

Suitable Formats for images or logos	
Programme	Preferred Format
Adobe Illustrator	ai, eps
Adobe Photoshop	psd, tiff, eps, jpeg*
Adobe InDesign	.indd,
QuarkXpress	qxd
Adobe Acrobat	PDF**

Formats NOT Suitable for images or logos	
Programme	Format
Word	doc, txt
PowerPoint	ppt
Website	gif

# Vectors

Text @ 100%



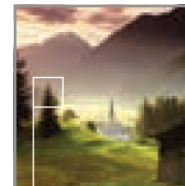
Outlined text



gif  
@ 400%



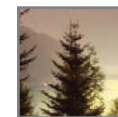
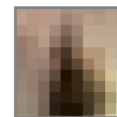
ai / eps vector  
@ 400%



Low Resolution  
(72dpi) jpeg 88 Kb



High Resolution  
(300dpi) jpeg 3.52 Mb



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

## Vector Artwork

Artwork which is going to be produced in vinyl, for example; solid company 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 JPEG 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.

## 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.

Artwork should be created at actual size, however for larger files i.e. Banner artwork, 10% or 25% of actual size is acceptable. Scans should be no smaller than 300dpi at quarter size. Please include all links (images, logos, fonts).

Microsoft Word and Excel are for text only, 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** - We accept this format 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** 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).

## 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. Hard copies such as 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 and by e-mail.

Colour accuracy can not be guaranteed from CMYK or RGB files.

Do not set colours to 'Overprint'

## Artwork Panel Sizes

These are visual panel sizes - Artwork Bleed is not included in these sizes.

## Uploading Artwork

We will set you up with a temporary user account 2 weeks prior to the artwork deadline. When we download your files you will receive a receipt. **Please save all files using the references above for positioning purposes.**

## Artwork Bleed

Please add 6mm bleed all round your artwork at 100%, If supplying artwork for banners and banner wraps, please add 150mm bleed at 100% to all sides of the artwork, this will allow for any banner pockets and wrapping of pvc to frames and walls.

