

# Artwork

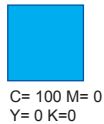
## CMYK

CMYK, also known as process colour and four colour is a colour printing system. CMYK refers to the four colours used; Cyan, Magenta, Yellow and Black. Black is K as this stands for keyline or key plate.

CMYK uses percentages of each of the four colours to make different colours. For example, a pink would have Magenta as the highest percentage.

CMYK colours can also be used specifically, so Cyan would be: C=100 M=0 Y=0 K=0

This is how it would be shown on the artwork.



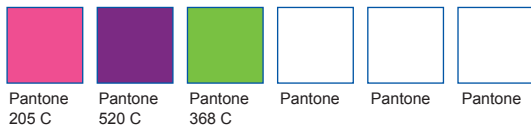
## Spot Colours

Spot colour is another colour printing system using pantone references, for example Pantone 205 C.

This is a more specific colour matching system than CMYK.

The difference between Pantone 205 C and 205 U is that one is for coated stock and the other is for uncoated stock. (Gloss and matt)

Brands will tend to have pantone references for their logo and identity.



## Files Types

It helps if you can send through an ai or eps file (Illustrator) as then the document is the correct format to begin with.

JPEGs can be used but they aren't usually good enough for print quality, unless the file is really big.

As we use CS3, if you are using a newer version of Illustrator, could you please back save the document.

## Adobe Illustrator

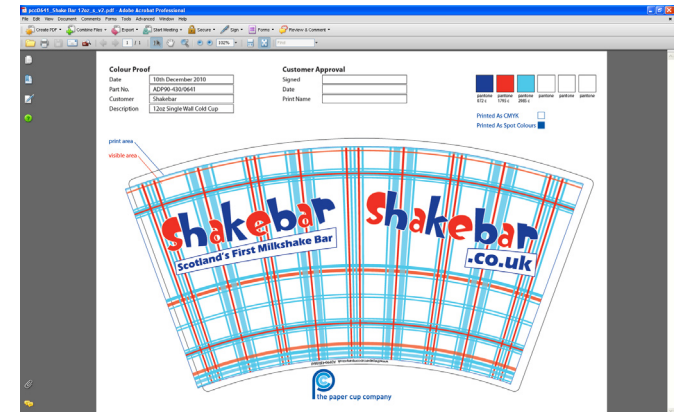
Artwork is set up in Adobe Illustrator and must be set up in a CMYK format, whether the artwork uses spot colours or CMYK.

Matt or Gloss is specified on the artwork as well as whether it is going to be printed spot colour or CMYK. Pantone references must be given if it is spot colour. Sometimes percentages will be given for CMYK references, but not always depending on how many colours are in the artwork.

Prints with photographs etc will be printed CMYK as there are so many colours.

## Approval

For artwork approval we send a PDF of the smallest file size. This isn't the quality it will be when printed but it means it can be sent via email to you.



The PDF is not a representation of what the colours will look like on the cups. You should refer to pantone reference books for colours.

Our artwork approval form states that there may be a +/- 10% colour variation on CMYK. We would advise using spot colours if colour matching is essential.

## Placing the Order

Once the artwork has been approved we will pass it onto the factory and place the order. They will check the artwork against their templates and it will go to print.