Artwork Specifications.

Ai	EPS	PDF	Ps	PNG	JPG
AI			PSD		

Supacolour.

We help you *make it.*

We take the hard work out of artwork.

Supplying artwork shouldn't be a hassle. Just follow the basics below to optimise your files for perfect reproduction.

The Essentials

Use CMYK colour mode

RGB ❌   CMYK ✅

CMYK is the colour format used for physical print. Files in RGB mode will be converted, which may result in different colours than desired.

Avoid thin free-floating lines

® 0.1mm ❌   ® 0.2mm ✅

Setting small elements to at least **0.2mm** thick ensures every last detail gets printed, and nothing disappears.

Keep at Full Opacity

Supa ❌   Supa ✅

All semi-transparent effects, such as glows, fades and shadows, must be encased by something solid, with hard edges.

Vector Specifics

Convert Text to Shapes

Editable text objects in your file may not come out correctly. Convert all text to shapes or outlines to guarantee your typography comes out exactly the way you want it.

Embed Linked Images

Any files linked in your artwork files will be non-existent on our end. To ensure they come through in print, embed them into the main art file. Alternatively, save your artwork as a PDF (using High Quality Print settings).

Remove Custom Spot Colours

Our printer may interpret custom spot colours incorrectly, resulting in an undesired colour. Make sure the only swatches in your file are official Pantone Solid Coated colours to ensure correct colour matching.

Note: Some specialty colours such as neons, pastels and premium metallic cannot be matched, and Pantones made for uncoated paper, textiles, etc. are not suitable for our process. Pantone colour matches should always end with C.

Expand Pattern Fills

As part of the artwork preparation process, our team often needs to move artwork around. If a pattern fill is used in a design, it may come out offset if it isn't expanded first, so make sure you expand any pattern fills before supplying your file.

Raster Specifics

Transparent Background

A transparent background on your art file ensures that everything that's supposed to be clear remains unprinted, and is not unexpectedly filled in with white (or another background colour). If you have a transparent background, save your file as a PNG or PSD file.

Note: Do not provide a JPG file if you have any transparent sections, as these sections will print white. Only use JPGs if you're printing a full rectangular image with no transparent parts.

High Resolution Images

To print crystal-clear detail, we recommend art files have a resolution of at least 300 PPI (pixels per inch). For best results, set your document to 800 PPI before you start creating your design.

e.g. a 254mm w transfer should be at least 3.000 pixels wide. Artwork at 8,000 pixels wide will provide optimal results.

Still not sure if your art is print-ready?
Flick us an email at **hello@supacolour.co.nz**
we'd be happy to check it for you.

Supported File Types

Ai AI   EPS   PDF

Supported File Types

Ps PSD   PNG   JPG

For information about artwork specs,
please be sure to reach out to us.
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CALL US
+64 9 801 6141

@ **EMAIL US**
hello@supacolour.co.nz