

# artwork specification GUIDELINE

## ARTWORK SPECIFICATION GUIDELINE

Cowan prints from Adobe Creative Cloud. Files submitted in other formats may have errors when imported or converted.

### Artwork created with Adobe Creative Suite:

Illustrator, Photoshop, InDesign, Acrobat will be accepted

- Text: Convert text to outlines or ensure to supply screen & printer component of all Type 1 fonts used
- Images: Convert images to CMYK (no RGB images please) and include all linked images
- Provide Pantone colour Swatches if colour matching is required
- Finished size: Set document/page size to final or scaled-down size
- Bleed: Images that bleed off the edge must include at least 0.5" to 1" of bleed
- Resolution: Extra large graphics (Over 25ft x 10ft) approx. 75 dpi at finished size  
Large graphics (25ft x 10ft) approx. 100 dpi at finished size  
Medium graphics (15ft x 8ft) approx. 150 dpi at finished size

### Artwork created outside of Adobe Creative Suite:

Corel Draw, Freehand, QuarkXpress

- Format: Export to eps before submitting
- Text: Convert all text to outlines
- Colour: Use PMS colours or CMYK. Converting RGB colours will result in a colour shift
- Finished size: Create artwork to size (including bleed if needed) or submit artwork at a scaled-down size

### Additional Guidelines:

- Computer Cut Graphics: All files need to be vector line art with solid colours only.  
Cowan will match to the closest available cast vinyl colour
- Cut-to-Shape Graphics: Files require separate cutlines as stroked paths on separate layer

### Please note:

WE WILL NOT ACCEPT LOW RESOLUTION JPG, GIF OR BMP FILES File sizes of a few hundred kilobytes (KB) do not print very well, even at small dimensions. Re-interpolating small raster files to larger resolutions does not improve the print quality. If colour matching is critical we require a printed colour target for accurate colour reproduction.



[COWAN.CA](http://COWAN.CA)

[COWAN.CA/BUDS-PREMIUM-WARES/](http://COWAN.CA/BUDS-PREMIUM-WARES/)

### DID YOU KNOW...

*YOU CAN LEAD A COW UPSTAIRS, BUT NOT DOWNSTAIRS.  
COWS KNEES CAN'T BEND PROPERLY TO WALK DOWNSTAIRS.*

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