

AFI Artwork Specifications

At **AFI Branding Solutions** our desire is to supply you with the best print quality possible. To ensure this is achievable please see below for information regarding the way in which artwork needs to be supplied.

We use Adobe Creative Suite 3 - this allows us to print from files created in the following programs.

- Illustrator
- Photoshop
- InDesign

For the best results please supply artwork as an Illustrator .eps or .ai file, alternatively a .pdf which has been created in Illustrator is also suitable.

Please ensure the following:

- All solid spot colours have been assigned PMS numbers (coated) eg. 485C
- All text has been converted to outlines/curves.
- For all photographic or CMYK images please supply us with a hard copy print out of what you require so that we can use this as the guide for how your design should look. Without the hard copy print out, we will be governed by how our printer and RIP software interprets your file - which may not be in keeping with what your expectations are. The hard copy print out will ensure accuracy where we need to manipulate your file to achieve an accurate match.
- Please supply as vector art to ensure no pixelation occurs when scaling to full size
- For photo images best results are achieved when the resolution is no less than 70dpi at full size.

For your convenience we also have an FTP site for uploading larger artwork files. For details of how to use this please contact your AFI sales representative.

Extra info

Fabric is a porous substrate and to ensure longevity and colour fastness we heat cure our dyes which locks the colour into the fibres of the fabric. Through this process by which the ink permeates the fabric you will find that different fabrics will give a variety of results when printed with the exact same colours. This is similar to the way that matte paper will print differently to gloss paper. Please keep this in mind when comparing printed fabric to other substrates.

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if you can touch it... we can brand it

branding solutions
maximise your exposure