



File Formats

Seritag can print from a wide range of file formats. However, for the best quality, vector graphics such as illustrator, pdf or eps work best. Note that a pdf file containing a non-vector image will print at the quality of the image.

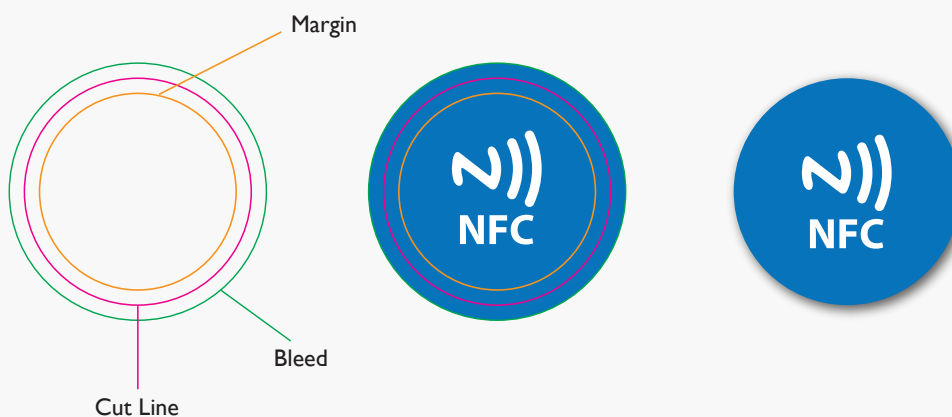
Images or Image Files

Images, such as JPG or PNG files, need to be at least 200dpi for the best print quality. We can print at less than this but the image will start to blur. Note that the file may be a higher resolution, however, the resolution of the actual image can be less. A 300dpi file that holds a 72dpi image will only be as good as the 72dpi image.

Bleed and Margin

If you have full colour print, then you need to **bleed** the colour over the edge of the cut line. This allows us to make sure the colour covers the whole tag because we can print over the edge. We typically require a 2mm bleed.

Margin is the distance between the edge/cut and any important text or content. We typically require a 2mm margin.



Fonts and Text

If your software supports it then **outline the fonts**. If it doesn't then aim to use standard fonts such as Arial or Adobe Cloud fonts.

If you have a unique ID or other dynamic text on your artwork (where each tag is printed with a unique number/text) then include this in your artwork. This allows us to see where the ID/text will be placed.

QR Codes

If you have static QR codes on your artwork then we treat them like any other graphic and there is nothing you need to do. You can have any design and shape you like - we will just print direct from your artwork.

If you have a dynamic QR code on your print (where each tag is printed with a unique code) then include a QR code on your graphics file so we can see where you want it. We will remove it and replace with the dynamically generated QR code. In most cases, your QR code needs to be the 'standard' black square dots type for dynamically printed/unique QR codes. In some cases we can overprint a central logo or change the main corner dots with alternative colours. However, then main QR code dots need to be black and square.

Colours

Most web graphics work in the RGB colour space. We print in a CMYK colour space and this, along with the plastics and other unusual materials we tend to print on, can result in colour shifts. If you have a specific brand colour then provide us with the artwork in CMYK and if possible a Pantone colour reference. We can't always match and sometimes struggle to get close on some materials, but if we have the reference, we will always do our best.

HELP !

If none of this makes any sense to you - don't worry. Send us what you have and we can give you advice.

We aren't a graphics studio so there's a limit to what we can do. However, we have a huge amount of experience and can usually get you close or come up with a solution based on what you have.