is our intention to match as close as possible to all pantone numbers and colour swatches, however, please would you note the following. As our inks have to comply with certain safety standards, it is not always possible to give an accurate match, especially, on units other than white. This may result in significant colour difference when printing onto a coloured unit, i.e.. Red or Black units or yellow on Blue units. Please take this into consideration.

There may also be occasional variations between batches, as the complexities of printing may vary the colours, however, we endeavour to keep the differences as minimal as possible. Customised printed products (Screen & Pad) are more prone to showing wear as the surface is marked/worn through use. Metallic finishes do not offer the same level of durability as standard colours as the finish is achieved using small metallic particles which do not absorb the surface of the product.

Tints and gradients

Tints and Gradients can only be printed as part of our Transfer Wrap process on Parker Pen Vector products. We can not produce them as screen printing, if you have tints or gradients in your artwork please convert them to 100% spot colour, or ask our design team to colour match them to the closest pantone reference.

Imprinting position

Unless specified, imprinting will be right handed for writing mode position. Please also state your preferred marking position in your email, for more information please see our marking position guide.

Submitting your artwork

Please email your artwork over with your purchase order form to your sales contact.
Please ensure your artwork meets the above production-ready guidelines.

Additional information

- Files received without vector data or in an unacceptable format are subject to a longer lead time.
- Any non format compliant artwork will be re-drawn to confirm to our standards.
- Please note that our minimum line weight is 0.4pts, anything less than this may not print out correctly, including line art and text. We will always make you aware if your artwork falls below this point and modify where necessary to meet our printing requirements.
- For Transfer Wrap orders please supply your artwork at no less than 300dpi in CMYK.
- We will supply "Marking Instruction" Sheet for you to check your artwork. Please make sure you check this very carefully before giving approval. Once you have given approval we will not be responsible for any discrepancies made.
- If you need to supply your artwork on disk, please include a printed hardcopy of your artwork for our reference.
- If you do not know the pantone reference of your artwork, we will endeavour to match it as closely as possible.

Copyright information

When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.