

# Graphic design requirements for printing and production of promotional products

The client is responsible for supplying the logo and graphics for the promotional product.

## Instructions for Preparing Graphics for Promotional Products:

### 1. Use a Template:

- If a **template** is available in the product details under Downloads, please use it. Remove any lines from the template after creating your own design.

### 2. Color Model:

- Work in the **CMYK** color model unless otherwise specified.
- If using spot colors, please use the **PANTONE** color swatch and definition.

### 3. Resolution:

- We recommend preparing graphics at a resolution of **300 DPI**. For formats larger than A1, 150 DPI will be sufficient.

### 4. File Format:

- Prepare the graphic in curves in one of the following formats: **CDR, EPS, print PDF, SVG**. Other formats may be accepted by agreement.

### 5. Text and Images:

- Please **convert all text and images to curves**. Additionally, send us the names of the **fonts** used in your design as a precaution.
- If you have a **logo manual** or other documentation that includes fonts, please provide those as well.

If we receive all graphic materials on time and in the required formats, we will be able to quickly and correctly produce the print materials for your approval, saving you from lengthy and unnecessary communication.

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#### Need Help with Graphics?

Leave the graphics to us—order our "[Awesome Graphics Help](#)" service.

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## Graphic Proofreading and Additional Work:

- The first and second proofreading are included in the price.
- A third and subsequent proofreading will be charged at 7 GBP per proofreading.
- Additional graphic work will be charged at 22 GBP per hour.
- The customer will be notified in writing in advance if additional graphic work is required.
- Graphic previews of advertising products are processed only based on a binding order.
- In case of order cancellation after graphic work has been completed, a fee of 33 GBP per hour for each hour of graphic work will be charged.
- The minimum order amount is 110 GBP excluding VAT. For orders below this amount, a handling fee of 36 GBP excluding VAT will be charged.

**Delivery Times:**

Delivery times range from 2-6 weeks, depending on the type of promotional product, the complexity of the graphics, and production availability.

**Payment Terms:**

- A 100% deposit is required for the first advertising order.
- Subsequent advertising orders require a 50% deposit with the balance due in 2 weeks.
- All prices are exclusive of VAT.

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