

Artwork Guidelines

Everything you need to know before submitting your logo or design for printing on our jute and cotton bags. Following these guidelines helps us match your artwork accurately and avoid delays in production.

1. Accepted File Formats

We accept the following file types for artwork submission:

- Vector files (preferred): AI, EPS, PDF (with embedded/outlined fonts), SVG
- High-resolution raster files: PSD, TIFF, PNG (300 DPI minimum, at final print size)
- Fonts should be converted to outlines/curves in vector files to avoid substitution issues

Vector files give the sharpest results at any size and are strongly preferred for logos and single-color designs.

2. Resolution & Image Quality

- Minimum 300 DPI at the actual print size for all raster images
- Low-resolution images pulled from websites or social media are not suitable for printing
- If enlarging an existing logo, please send the largest original file available

3. Colour Mode

- Submit artwork in CMYK for the most accurate colour match in print
- RGB files are accepted but colours may shift slightly during conversion
- For exact brand colours, please provide Pantone (PMS) references where possible
- Note: printed colour on natural jute fabric will appear slightly muted compared to on-screen colour due to the fabric's texture and tone

4. Bleed & Safe Margins

- Add 3mm bleed on all sides for designs that extend to the edge of a panel
- Keep important text and logo elements at least 5mm inside the trim/seam line
- For bags with gussets or seams, avoid placing critical artwork directly over fold lines

5. Printing Methods We Offer

Method	Best For	Notes
Screen Printing	1-4 solid spot colours, bulk orders	Most cost-effective for large quantities
DTF (Direct-to-Film)	Full-colour, photographic designs	Good detail on natural fabrics
Embroidery	Premium, textured branding	Best for small logos, not fine detail

6. File Naming & Submission

- Name files clearly, e.g. BrandName_LogoName_Colour.ai
- If submitting multiple design options, number them (Option1, Option2, etc.)
- Include a short brief noting bag size, placement (front/back/side), and preferred printing method
- Email artwork to your account contact, or attach it directly to your order/quote request

7. Common Issues That Cause Delays

- Fonts not outlined in vector files
- Low-resolution logos pulled from a website
- Artwork sized incorrectly for the requested bag/panel
- Missing colour references (Pantone/CMYK) for exact colour matching

Need Help?

If you're unsure whether your artwork meets these requirements, send it across and our team will review it and confirm before production begins — this is a standard part of our process and does not incur any extra cost.