Artwork Specs

If you wish to provide your own artwork, here are some guidelines to ensure maximum print quality.

File Formats

Ideally, artwork files should be supplied in vector EPS or AI format. All fonts should be converted to outlines/curves.

We also accept PDF, TIFF and JPEG files supplied at full size with a minimum resolution of 600 dpi. Images from websites are usually 72dpi - too low resolution for printing purposes.

For latex balloons, artwork should be large enough to fill a 12cm square area for 30cm balloons, 13cm square for 40cm and 20cm square for our larger 72cm balloons.

For 45cm foil balloons, we require artwork to fit within a 18cm square.

One-Colour Artwork

Single colour artwork can be supplied as a solid black image. Gradients may be reproduced using our stipple technique (see below) however file manipulation will incur additional charges. We suggest a halftone at 30 dpi for effective reproduction during screening.

One way to make the most of your brand colours is to use like balloon colours with reverse colour inks to create striking contrasts.
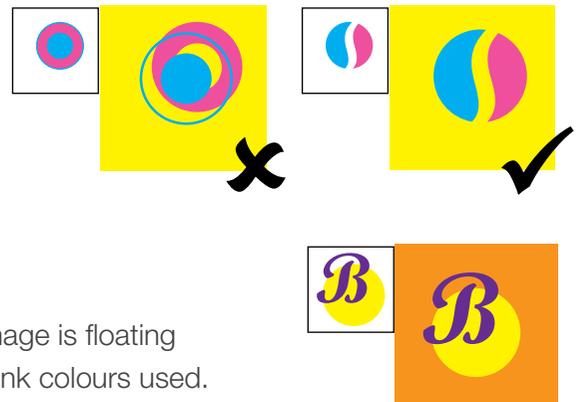
2 to 4 Colour Artwork

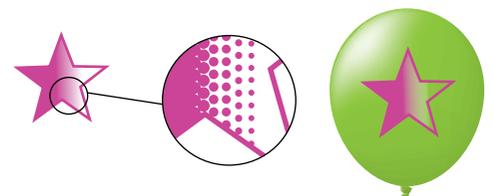The use of multiple ink colours can be very effective where a gap of 3-5mm has been allowed between colours. This margin is necessary to minimise the appearance of misregistration. As latex balloons are semi-inflated during printing, any subsequent movement between screens means 100% registration cannot be guaranteed (each ink colour requires its own screen).

Overlapping colours may be possible where the foreground image is floating independently of the background, depending on artwork and ink colours used.

Stipple Artwork

Photographs and gradients can be printed in one colour using a stipple effect, which uses dots of varying sizes to show the graduation of shading in an image.