

Artwork Preparation Guidelines



Digitally Printed Ties

In order that you may get the best from your tie design, and to ensure that you receive the quality of the product that you desire, please read through our easy artwork preparation guidelines, before you submit your artwork.

File Type

Please send your artwork in one of the following digital formats:

TIFF
PDF
EPS
AI
PNG
High Resolution JPEG
RAW

Image Resolution

A minimum of 200 dpi, preferred resolution is 300 dpi

Image Size

Preferably full size, but a minimum of 50% of the size of the finished tie is required

Colourspace

RGB or CMYK

If you have specific colour requirements, then you must send a CAD hardcopy of the design for us to match to with your order.

Artwork Bleed

Tie designs do not require specific bleed around the design.

Sending Your Artwork To Us

If the file size is < 15MB, files can be sent via e mail

If the file size is > 15MB, files can be sent to our FTP site, or via a file send facility such as WeTransfer. Files can also be sent on disk or UBS through the post.

Artwork Requirements

Artwork needs to be sent in a print ready format, i.e. that the design needs no alteration or changes, with the exception of an increase in size.

Design Placement

All tie designs / logos must be presented at a 45 degree incline to the selvedge of the fabric. For positioning of single logos on the tie, please see the guideline diagram.

Do's

- ✔ Include as many design elements as you would like
- ✔ Include as many colours as you need
- ✔ Ensure that your design is print ready
- ✔ Make sure that your design is the correct orientation, i.e. the artwork is presented at a 45 degree angle.

Dont's

- ✘ Place any single elements of the design within 2cm of the edge of the tie, such as signatures, strap lines
- ✘ Include text that is smaller than 12 points
- ✘ Place borders within 2cm of the edge of the tie

Example Artwork Layout for 2 x Ties, 150 cm length x 9.5 cm blade

