

Digital File Preparation

Suitable Formats for images or logos

Programme: Preferred Format:

Adobe Illustrator CC .ai, .eps

Adobe Photoshop CC .tiff, .eps, .jpeg*

Adobe InDesign CC .indd

Formats NOT suitable for images or logos

Programme:

Word .doc, .txt

PowerPoint .ppt

Website .gif

Vector Artwork

Artwork which is going to be produced in cut vinyl, i.e.; lettering or a company logo, must be supplied in a **vector format** (ai or eps). Artwork created in a pixel format i.e. TIFF and JPEG is not suitable.

Fonts

Please supply relevant fonts used. Please outline any text if it is not possible to supply the typeface.

Images / Image Quality

Please supply high resolution images or photographs. Artwork should be created at actual size whenever possible. Larger files i.e. Banner artwork, 10%, 25%, 50% of actual size is acceptable. Scans should be no smaller than 300dpi at quarter size.

For the best quality, artwork should be created in **vector format** (ai or vector eps).

Logos taken from websites are generally gif's.

Gif files are not acceptable as they will not print clearly!!

Microsoft Word and Excel files are text documents. Logos and images inserted will not be high enough quality for large format printing.

PowerPoint files are also not recommended as images are often very low resolution.

JPEG* - (only as a file compression format) the original artwork has to have been created at 300dpi. Low res files will not enlarge without pixelating and we cannot take responsibility for poor reproduction.

Colour Set Up

All artwork sent to us needs to be in **CMYK**. If your artwork is set up using **PANTONE** colours please supply a pantone colour reference. Some colours are more likely to be achieved, however due to printer limitations Pantone colours are matched to their best possible interpretations for the specific output device.

Hard copies such as brochure printouts can also be used as a reference for colour matching. If an essential colour match is needed, please specifically note in the file or by e-mail.

- **COLOUR ACCURACY CAN NOT BE GUARANTEED** but every effort will be undertaken to achieve colour matching

No responsibility will be taken for the inaccuracy of any artwork recreated due to poor quality files