

Product: Graphic Design

Category: Custom Wallpaper

1. Description

We can custom design wallpapers to brief or print wallpapers using your artwork. This can be repeated patterns or large scale murals.

2. Accepted Formats

We require print ready files in the following formats:

- PDF
- PSD
- TIFF

3. Print Ready Artwork Requirements

We require a print ready PDF with 50mm print bleed top, bottom, left and right. Clients need to specify the finished size (excluding bleed) when supplying us with the finished artwork file. If files are not print ready, then a DTP fee of R500 ex vat will be charged for a maximum of one hour of time spent.

It is a requirement for all print files to be submitted to us as 2-layer PDFs, with all photos and graphic elements are compressed into one layer (background) and all text is contained in the 2nd layer above. Converting all text to curves (paths) is necessary to prevent errors that may occur.

Other accepted formats include JPEG, TIFF, PSD or EPS. When building your file, only include photos and other graphics that are at least 300dpi in their original format to ensure optimum output. Please be careful if mixing CMYK and RGB elements together into one file, as you may get some unexpected results once printed.

We work only with Windows based software which includes the likes of Corel Draw, Photoshop and Illustrator. So it's your responsibility make sure all files are windows compatible.

4. Design Work

For any artwork requirements an initial design fee of R500 ex vat is charged, where thereafter an additional R350 ex vat per hour for time spent will be payable. Although we always will strive to provide an accurate estimate of design time during the initial brief, we cannot guarantee that more time will be required and charged for.

5. Proofing

Files that are submitted for print are not proofread or touched-up in any way before they are printed. It is the client or professionals responsibility to ensure all items/ images/ text/ spelling are correct before submission.

5. Additional Information

- Our standard printing process applies following the submission of the artwork. Please ensure you are aware of the process and associated lead times.
- Please get in touch with us if you require any further information about our Bespoke Design Service. You can contact our technical team via email at info@wallcoverings.co.za.

6. Glossary

- **PDF Portable Document File** Format created by Adobe for encapsulating a documents fonts, images and layout from a native application to a universally accessible file format
- **DPI Dots Per Inch** A measure of how many pixels there are in a square inch of a raster image
- **RGB** Colour space used by displays - i.e. Computer screens, televisions etc
- **CMYK** Cyan Magenta Yellow and Black. Ink colours used for full colour printing
- **Vector** Format which store the lines, shapes and colours that make up the image as mathematical formulae as opposed to pixel based like raster
- **Raster** An image made up of pixels in a grid format defined by its DPI, i.e. Photographic images
- **EPS Encapsulated PostScript** File type for vector and specialised raster images (such as duotones)
- **TIFF/TIF Tagged Information File Format** File type for raster images - lossless format (does not degrade)
- **JPEG/JPG JPEG - Joint Photographic Experts Group** File type for raster images – loss of format (quality degrades)
- **Pantone Matching system** An international standard for labeling and reproducing colours. Many Pantone colours cannot be reproduced in CMYK printing. If you require a Pantone please discuss this with us when placing the order.
- **Bleed** Refers to printing that goes beyond the edge of the sheet/media before trimming. The bleed is the area to be trimmed off during the application process.

