

Artwork Guide

File Types

Vector image: A vector image is a series of points mapped out to create objects. Vector files do not distort or pixelate when resized. Vector images are always preferred when printing as they ensure the best results.

File types: .Ai (Adobe Illustrator), .EPS or Vector PDF.

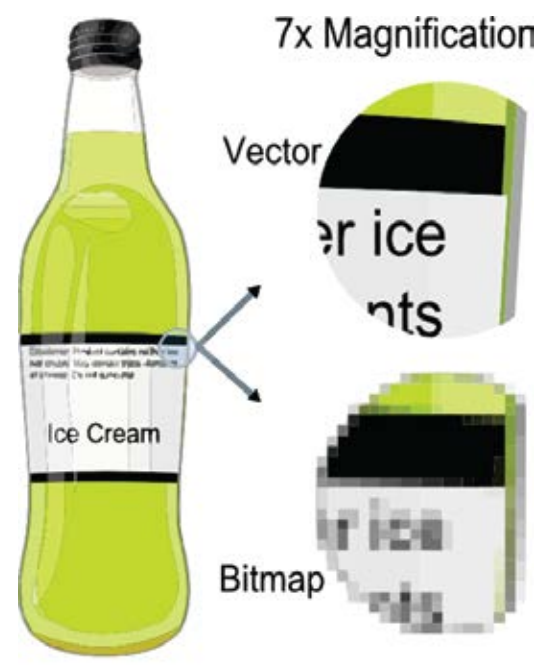
Bitmap image: A bitmap is a pixel based image. All photographic images are bitmaps, and their resolution depends on the number of pixels that the image is made up of. These are measured in either Dots Per Inch (DPI) or Pixels Per Inch (PPI). The scale to which we can enlarge a bitmap image is restricted by the resolution. The more pixels there are per inch the bigger we can enlarge the file before the pixels become obvious.

File Types: .JPG, .TIFF, .PSD, .BMP, .PNG.

How can I tell what type of file I have?

If you zoom in on your logo or document and you can see any pixelation then your image is not in vector format.

You may need to contact your graphic designer or previous printer to locate the vector version.





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Artwork Preparation

Dimensions:

- Set artwork at 1:1 scale.
- We can resize your artwork, if it is too large however it must be resized in proportion to the actual size and supplied as a high resolution document.
- For any large documents we suggest you provide a PDF document ensuring all fonts are outlined and the actual size of your artwork has been rescaled to 10% size.

Format:

- All artwork must be at least 300dpi (dots per inch) -
if you are unsure:
 - View your artwork at 100% by either zooming in or out (This is how your artwork will ideally look once printed).
 - Ensure you can see every aspect of your artwork without any pixelation.

*** PLEASE ENSURE ALL FONTS ARE OUTLINED OR EMBEDDED TO REDUCE THE LIKELIHOOD OF FONT ISSUES OR DISTORTION.**

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Artwork Preparation

Artwork Applications: Please ensure you use one of the following Adobe applications to create your artwork:



Illustrator



Photoshop



InDesign

Artwork Format: Once your artwork is created please save it as one of the following accepted file formats:



Adobe PFD
(all fonts outlined)
PREFERRED



Adobe EPS
(all fonts outlined)
PREFERRED



300DPI JPEG

UNACCEPTED APPLICATIONS/FORMATS: We do not accept any artwork formatted using the following applications:

