technical specs for designers

starting off right

Building files for Keebee Play is a unique, but easy experience. Because of the specialized materials, size and processes that we use, we have different standards than many other design applications. Clarification and an understanding of the process from the outset can often prevent production headaches further down the line. We are always happy to help!

file types

We accept both raster and vector formats. Because of the exact sizing required with our panels we prefer to work in layered AI files. This allows the artwork and the dieline to be on different layers and positioned correctly. PSD files will be accepted so long as they have the dieline and are at full size. PDF's do not provide the level of control over the file that we need. We are currently using the Adobe CS5 suite.

- » AI/EPS
- » PSD
- » CS5

resolution

All artwork should be built at 100% scale. All non vector artwork should be minimum 150dpi (with a maximum of 350dpi).

colours

Keebee works with a few types of systems for our colours. Our first system is a large format digital press. For this process all digital files should be CMYK, including any raster images. Please make sure all colours are converted from PMS before submitting the files to prevent unwanted colour shifts.

At Keebee we also use a screen printing technique as this provides a high quality graphic but it does come with some constraints. Limited colours can be used and artwork must have minimum line thicknesses. As always we will work closely with you to determine if your project is suitable for this process and to generate artwork that works within the parameters for screen printing.

For product frame and background colours we use a paint system. Colour matches can be provided in a number of colour reference systems: PMS, Sherwin-Williams, and Benjamin Moore are some examples. Although we do try very hard, because of our processes we cannot guarantee an exact colour match.

transparency

If using the transparency functions in Illustrator, transparencies must be flattened. Transparency in vector programs is still in its infancy and Keeebee can not accept any responsibility for any unwanted results if flattening is not completed.

bleeds and safe zones

For most products with artwork over the edges, bleed zones of 13mm (0.5'') are preferred. Safe zones can vary from product to product. As a rule anything within 10mm (0.39'') of the edge of a product and 5mm (0.2mm) away from a ''track'' will be considered safe. Contact us for specific information about your particular application.

fonts

Please make sure to outline all text to outlines.

keebee
PLAY