



Dandy artwork specifications

Dandy artwork specifications are a guide to supplying digital files should you experience any problems or require any further assistance please contact our art department on **(02) 8396 7726** or **1800 227 411**.

file formats

Files can be supplied in any of the following formats:-

PDF - The Preferred File Supply Format

Please ensure PDF files are supplied using the High Quality Setting or Dandy HIRES Setting in Distiller
(See attachments or download from www.dandy.com.au)

EPS & AI

Please ensure fonts are created in outlines and any images are embedded or supplied

TIFF & JPEG

Please ensure resolution is at least 300dpi at final print size

supplying files

Electronic files can be supplied via: -

Email

art@dandy.com.au

USB, CD or DVD

Artwork can be supplied on these media and sent to:-
Dandy Designs Pty Ltd 13 Ralph Street, Alexandria NSW 2015

FTP transfer

You send it

<https://dropbox.yousendit.com/DandyArt> (Login or password not required)

file setup

Handy Hints for setting up your artwork: -

Supply

Please supply artwork 1up at a required final print size (SCALE 1:1)

Resolution

Images require a resolution of 300dpi, and a linework a resolution of 1200dpi
Any resolution below these requested settings may result in poor quality print

Colour Setup

All artwork should be either setup as CYMK (4 colour process) or Pantone (PMS) Colours, RGB files will be converted to CYMK and a colour shift may occur

Bleed

For images that print to the edge of badge or magnet, please add an additional 5mm of image outside the normal trim size to allow for die cutting and badge wrap

Trapping (spreads and chokes)

Please do not apply, our workflow automatically applies when/where required

Design advice

Logos, text and essential images should not go within 2mm of print edge

Die Cutting (trims without a square edge)

A keyline of 0.5mm should be applied to artwork indicating trim edge, this keyline should be setup as a spot colour called KNIFE and set to overprint.