

## Art work requirements for screen-printing.

1. We ask that all digital artwork be provided in at least one of the following formats:
  - a. **AI** Adobe Illustrator or **EPS** files are the best option – they are vector formats that can be scaled without any quality loss. You can send them wrapped as PDFs.  
**JPG** Hi resolution JPEG files. Please use the compression setting between 10 and 12.  
**PSD** Adobe Photoshop files (can be quite large, so should be flattened)
  - b. Photoshop and JPEG files need to be at least 300 DPI with a file size equal to the intended print size. That is, if the file needs to be printed at 10cm by 10 cm the supplied file should be 1200 pixels by 1200 pixels. 10cm = 4 inches multiplied by 300 dots per inch (dpi) giving 1200 pixels. In Photoshop you specify the image size (dimensions in cm) and the resolution (dpi) and it will figure out the rest for you.  
  
Photos or scans taken at low resolution and then scaled up **do not** satisfy the criteria. Please don't send us the logo off your website and expect great results. The **original** file needs to be hi-resolution.
2. Don't use fonts smaller than **34 FONT SIZE** (1cm in height) - any smaller is difficult to reproduce well. Try and avoid the use of serif fonts with small fine detail such as Times New Roman.
3. The file delivered must be actual size (see above), allowing for:
  - a. 4cm from the top for most bags.
  - b. 0.5cm from other edges if you want the gusset (sides of the bag) to cover the edge of your design.
  - c. 2cm if the gusset is not to cover design.
4. Use only solid colors - no 'fade' shading (gradients). Dot shading (like half tone) is OK, but because of the course nature of jute, fine shading won't reproduce well. If you are going to use dots they should be a minimum of 1mm diameter and all the same color.
5. We can alter artwork to suit at a cost of US\$25/hour.
6. Once the digital mock-up is approved, the customer may request Freeset to make a print, sew a bag and take a photo which will be emailed to you for final approval. We prefer to do this just prior to the full order going into production as it can take up to 12 hours to make a screen and set it for printing. To save us from re-setting the print machines a second time, please approve or otherwise within 24 hours as a printing machine is out of production during this time. Further changes from the **approved** mock up will be charged to the customer.
7. Please send your graphics files to: [design@freesetglobal.com](mailto:design@freesetglobal.com)

