REUSABLE BAGS: ARTWORK

You've planned and designed your branded promotional bag, now the next stage is to supply artwork so that the physical production can get underway.

If you don't have a design, logo or artwork we can help for a reasonable fee.

WHEN SUPPLYING ARTWORK FILES, THE FOLLOWING TIPS WILL HELP TO SAVE YOU TIME AND MONEY:

1. **Fonts:** If you would like to use a specific font on your bags, please supply the font name and outline details. We can create it if you do not have it electronically. For example you might want your web address printed on the side panels in a certain font, simply name the font and we can re-create, even if you do not have it as an original art file.

2. **Pantone Colours:** Supply the guidelines and pantone colours (PMS) if your logo or brand images needs to be replicated in a specific pantone. The colours can usually be derived from artwork files but having the right details will ensure an exact match.

3. **Colour Printing:** artwork is recommended to be supplied in the following ways for the printing option you have chosen for your promotional bags

   Screen Printing: We can re produce the most intricate artwork in single block colour or subtle colour gradients of any print colours required to create the desired effect.

   CMYK: Digital artwork can be made up of full colour CMYK (cyan, magenta, yellow and key black) plus 1 PMS colour and white. You also have the option of 5 PMS colours plus white

   Full Colour: when making printing plates, the colour data is analyzed by a computer and then a pre production samples can be created.

The colours on the physical sample are made with the colour data supplied with the artwork in an outlined high resolution vector file which enables grips, bleeds and cutting lines to be added.

4. **High resolution files:** artwork should be provided as an outlined high-res PDF or AI files. 300 dpi is ideal and images should be no less than 180 dpi. Don't worry if you are not sure, send it in and we will advise. Technology has moved on in the last few years and we rarely have issues with file quality.

5. **File Type:** Ideally, artwork should be saved as an AI file in Illustrator, Photoshop or Freehand format. The print quality will be related to the quality of art files as they are used to create the printing template.

6. **Attaching files for Email:** Files should be sent via email or FTP. When sending files, you should also save a PDF version.

Once these steps have been completed our designer will create a digital proof of your proposed bag which will be forwarded for approval. This is your chance to make amendments and make any final changes to layout. Please bear in mind that whilst a few minor changes can be made, major changes to artwork and layout at this stage will add time to your order. Follow the steps above and your promotional bags will be delivered on time and on budget, as well as looking fantastic!

To order a high-quality, bespoke Woven PP bag, visit www.smartbags.co.uk or call 020 8242 4468

For hints and tips on creating and using a reusable, promotional bag see our blog at www.smartbagsblog.co.uk/wp

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