

Artwork Guidelines

We are always pleased to accept your artwork in electronic format. It is important, however, that data be sent in a recognisable format, depending on job requirements. Please read below to help you achieve this.

The software we use...

Software Package	Version
Adobe InDesign	Version CC (Creative Cloud)
Adobe Illustrator	Version CC (Creative Cloud)
Adobe Photoshop	Version CC (Creative Cloud)

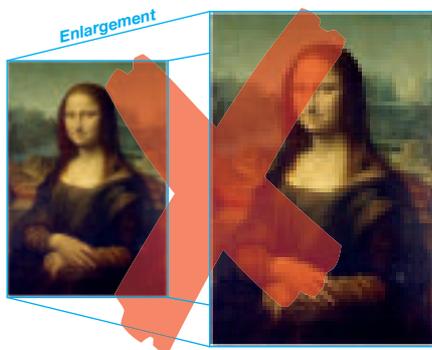
...and the file formats we accept:

.PDF, .TIF or .JPG: ONLY use these if your artwork is production-ready.

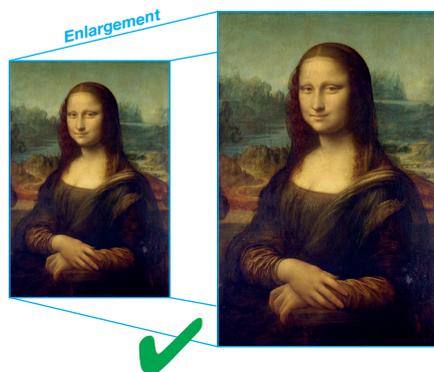
.AI, .INDD or .PSD: Use these if we have to do some additional processing in our production workflow, (i.e. re-shaping it, re-colouring it, or extracting vector paths for profile-cutting).

Considerations when creating artwork:

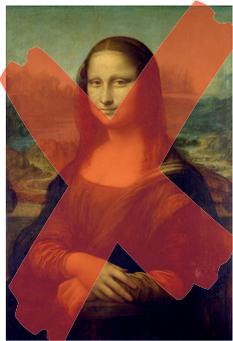
Not enough resolution



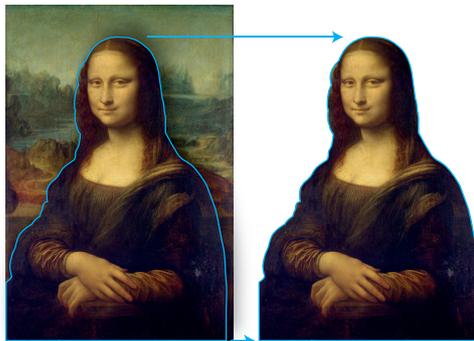
Enough resolution



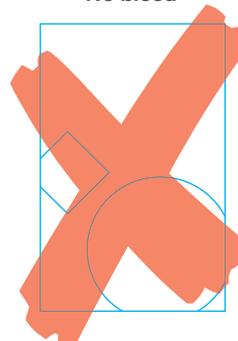
No cut path



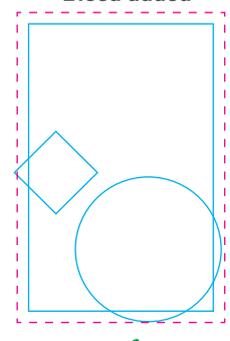
Cut path supplied



No bleed



Bleed added



Banners:

If you are having banners produced, please follow the template guidelines below:

Key:

- Finished size
- Bleed (10mm)
- Quiet area - 50mm on any size banner (keep all text out of this area)
- Eyelet guideline - (eyelet centres are placed 15mm from the hemmed edge to the centre)
- Eyelets - (6mm diameter. Eyelets are placed 650mm apart as standard)

Note that the shape and proportion indicated here is only for illustrative purposes

Further information...

- It helps us if you supply a low-resolution proof PDF in addition to your production-ready artwork, this is so we can make sure we are producing what you want
- Always outline fonts, it's safer to do this to ensure that what's printed is what you expected
- Use Pantone® spot colours if you want more accurate colour matches
- For banner roll-up systems allow an additional bleed of at least 200mm onto the bottom so it can be rolled into the cassette
- PDFs created from CAD/CAM software (AutoCAD, AutoDesk, Solidworks etc. or any software used to produce architect's plans (not including Adobe software) often convert any curves used to a series of lines. This is because they're optimised to output drawings to a pen plotter for low-resolution proofing and because of that, are unsuitable for signage production. This means that we have to work on them to make them suitable for signage production, which can lead to additional charges.

Image resolution calculator: Your output resolution should be between a minimum of 72ppi and a maximum of 150ppi. So if your artwork is supplied at 25% (quarter size) it would be: $[resolution@intended\ size] * 4$, so $[72ppi] * 4 = 288ppi$, or $[150ppi] * 4 = 600ppi$. Note that you cannot 'add' resolution to existing poor quality images and expect them to be better when enlarged for output.

And finally, an artwork checklist:

Check your artwork off against the table below before sending it to us, it will help avoid production delays and extra charges:

1. Outline Fonts	✓
2. Always add at least 5mm bleed	✓
3. If possible, use Pantone® spot colours for more accurate colour matching	✓
4. Vector paths are required for any routing or vinyl cutting	✓
5. Allow enough resolution in your images if they are to be enlarged during output	✓

