PREFERRED FILE FORMATS (DESIGN)

Preferred digital file formats should contain only vector-based graphics and/or high-resolution images. Customers must carefully check their proof as artwork charges for corrections may apply.

01 ✓
Id
ADOBE INDESIGN
Professional page layout programme that includes page formatting information, page content, linked files, styles, and swatches; used for creating and formatting books, magazines, newspapers, flyers, brochures, etc.
★★★★★

02 ✓
Ai
ADOBE ILLUSTRATOR
Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, colour, and text; often referred to as an Illustrator drawing.
★★★★★

03 ✓
ADOBE ACROBAT
PDF (Portable Document Format) files may contain text, images, forms, annotations, outlines, and other data; they preserve fonts and formatting electronically across multiple platforms.
★★★★★

04 ✓
EPS
Encapsulated PostScript - PostScript file that may contain 2D vector graphics, bitmap images, and text; may also include an embedded preview image in bitmap format; can be placed within another PostScript document.
★★★★☆

05 ✓
Ps
ADOBE PHOTOSHOP
The most commonly used professional image-editing program; it may include image layers, adjustment layers, layer masks, annotation notes, file information, keywords, and other Photoshop-specific elements.
★★★☆☆

06 ✓
TIFF
High-quality graphics format that supports colour depths from 1 to 24-bit; designed to be a standard image format for storing high-quality colour images on multiple computer platforms; may contain multiple layers and pages.
★★★☆☆

UNSUITABLE FILE FORMATS (DESIGN)

We do not accept the following digital file formats as print ready artwork:

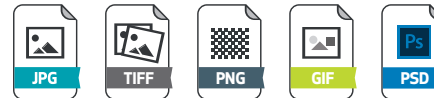| 01 PUBLISHER ✗	02 WORD ✗	03 QUARK ✗
04 CORAL DRAW ✗	05 POWERPOINT ✗	06 EXCEL ✗

RASTER VS VECTOR GRAPHICS

To ensure optimum print production quality we recommend that all logo files are supplied as Vectors and all photographic imagery are supplied as Rasters. To understand the difference between the two we have created a detailed description for each below.

RASTER GRAPHICS

A Raster graphic is an image made of hundreds (or thousands or millions) of tiny squares of colour information, referred to as either pixels or dots.

The most common type of raster graphic is a photograph.

Popular Raster file format extensions include:

JPG | TIFF | PNG | GIF | PSD

Raster Graphic at 500%

EXAMPLE LOGO

PROS OF RASTER GRAPHICS

Rich detail - The use of different colour pixels allows for smooth blends of colours

Precise Editing - edits photo-like elements better than vector programs

Colour Modes - Multiple colour modes, can display millions of different colours

CONS OF RASTER GRAPHICS

Limited Editing Capability - many elements of a raster file can't be edited easily

Large file sizes - Raster images retain a lot of information which can create large file sizes

Blurry When Enlarged - Computer takes best guess when you enlarge past 100%. Images can become pixelated and blurry

RESOLUTION

The ideal resolution for print quality photographs is 300dpi, at a good physical size and in CMYK format

VECTOR GRAPHICS

A Vector graphic uses maths to draw shapes using points, lines and curves.

The most common types of vector graphics are fonts and logos.

Popular Vector file format extensions include:

EPS | PDF | AI

Vector Graphic at 500%

EXAMPLE LOGO

PROS OF VECTOR GRAPHICS

Infinite Scale - Made of mathematical calculations that form objects and lines

More Creative Options - Full colour, object and text control, allowing for design adjustments

Supports Production Methods - Vector files allow for cut files and other production methods

CONS OF VECTOR GRAPHICS

Software - Editing requires specialist software that can be expensive

Creative Effects - Vector shapes and vector elements do not support special effects such as blurring

Limited tone - Vector graphics do not always support "continuous tone images" such as photographs

CUT LINES

Please ensure vector shapes are a whole shape with no breaks and simplified to a minimal amount of points

COMMON PITFALLS

The most common pitfalls are listed below. Please check these carefully before sending us your print ready files.

01 DIMENSIONS
Please check and double check the specifications provided to you to ensure your artwork is set up to the correct size, layout and orientation.

02 LINKED GRAPHICS
With some artwork we need to actually open the design files and place them into working document files, without the linked graphics it is harder to do this, please provide all the relevant links. All Indesign and Illustrator files should be provided as a collected for output folder of assets.

03 FONTS
As above, please ensure you supply a collected for output folder of fonts with all digital assets.

If you're supplying just a logo, then ensure all the fonts are converted to paths or outlines.

04 BLEED AREA
We don't always require bleed on artwork but it is easier for us to take away bleed that's not needed than it is for us to add the bleed. Please provide the bleed that is requested by your Project Manager.

05 OVERPRINT
Please ensure that overprint is turned off throughout your document, this can cause unexpected print results, it can also cause elements not to print at all particularly where white graphics are used.

06 LOW RESOLUTION IMAGES
Please ensure your images are set up at 300dpi and to the relevant artwork scale requested.

We work primarily at 25% and 100% scales, please ask your project manager for the correct scale.

ARTWORK QUALITY

We always strive to deliver the highest quality of print reproduction from files supplied to us. Image origination quality is imperative for this to work.

VECTORS

Artwork which is going to be produced in vinyl, for example; solid company logos or text, must be supplied in a vector format (ai or vector EPS). Artwork created in a pixel format i.e. TIFF and JPEG is not suitable.

Fonts
Where possible please supply the used fonts, if this is not possible then please remember to outline all fonts.
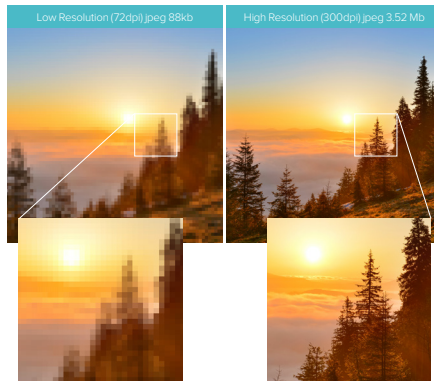
Vectors

Vector Text at 100%

Vectors

Outlined vector text

IMAGES

Please supply high resolution images, photographs, PDF and hard copy colour proofs with your artwork if you require an accurate colour match.

Artwork should be created at 25% of actual size, however for larger files i.e. Banner artwork, 10% of actual size is acceptable.

Low Resolution (72dpi) jpeg 88kb / High Resolution (300dpi) jpeg 3.52 Mb

No responsibility will be taken for the accuracy of any artwork recreated due to poor quality.

COLOUR SET UP

All production is produced using CMYK print profiles, we can try to match to Pantone colours when requested but cannot print using the system.

CMYK

All full colour production is printed in CMYK.

All essential colour matches need to be specifically noted in the file and by email.

Please make sure any blacks used in your design/artwork use the following CMYK mix

100% **100%** **100%** **100%**

This will create a rich black colour.

PANTONE

We do not print in Pantone colours and they should be removed from all digital files supplied to us for printing.

You can convert them to CMYK very quickly with Indesign or Illustrator. Please note any spot colours left within files supplied to us will be converted which may result in a slight variation of the printed colour on your order.

| PANTONE 165 EC | PANTONE 249 EC | PANTONE 384 EC | PANTONE 662 EC |

EXPORT SETTINGS

Please make sure you use the following PDF settings when exporting artwork.

EXPORT PDF SETTINGS

Standard	None
Compression	Do Not Down sample
Output	No Colour Conversion
Compatibility	Acrobat 7 (PDF 1.6)
Compression	None
Profile Inclusion Policy	Don't Include Profile

Turn off all printer marks but leave bleed box ticked if bleed is required for any banners or banner wraps

OUR CHECKS

We will complete the following checks on all artwork but we cannot fix problems with artwork supplied incorrectly. These files will be rejected and returned.
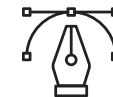
THINGS THAT WE CHECK

IMAGE QUALITY
All main images, backgrounds etc.

DIMENSIONS
Artwork dimensions fit correctly

CUT FILES
Checking cutting elements are vectored

COLOUR
Correct colour ways for print and also overprint

Please review all artwork and read all copy carefully, you are responsible for all content, omissions, spelling and errors. Your approval is our authority to proceed. Reprints after approval is given will be charged for. Colours are for guidance only.