

Artwork Guidelines

Setting up your files for digital and large format print

Please pay particular attention to the following guidelines.

Vector type files are best

Vector art is a type of digital art using points, lines, and curves to represent images, instead of a collection of pixels or dots. Vector based means the artwork is defined by mathematical formula "resolution-independent". This allows the image to be blown up proportionally without looking blurred. Vector file types are .EPS .Ai and PDF

Images copied from the web will not work

Graphics requirements for web images are far more forgiving than with digital production. Web pages generally contain low-resolution bitmap images that cannot be scaled efficiently. If you send us this type of image the output will be jagged and blocky.

What type of file do we require

Adobe Acrobat PDF format files are our preferred choice. However it is imperative that you create PDF's as 'press optimised with all text converted to outlines or fonts embedded.

About your Artwork

Ensure that any photos within the artwork are a minimum of 300dpi, and all Drawings or logos are vector type files (esp. file types). The file should also be created in CMYK colour, not RGB.

File Types

We can also accept Photoshop / Tiff / Jpeg file types

Please ensure that this is at a minimum of 300dpi and all colours are CMYK. Files

Contact us

if you are unclear on any of these points or have any other queries then please contact us for further details.

