

## ARTWORK & GRAPHIC REQUIREMENTS

Here at custom print we aim to give you the best print experience possible, but for us to help you we require the following should you wish to submit your own artwork or graphics for print. Below is a guide of the different print methods available to you and the file requirements that need to be met for us to be able to print your own designs. If you are unsure of which print method is most suitable for your design/s please talk to a member of staff who will be happy to advise you.

### Screenprinting

Screenprinting is the oldest and most traditional method of t-shirt printing. It involves cutting a screen, or numerous screens depending on the amount of colours used in the design (up to a maximum of six colours). Once setup, ink is then pulled through each screen directly onto the garment creating the final design. This gives an extremely durable and vibrant image and is ideal for larger print quantities or if your design is oversized, reasonably intricate or contains several colours. Screen Printing is very well priced on bulk orders (minimum order of 10 units) and has the advantage of an almost limitless spectrum of print colours. The maximum print dimensions for one screen is 300mm x 400mm.

We require the following file formats for images to be screenprinted:

**Photoshop or equivalent software:** Colour separated high resolution raster file, each colour must be placed onto a separate layer or supplied as individual colour files, maximum of six colours. At a minimum of 150dpi to 300dpi sized at the required print size. Fonts need to be supplied or turned into non-editable text (rasterised). Files types accepted are .psd, .pdf, .tiff (pc format), .jpeg.

**Illustrator / Freehand or equivalent software:** Vector format, sized at required print size. Colours must be placed onto separate layers or supplied as individual colour files, all text converted to outlines or fonts to be embedded / supplied. Files types accepted are; .ai, .pdf, .eps and .fh.

### Digital (DTG) Printing

Direct-To-Garment printing is an innovative technology which involves printing directly onto the garment using water based textile inks that are then heat sealed into the fabric. Using this extraordinary piece of technology allows you to get a full range of CMYK colours in photographic quality, similar to a conventional full colour printer, perfect for a single full colour print or large quantity runs the DTG has no minimum order quantities and no setup fees unlike screen printing. It gives an amazing 'soft-hand' finish as the print is embedded directly into the fabric and the only limitation of this full colour technique is that it is only suitable for white or light garment printing as it does not print a white ink. The maximum print area dimensions are 270mm x 400mm.

We require the following file formats for images to be digitally printed.

**Photoshop or equivalent software:** CMYK high resolution single layer raster file. At a minimum of 150dpi to 300dpi sized at the required print size. Fonts need to be supplied or turned into non-editable text (rasterised). Files types accepted are .psd, .pdf, .tiff (pc format), .jpeg.

**Illustrator / Freehand or equivalent software:** Vector format, sized at required print size. CMYK on a single layer, all text converted to outlines or fonts to be embedded / supplied. Files types accepted are; .ai, .pdf, .eps

### Vinyl Printing

Vinyl Printing involves the use of a plotter that cuts a computer generated vector path into a specialist vinyl media. Once cut this is then 'weeded' and finally heat treated onto the garment using a heat press. Vinyl printing is more limited in the range and number of colours that can be used, and as is most suitable for one or two colour designs. This benefit of this extremely durable print method is that it gives extremely clean lines and crisp opaque colours, flexible scalability and no minimum order quantities. Ideal for one-off designs, text based designs or sports team numbers and graphics. Vinyl printing maximum print sizes are approximately 297mm x 210mm or 297mm x 420mm. We require the following file formats for images to be vinyl printed:

**Illustrator / Freehand or equivalent software:** Vector format, sized at required print size. Colours must be placed onto separate layers or supplied as individual colour files, all text converted to outlines or fonts to be embedded / supplied. Stroked paths must be outlined and merged to make a single vector cut path.

Files types accepted are; .ai, .pdf, .eps

### Print & Cut

Print & Cut media is most suitable for printing full colour images onto dark coloured garments. Printed using an inkjet printer directly onto a heat transfer media, the design can then be optically registered and cut out using a vector path via a plotter which is then heat treated permanently onto the garment. This process gives you a full CMYK range of colours and is perfect for printing photographs or full colour graphics onto garments. There are no minimum quantities on this type of printing. Maximum print area is approximately either 265mm x 180mm or 265mm x 380mm.

We require the following file formats for print and cut images.

**Illustrator file only:**  
Illustrator file with 2 layers:

**Layer 1** named 'print' should have a CMYK high resolution single layer raster file. At a minimum of 150dpi to 300dpi sized at the required print size. Fonts need to be supplied or turned into non-editable text (rasterised). Artwork needs to have a transparent background with an outer stroke or bleed around the outside of image, this is to allow for cut path tolerance (and to avoid cutting into your image).

**Layer 2** named 'cut' should contain a vector outline which will be used as the cut path, to allow for cut path tolerance the path should have a small outer stroke of at least 1mm around the outside of your image. Files types accepted are .ai only.

### Should your artwork not meet these standard requirements, design time fees are charged at a rate of \$60.00 per hr + gst.

This fee is incremental and time based on one minute increments (i.e. \$1 per minute gst exclusive) and totalled to the amount of time it takes to prepare your artwork for printing. PLEASE NOTE: All Commercial work incurs a minimum artwork charge of \$10.00.

**You will be notified of this prior to commencement of any work undertaken.**

We are also happy to offer a comprehensive graphic design and illustration service at the same rate of \$60.00 per hour + gst should you require original designs, reworked graphics or any file preparations.