



PDF'S ARE NOW THE STANDARD

Whilst we accept other file formats, PDF's are definitely the most preferred file format. Ensure all fonts are embedded, all colours and images are high resolution (300dpi) CMYK, (unless CMYK and Spot colour required, an additional cost will apply)

DO NOT UPLOAD RGB FILES!

If you upload files that are RGB they will automatically be converted to CMYK - this conversion is not a recommended outcome as many colours may not output with required results - (e.g. quite often when an RGB yellow is converted to CMYK it may convert with a percentage of Cyan in the CMYK mix which can give it a limey yellow appearance). Strike Point will not accept responsibility for the outcome of such files, but if we pick up the problem before it is printed we will contact you to ascertain if you would like to cancel the order.

IMAGES TO BE HIGH RESOLUTION

Please ensure that all images are a high resolution of 300dpi or greater and CMYK. Low resolution images (those less than 300dpi) can appear blurry or pixelated. Strike Point cannot accept responsibility for artwork supplied with low resolution images that ends in a finished product with substandard images.

CONVERT YOUR FONTS

In order to avoid font incompatibility when printing, it is a requirement that you convert your fonts to 'outline' or 'curves'. This terminology can vary according to you design package. While we try to keep a complete list of fonts there are a multitude of fonts (and variations) available, slight changes in font types, names and styles may result in printing errors. If you do not convert your fonts, errors may result on the job needing to be reprinted at the client's expense.

INCLUDE BLEED AND TRIM MARKS

When preparing and uploading files it is imperative to include a minimum 3mm bleed to ALL artwork that has image or colour extending outside the trim marks. If you do not put trim marks on your artwork we will not accept responsibility for the job being off centre.

INTERNAL BORDERS - VITALLY IMPORTANT

If you have artwork with borders that go to the finished edge of any printed job, it is imperative that they be at least 3mm thick from the edge of the finished product. Our trimming tolerance is +/- 1mm, so if your internal borders are set at 2mm, you may end up with a border which is 3mm at one side and 1mm at the other. (It is recommended that you avoid borders where possible as we cannot accept responsibility for uneven trimming).

Failure to comply may result in substandard results that we cannot be held responsible for.