FOX

Artwork instructions
Corporate gift products

The following document contains basic information as a guide to supplying artwork to FOX for merchandising.

FOX require artwork submissions to comply with accepted industry standards and technical specifications. Artwork submissions that do not comply with the following standards and technical specifications may result in production delays, unpredictable results and additional costs. If you have never designed artwork for commercial printers before, then it is strongly recommended that you employ the services of a qualified graphic designer. If your Artwork requires alteration or correction subsequent to submission additional costs will be incurred.

EPS

An Adobe Illustrator EPS is the preferred format for creating the artwork, this is so that the file is in vector format.

Colours

To ensure optimum colour reproduction, please ensure that any RGB files are converted to CMYK or Pantone.

Make sure all colours are nominated correctly either as PMS or CMYK and are relevant to the job you are submitting.

Ensure that all black text or line work is set to print as mono only.

Resolution

Images or graphics must have a minimum resolution of 300dpi (dots per inch) at the final size. We cannot guarantee the quality of lower resolution Images.

Images downloaded from the internet or grabbed from web pages often have a resolution of only 72dpi and are not suitable for printing.

Fonts

Supply with fonts outlined.

General Information

Do not use "hairline" line width settings.

Do not reverse out type less than 7pt.

Logo positions are product specific unless instructed by the client via your Account manager prior to production.