

artwork specifications



At AFI Branding Solutions our desire is to supply you with the best quality print possible. To ensure this is achievable please see below for information regarding the way in which artwork needs to be supplied.



layout & dimensions

- All artwork must contain a minimum of **25mm bleed** on each side.
- Some of our products have templates for your artwork. They can be found on our [website](#).
- Ensure any important graphics, text or images are a **minimum of 50mm** from the edge of your artwork.



colours

- All artwork needs to be supplied in **CMYK** with **solid spot colours** (if used) assigned PMS numbers (coated) e.g. PMS 485C.
- If you have specific corporate colours associated with your branding, please send us a copy of your **company style guide**.



artwork resolution

- Where applicable, please supply as **vector art** to ensure no pixelation occurs when scaling to full size.
- For images, best results are achieved when the resolution is no less than **150dpi at full size**.
- Artwork bigger than 5m wide needs to be supplied scaled at **10% of the full size at 1000dpi**.



your final print files

- For best results, please supply artwork as **high resolution, individual, print-ready PDFs**.
- We also accept packaged InDesign files. **This must include all fonts and links**
- Ensure that all text has been converted to **outlines**.
- All images must be embedded.
- If using a solid black background please use our rich black breakdown: **C74% M67% Y67% K90%**
- Make sure crop marks are outside of the bleed area.
- All our sizes work in width x height. Please label your artwork files accordingly

sending your files to us

For your convenience we have an FTP site for uploading your files.

Click on your AFI contact's name to upload your artwork files.

alia	jeff
andrew	katie
christian	lucia
gavin	michelle
gerard	ngoc
hannah	yvette

Alternatively you can supply your files with one of the below:

WeTransfer **HIGHTAIL** **Dropbox**

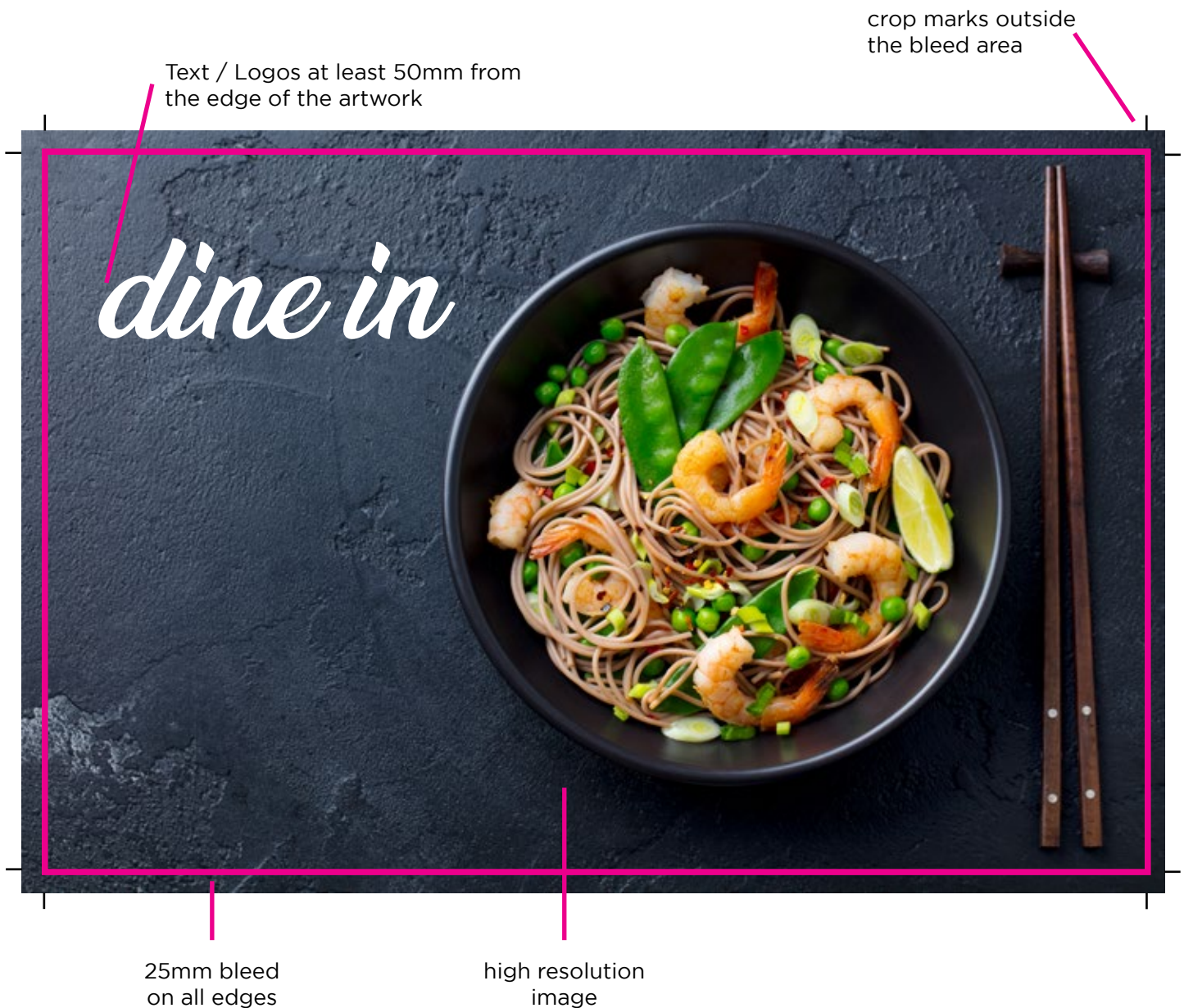
please note

Fabric is a porous substrate and to ensure longevity and colour fastness we heat cure our dyes which locks the colour into the fibres of the fabric. Through this process, by which the ink permeates the fabric, you will find that different fabrics give a variety of different results when printed using the exact same colours. This is similar to the way that printing on matte paper will appear different to printing on gloss paper. Please keep this in mind when comparing printed fabric to other substrates.

artwork specifications



File setup example:



File Name: **Dine In Skin_2000w x 1000h_qty2**

Name / Description
of item

Finish Size of artwork
(width x height)

quantity of prints
required