



CUSTOM HYDROGRAPHIC FILM ARTWORK & PRODUCTION INFORMATION

Artwork responsibility

All custom hydrographic film is printed using artwork supplied or approved by the customer. It is the customer's responsibility to ensure all artwork is correct, suitable, and ready for production.

Once artwork is approved, it will be printed as supplied.

We do not accept responsibility for spelling errors, layout issues, poor image quality, or unsuitable design choices after approval has been given.

Accepted file formats

Accepted formats

- AI
- EPS
- SVG
- PDF

These must be supplied at a minimum of 300 DPI at final print size.

We do not accept screenshots, low resolution images, social media files, WhatsApp images, or files that are not suitable for professional print.



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Resolution and artwork quality

Vector artwork produces the best results and avoids loss of quality. Raster artwork must be supplied at full size and high resolution. Low resolution artwork cannot be improved once supplied. Enlarging poor quality files will result in visible pixelation, which is not considered a print defect.

Colour information

All artwork should be supplied in CMYK format.

RGB files will be converted and colour changes may occur. Pantone matching is available by prior agreement only.

Due to the nature of hydrographic film, inks, activators, water transfer, and clear coating, exact colour matching cannot be guaranteed. Some colour variation is normal and expected.



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Pattern design and repeat requirements

Hydro dipping is not a flat print process.

Patterns must be supplied as seamless repeats or clearly marked for repeat creation. Fine detail, thin lines, small text, and micro patterns may distort during the dipping process.

Artwork should be designed with stretching, wrapping, and contour distortion in mind. Pattern alignment across complex parts cannot be guaranteed.

Artwork formats and print readiness

All artwork must be supplied in a print-ready format suitable for hydrographic film production. The preferred final artwork formats are high-resolution TIFF or print-ready PDF supplied at final scale. These formats provide the most consistent results and best reflect how artwork is printed onto hydrographic film. Vector formats such as AI, EPS, or SVG may be accepted by agreement but will be rasterised prior to printing.

Vector files are most suitable for logos, text, or simple geometric designs. High-resolution raster artwork is often required for textured, organic, or photographic patterns such as camouflage, carbon, marble, or natural effects. Raster artwork must be supplied as a seamless repeat at a minimum of 300 DPI at final print size.

Low resolution, compressed, or non-print-ready files may result in visible quality loss after dipping and are not considered print defects.



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White ink metallics and special effects

White ink behaves differently to standard inks and may vary depending on film and process.

Metallic effects are simulated and are not true metallic finishes.

Transparency and layered effects may appear different once dipped and cleared.

Any special effects must be discussed and agreed before printing.

Proofing and approval

Where applicable, a digital proof will be supplied for approval.

The customer must check layout, scale, orientation, and overall appearance before approving. Written approval is required before production begins.

Once approval has been given, the artwork is considered final and cannot be changed.

Custom film production terms

All custom films are printed to order.

Custom films are non refundable and non returnable. Minor visual differences between print runs may occur.

Test prints are recommended for critical applications and are chargeable unless otherwise agreed.



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Artwork created by Vital Hydrographic

Where Vital Hydrographic is commissioned to create, modify, or adapt artwork, this service is charged separately unless agreed in writing. Artwork creation may include pattern layout, repeat setup, and basic design work. It does not include brand development, logo redesign, font licensing, or ownership checks of third party intellectual property unless specifically agreed.

Artwork is created based on customer instructions. Visual interpretation is subjective, and minor differences in expectation may occur.

Approval of Vital created artwork

A digital proof will be supplied for approval.

The customer is responsible for reviewing and approving layout, pattern flow, scale, and colour intent.

Once approved, the artwork is deemed correct and final for production. No liability is accepted for subjective dissatisfaction after approval

Ownership and usage rights

Unless otherwise agreed in writing, artwork created by Vital Hydrographic remains our intellectual property.

The customer is granted usage rights for the agreed job only. Reuse, resale, or reproduction of the artwork requires written permission.



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Liability limitations

We are not responsible for artwork errors, poor quality files supplied by the customer, colour variation caused by the hydro dipping process, or unsuitable design choices once approval has been given.

Hydro dipping involves natural variation, and no two dipped parts will be identical.

Artwork submission process

All artwork for custom hydrographic film must be submitted by email to: sales@vitalhydrographic.co.uk

Artwork sent via WhatsApp, social media, file transfer links sent to other email addresses, or verbal descriptions will not be accepted.

This ensures all files are logged correctly, reviewed consistently, and linked to the correct job. Artwork will only be reviewed and approved once received through the above email address.