

Artwork Guidelines

1. PROVIDE THE RIGHT FILE

For logos and graphics a vector file (line art) is the most common file as it is easy to manipulate and make variations. If you require photographic images to be used we would need it at a minimum of 300dpi.

2. OUTLINE FONTS

Please ensure text within your vector file art has been outlined to ensure your typeface is correct.

2. YOUR CORPORATE COLOURS

For colour matching we strongly suggest you supply us with a physical example of the colour to match. Alternatively if you know your company Pantone colours please supply those. We use PMS (Pantone Matching System) colours as a guide only.



VECTOR

TYPICAL FILE FORMATS

.AI, .SVG, PDF*, .EPS*

***NOTE: .EPS AND .PDF FILES CAN BE BOTH VECTOR OR RASTER DEPENDING ON WHERE AND HOW THE IMAGE WAS CREATED.**

VECTOR = FONTS/LOGOS & GRAPHICS

The most common program used to create vector graphics is Adobe Illustrator. Most designers when designing your logos and graphics for printing will use a line vector program especially if fonts and shapes are involved. The great thing with vector files is they can be scaled to any size without losing sharpness.

JPEG @ 200%



VECTOR @ 200%



RASTER

TYPICAL FILE FORMATS

.JPEG/.JPG, .PNG*, .TIFF*, .PSD*, .BMP, .GIF

***NOTE: .PNG, .PSD and .TIFF FILES CAN BE A HIGH RESOLUTION IMAGE WITH A TRANSPARENT BACKGROUND.**

RASTER (BITMAP) = PHOTOGRAPHS

A Raster (or Bitmap) image is made up of tiny square dots (pixels) of colour when grouped together form a rastered image. Raster images are the most common images found on your computer and on the internet. The resolution (measurement of pixels) is kept low as possible for viewing on a computer screen or device. The higher the resolution, the higher the file size will become.