

Artwork setup

Setting up your artwork (If anything is unclear please feel free to contact us)

Branding Options

These file formats are not suitable for branding



Microsoft Publisher
Low resolution images



Microsoft Word
Low resolution images



Microsoft Excel
Low resolution images



Microsoft PowerPoint
Low resolution images



GIF
For web use only
Low resolution images



Jpeg
Lower than 300dpi
Low resolution images

Domed Decals
Stickers



CorelDraw
300dpi (CMYK)
Converted to Curves/Paths



Adobe PDF
300dpi (CMYK)
Converted to Curves/Paths



Adobe Photoshop
300dpi (CMYK)



Bitmap/Jpeg
300dpi (CMYK)



PNG
300dpi (CMYK)



TIFF
300dpi (CMYK)

Engraving
Screen Printing
Embossing/Debossing



Adobe Illustrator
300dpi (CMYK)
Converted to Curves/Paths



EPS
300dpi (CMYK)
Converted to Curves/Paths



SVG
300dpi (CMYK)
Converted to Curves/Paths



CorelDraw
300dpi (CMYK)
Converted to Curves/Paths



Adobe PDF
300dpi (CMYK)
Converted to Curves/Paths



Freehand MX
300dpi (CMYK)
Converted to Curves/Paths

Artwork
Templates

USB Artwork templates are available on request.

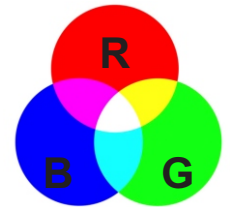
CD/DVD artwork templates are available on our website www.amstore.co.za.

Please feel free to send us your artwork and we will set up a proof for you.

Colours and Print: What is the difference between RGB, CMYK and Pantone® Colours?

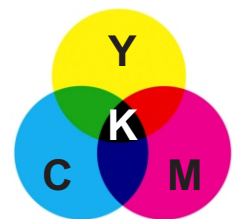
RGB

RGB stands for Red, Green, Blue. These are the colors you see when you look at images on your computer screen or at photos taken with your digital camera. The colors are made up of a combination of these three hues. If you want to print an image from your computer, you will have to convert it to CMYK.



CMYK

CMYK stands for Cyan, Magenta, Yellow and Black and in general, CMYK is the type of colour that you find on most printed materials. CMYK is also called four-colour process printing. In 4-color printing (process color), all of the colors you see are made up of combinations of dots in these four colors. Most home grade, consumer & industrial printers use CMYK inks to reproduce images. If you want to print very bright colors, metallic colors or other special effects colors, it is best to use Pantone colors. (Screen Printing / Litho Printing)



PANTONE®

Pantone® colors refer to a color matching system (Pantone® Matching System or PMS) also often known as spot colors. Pantone® colors are used by professional print shops around the world. They are a set of standardized and universal colors created by the printing industry in order to help designers, print shops and customers understand exactly what colors they are going to print. Pantone® colors are pre-mixed colors with published color formulas. Every Pantone® color is referenced in a Pantone® swatch book and each color has a number corresponding to it. Using a Pantone® color ensures a perfect and consistent color match.

