

Artwork Specifications

IMPORTANT

- If your artwork does not comply with these specifications, Wit-Color Digital have the right to charge extra for artwork fees and/or require extra days to process the artworks.

COLOUR MODE

- The artwork should be saved in CMYK, Wit-Color Digital will not take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colours. Colour shift or errors due to incorrectly supplied files will be reprinted at the clients expense.
- Do not use RGB or Pantone colours unless pre-arranged for custom jobs.



FILE FORMAT

- Customers must create artwork using appropriate software: Adobe Creative Suite (CS6 - or lower), CorelDraw (X7 - or lower) or any other valid graphics package.
- Customers artwork must be supplied in the appropriate format: .JPG and .PDF (Multi page files not accepted unless pre-arranged)

PDF Format

PDF (Adobe Acrobat) Preferred File Format

- All fonts have been converted to outlines / curves
- All images used need to be high resolution (96dpi+ at 1:1 Scale)
- Do NOT use a .pdf Standard (eg. PDF/X-1a:2001) when saving the .pdf because this can corrupt the artwork



AI Format

AI (Adobe Illustrator)

- All fonts have been converted to outlines
- All images must be embedded
- All images used need to be high resolution (96dpi+ at 1:1 Scale)
- All colors are in CMYK (RGB, Pantone and Spot Colors are not accepted)
- Make sure that NO colors are set to "Over Print"



PSD Format

PSD (Adobe Photoshop)

- Open template at 1:1 scale in CMYK Mode and set resolution to 96dpi (Minimum)
- Make sure your workspace is set to CMYK Color Mode
- Do not flatten the layers when supplying the .psd file for print



CDR Format

CDR (CorelDraw)

- All fonts must be converted to curves
- All images used need to be high resolution (96dpi+ at 1:1 Scale)
- All outlines in the .cdr artwork need to be set to scale with artwork
- All colors need to be CMYK (RGB, Pantone and Spot Colors are not accepted)
- Make sure that NO colors are set to "Over Print"



Dear DTP / Graphic Designer

DTP – Saving files

Before sending your artwork to us, please make sure that you check all the elements to ensure that your product can be printed in the highest quality.

- Set artwork to CMYK colors
- Removed the product template and guide lines from your artwork
- All tones of grey must be composed of only K. (eg. C=0%, M=0%, Y=0%, K=60%)
- Use Rich Black for all large black areas. (eg. C=30%, M=30%, Y=30%, K=100%)
- Hairlines and text that are in Black must be set to K only. (eg. C=0%, M=0%, Y=0%, K=100%)
- Convert all fonts to Outlines / Curves
- Save artwork at 1:1 scale as per the dimensions indicated on the product template
- Ensure that the artwork has been saved without using a PDF/X Standard

ARTWORK PROPORTION

- Customers' artwork should be supplied at 1:1 scale.
- Scaled artwork must be proportional with the final product and Wit-Color Digital must be informed of the scaling.

ORIGINAL
SIZE
1:1
TEXT
TEXT

TEXT FORMAT

- All fonts used in the artwork must be converted to outlines/curves. Failure to outline/curve fonts may cause type issues that could affect the outcome of your job.
- Alternatively please supply the FONT that was used.

BLEED

- PDF Artwork must include bleed on all sides. Ensure bleed area is defined in PDF presets.



FILE SIZE AND SUPPLY METHOD

- Email: Maximum 5mb for individual document.
- You may also use a file transfer service such as Dropbox, Wettransfer or Wesendit for larger files.

5mb
10mb
15mb
20mb

SPECIALIST PRODUCTS TEMPLATES

- Accurate artwork templates of various specialist products are available on our website for download: (<https://www.witcolor.co.za/banner-template-download/>)
- It is important not to make any changes to your template.



INK AND COLOUR SPECIFICATIONS

- Minimum ink coverage of CMYK should not be less than 10%
- Due to CMYK printing limitation, and "PASTEL" or "SPOT" colour will not appear as an exact replication.
- For the best printing outcome, Rich Black (C:40%, M:40%, Y:40%, K:100%) is recommended instead of 100% Black.
- Gradients or transparencies cannot be colour matched
- Screen/Monitor will not show exact colours when printed as screens/monitors are set to run on RGB and not CMYK



ARTWORK LAYOUT SERVICE

- Graphic Design Services and artwork amendments are charged at an hourly rate, please contact your account manager or sales department for a quote.
- For more information, please read the Artwork FAQ section that follows...

Artwork FAQ

1) What are all the Costs involved:

- ▶ Design Fee: Starting at R300 (hourly rate)
- ▶ Admin Fee: R75
- ▶ Image Purchase: Starting at R200
- ▶ Printing Price: All products have prices attached, and where mentioned include systems and attachments

2) Does Wit-Color Digital supply images?

We have a collection of images that you can choose from. We will discuss your requirements and collaborate on an image. We will find and / or design the image at the quality you need for your print size. If we need to purchase or find an image, we are more than glad to assist you.

3) Can I purchase or design my own image?

Yes, and we will provide expert advice on quality, dimensions and templates if you need.

Disclaimer:

Any stock images purchased either by Wit-Color Digital or yourself via an external stock website will remain the property of both you and Wit-Color Digital for any reprint or other purposes.

4) What file formats do I need to supply to Wit-Color Digital?

We can work off almost any file type as long as the resolution is high enough for your print size. We will be happy to check your images and advise you.

5) How to setup your Artwork - Artwork Queries?

Artwork specifications and templates can be found & downloaded from the Download Templates page (found in the footer of our website) or under each Product Page.

Follow the Artwork Specs & Templates to maximise the impact of your Artwork. Artwork templates are essentially a blank page at the correct / required Size, with a red Line representing the required bleed.

The Basic Requirement of each Artwork we accept for Printing must be:

File Formats accepted: We only accept PDF or JPEG files. However it may benefit you to send us the original working file, ie. CDR or PSD. Please feel free to ask us if you are unsure.

These two formats ensure the optimum content & colour integrity and hence are essential to our print process.

Resolution Requirements: 150 DPI minimum, for optimum Resolution please save your Artwork at a minimum of 150 DPI. Having said that a higher DPI is preferable. (Ideally 150 DPI – 300 DPI)

Artwork Size Requirement: 1:1 Scale, meaning the Artwork must be at the actual Size you're looking to print.

Bleed is essential: The bleed requirement varies from Product to Product, see the Artwork Specs for that Specific Product to obtain the minimum essential Bleed requirement.

For Example: If you'd like to order an Outdoor Vinyl Banner size 3000mm by 1000mm. The Artwork that needs to be supplied must be PDF/JPEG, High Resolution (Minimum 150 DPI), & 1:1 Scale or 3000mm by 1000mm in size.

6) Need help setting up your Artwork – Artwork Layout Service?

At Print Impact we offer a comprehensive Art Layout Service, meaning we are able to help with setting up your Logo & Text to maximise the impact of your Banner. Our Art Layout / Set-up service does come at an additional Cost.

Our Artwork Set up service doesn't cover conceptual Design Creation, meaning we can't create artwork elements & Logos from scratch.

If you have the elements of the design you'd like to use we're happy to help setup your Artwork. For a fee, basic words can be arranged within the product template. Resizes can be produced IF the artwork is provided to the correct 1:1 scale (e.g. a 1500mm x 500mm can be enlarged to 3000mm x 1000mm).

We are more than eager to assist you with any queries you may have...

CONTACT METHODS:

- 1) Please phone our office on 021 552 8314
- 2) Use our Quick Quote Form
- 3) Use our Contact Page Form
- 4) Email us: info@witcolor.co.za
- 5) Come visit us at our offices

General Product FAQ

Ordering Banners

Q: What type of banner suits my needs?

At Wit-Color Digital we have an extensive range of banners to select from depending on your Needs and requirements, these include:

- 1) Pull up Banners: Perfect for Indoor Display Solutions, as these are Easy, Convenient and easy to Install
- 2) Outdoor Vinyl Banners: Ideal for Advertising your Brand or Company Outdoors
- 3) Promotional Wind Flags: Now with Dura Hem, are Ideal for Attracting attention to your Brand. There are a few types of wind flags and bases to choose from. These include the Sharkfin (Teardrop) Flag, Telescopic Flag, Fly Banners. The bases include the Ground Spike, various strengths of Cross bases and Fountain bases that create a stunning effect when more than one Flag are displayed together.
- 4) Posters: Our Posters are ideal for Retail & a variety of Display Solutions
- 5) Stickers: We offer a wide variety of Sticker from Transparent to Solid, all with Vivid Colour Stickers : We offer a wide variety of Sticker from Transparent to Solid, all with Vivid Colour.
- 6) Fabrics: Our Elegant Range of Fabrics offers you a range of solutions depending on your use. Our Dye Sublimated Fabrics are used on eg. Branded Gazebos, Tablecloths, Banner Walls and more.
- 7) Expo Displays: From Media Walls to Ready to go Exhibition Packs, we've got you covered.
- 8) Mounting: Looking for Rigid Display boards, we print on Coreflute, PVC boards, Cardboard to name a few
- 9) POS Displays: Our Point Of Sale Section Offers you the Essential Retail Banners & Signs

Q: I need a banner urgently– is this possible?

For an additional fee, urgent turnaround is available on most products. Urgent fees are based on your required delivery date and are calculated automatically on the Confirm Order Page, which is after checking out from the Shopping cart.

Q: What are your daily cut-off times for new orders to be submitted?

The Daily cut-off for new Order submission is 2pm, this is once you've uploaded artwork & paid for the order. We will then email you Artwork proofs that need to be confirmed by 4pm on the same day. This will ensure the Production schedule set out in your Online Order Confirmation is met.

Q: Do you have Product Set up Guides?

ie. Can I download your Product Templates?

Yes, Most of our Products have set up guides these can be found at the bottom of every Product Page. These will help you set up your Banner. We also have a Templates Download page where you can find a collection of all the available templates.

Online Ordering Queries?

Q: Can I get the same price online as over the phone? Do you offer Discounts Online?

The online ordering system is quick and easy to use, and also provides Special Pricing for our most popular Banners & Items. These Products can be found in the Online Exclusive Offers Section of the Product Categories. The Online Exclusive Offers are only available for Purchase Online; the offer won't be extended to orders made via the Phone or Email.

Q: I'm unable to register online, what should I do?

Please ensure that you have answered all the Questions that are marketed as compulsory with an (*). Scroll up and down the Page to see where the error lies in your Registration form, the errors will be explained in Red next to the Text box associated with that Question. If all of the above fails feel free to email or call us and we will be happy to look in to the same for you.

Q: I've forgotten my username/password what do I do?

On the login page, click on the Forgotten Password link and enter your email address. A reset will be emailed to you immediately.

Delivery Queries – Delivery Options

Q: What is your turnaround time?

On each product page, the approximate standard production time for each product is shown. This is intended to give you an idea of lead time we need for production purposes. Artwork Proofing takes an extra day, this includes confirming payment. Production time starts once the Artwork has been approved & payment has been confirmed. If you are shopping with us online, you will be able to view the exactly Turnaround time for your order. Please note that issues with artwork can cause delays – please see our Artwork Queries page for more information.

Q: How much is freight?

Freight charges are calculated by the order's weight and distance to the deliver address. Please login and enter your order details online for accurate freight charges.

Q: Can you deliver to multiple addresses Online?

Orders placed online can be delivered to only one Address. If you wish to send banners to multiple locations you can submit multiple orders with the Different Delivery locations. However, if you'd like to consolidate your Multi-Delivery order into one please email us with details of the Multi-Delivery.