

Digital File Preparation

Suitable formats for images or logos

| Programme | Preferred Format |
|-----------------------|---------------------------|
| Adobe Illustrator CS5 | .ai, .eps |
| Adobe Photoshop CS5 | .psd, .tiff, .eps, .jpeg* |
| Adobe InDesign CS5 | .indd |
| QuarkXPress v8.5 | .qxd |
| Adobe Acrobat | .pdf** |

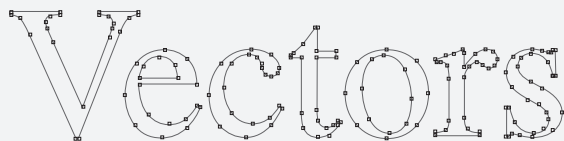
Formats NOT suitable for images or logos

| Programme | Format |
|-------------------------|-------------|
| Microsoft Publisher*** | .pub |
| Corel Draw | .cdr |
| Microsoft Word*** | .doc, .docx |
| Microsoft Powerpoint*** | .ppt, .pptx |

***Microsoft packages – if you have to use this format, embed fonts & pictures, as these are always RGB we will convert them to CMYK using a PDFX/1A profile.

Vectors

Text @ 100%



Outlined Text

Vector Artwork

Artwork which is going to be produced in vinyl, for example; solid logo's or text, must be supplied in a **vector format** (.ai or vector .eps). Artwork created in a pixel format i.e. .tiff and .jpg is not suitable.

Fonts

Supply all relevant fonts and scans used. Please **outline** any text if it is not possible to supply the typeface.

Images

Please supply high resolution images or photographs, .pdf and **hard copy colour proofs with your artwork.**



.ai / .eps vector @ 400%



.gif @ 400%

Image Quality

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**, see visual.

Large Format

Artwork for large format printing (i.e. Banners/Exhibitions) should be created at **25%** of actual size. However artwork for larger files (i.e. Billboards), **10%** of actual size is acceptable. Scans should be no smaller than **300dpi** at quarter size. Please include all links (images, logos, fonts).

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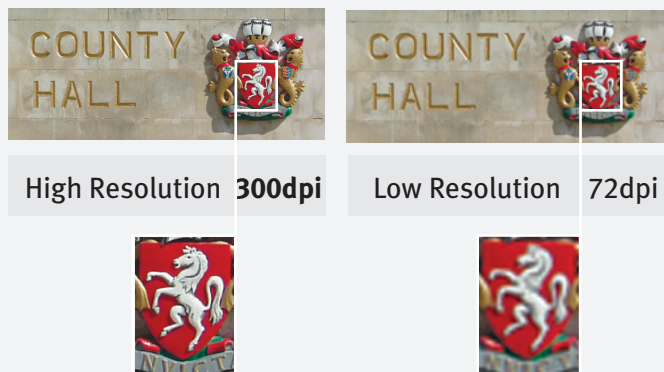
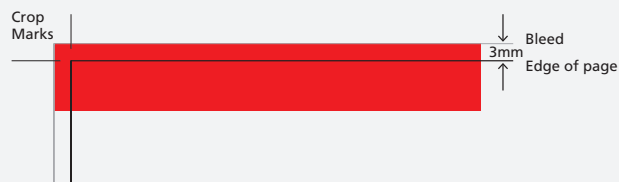


Image Quality

Microsoft Word and Excel are for text only, logos and images inserted will not be high enough quality for printing. Powerpoint files are not recommended as images are often very low resolution.

***.jpeg** – This format is acceptable but only if used to compress a file for ease of sending, the original artwork should have been created high resolution, **300dpi** (see visual), or vector **.eps** to print at the best possible quality.

****.pdf** – These are print files only and cannot be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality. Make sure images are saved at high resolution (300dpi).



Artwork Bleed

Please add **3mm** bleed all around your artwork (i.e. If any images or colour is to the edge of the page make sure there is an overlap of 3mm to allow for any movement when cutting).



Colour Set Up

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 interpretation for the specific output device. Spot colours can be used where colour matching is essential. Hard copies i.e. brochures or print outs can also be used as a reference for colour matching. **All essential colour matches need to be specifically noted** in the file.

Colour accuracy cannot be guaranteed from CMYK or RGB files.

Do not set colours to 'Overprint'.