

ARTWORK GUIDELINES FOR BALLOONS

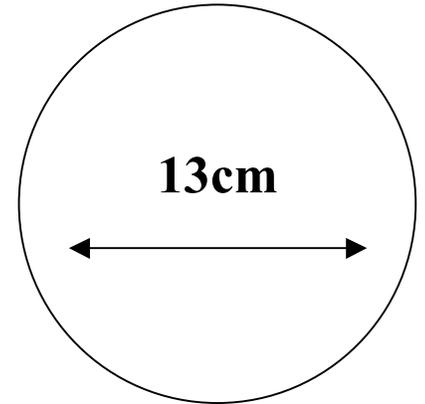
The better quality artwork you supply, the better quality your printed balloons will be. We require high resolution, print ready files on disk or email, to ensure a high quality reproduction of your artwork.

File Formats:

PDF: Press quality, high resolution PDF.
Keep spot colours if any

EPS: Please outline or path text if possible to eliminate font issues. Keep spot colours if any

JPG or TIFF: Must be supplied at a minimum of 600dpi at final printing size required if text or logos are in the image. Photos only may be supplied at 300dpi.



Images from websites are usually 75dpi – too low resolution for printing purposes. Faxed artwork cannot be used.

Maximum Image Area:

Unless stated we will always print your image as large as possible on the balloons, our printable area is limited to fit inside a 13cm diameter and centered. If your artwork is wide and narrow it will not show that well on the balloon so take advantage of the whole print area.

2 – 4 Colour Logos:

When printing 2, 3 or 4 colour prints there is always movement between the ink colours so to assure the best print result it is highly recommended to have a separation gap between the ink colours of at least 3mm. Overlapping colours may be possible where the foreground image is floating independently of the background, depending on artwork and ink used.

Greyscale Printing:

Half toning is where one ink colour is used but in various shades to give more depth to the image. Photographs can be printed but only using black ink and best suited on white balloons, back grounds on photos should be removed.

Print Orientation:

There is 2 options either Neck Up which is commonly used and filled with air to hang the balloons or Neck down which is used when the balloons are being filled with helium or if they are to be used on cups & sticks.



Neck Up



Neck Down