

ARTWORK SPECIFICATIONS

How do you deliver files?

- Files larger than 5MB can easily be uploaded through our own wetransfer channel.
- You can send up to 2GB via www.krekels.wetransfer.com to artwork@krekels.net
- Please always use the appropriate template that has been supplied by our graphics department.
- Make sure your digital file feature 5mm bleed on all sides.
- All files must be made in CMYK color mode.
- You can also make the file in pantone, this is only as a guideline. We only print with PMS inks for screen printing
- Please convert all font to outlines so you don't get missing fonts.
- Delivery times are different for each product. They are always coordinated with the sales contact
- Our graphics department does a checkup of all files on color and quality. With each design a digital proof is send via proofHQ for your approval.
- Line thickness must be at least 3 pt.



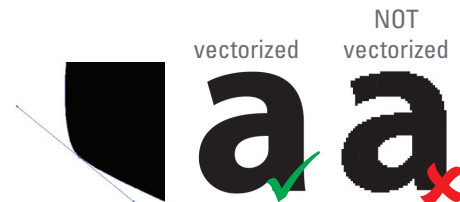
Any less may result in bad print.

- Vectorised files can be adjusted in size without losing quality. Please work as much as possible with vector files to prevent quality loss.

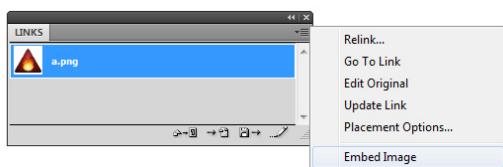
Not converted to outlines



Converted to outlines



- Please embed all files in the document or send them separately.



- If you supply the file at 100% size (scale 1:1) please provide at minimum 150 dpi

PLEASE RESPECT THESE GUIDELINES. ANY CLAIMS IN BADLY DELIVERED FILES CAN NOT BE ACCEPTED !!!

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Accepted file formats

File format	Is it ok?	Software
.PDF	✓ Provided that all fonts are converted to outlines and all files are embedded.	Photoshop, Illustrator, Indesign, Acrobat reader
.AI	✓ Provided that all fonts are converted to outlines and all files are embedded.	Adobe Illustrator
.PSD	✓ Provided that all fonts are converted to outlines and all files are embedded.	Adobe Photoshop
.TIFF	◆ Only for banners and rollups	Photoshop, Illustrator, Indesign
.JPG	◆ Only for banners and rollups	Photoshop, Illustrator, Indesign
.CDR	✗ Not suitable for professional print	Coreldraw
.PUB	✗ Not suitable for professional print	Microsoft Publisher
.DOC	✗ Not suitable for professional print	Microsoft Word
.PPT	✗ Not suitable for professional print	Microsoft powerpoint
.XLS	✗ Not suitable for professional print	Microsoft excel

Checklist client

- | | |
|--|--|
| <input type="checkbox"/> Is my product ordered on time? | <input type="checkbox"/> Did I use the correct template? |
| <input type="checkbox"/> Is my file the correct size? | <input type="checkbox"/> Did I convert everything to outlines? |
| <input type="checkbox"/> Do I have enough overlap / bleed? | <input type="checkbox"/> Did I embed all links? |
| <input type="checkbox"/> Is my file created in CMYK? | <input type="checkbox"/> Is my line thickness large enough? |
| <input type="checkbox"/> Is my file sufficient quality? | <input type="checkbox"/> Have I turned off "overprint" ? |
| <input type="checkbox"/> Do I have the right file format? | <input type="checkbox"/> Did I deliver the file on time? |

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