# ARTWORK REQUIREMENTS

## All artwork to be supplied in vector format (where possible).

.pdf -  press ready.  (portable document format)

.eps -  (encapsulated post script) - vector only

.ai -    (adobe illustrator) - vector only

If only a JPG (raster file) is available this needs to be supplied at no less than 120DPI at actual size.
For optimal printing 300DPI will need to be supplied.

## MINIMUM REQUIREMENTS:

- Bleed: 50mm (minimum) on all sides.
- Colours saved as CMYK, if specific Pantone colour required, PMS number to be supplied to check accuracy.
  All care will be taken, but some variations my occur.
- All fonts MUST be embedded, outlined or converted to curves.
- All transparency effects are to be flattened.
- Overprints must be set correctly for desired result.
- All colour profiles are to be removed.
- Ensure all images are at correct resolution.
- Registration marks, keylines, dielines and other non-printing items must be removed.
- Crop marks, if required, are to be positioned outside bleed area.

**Address:**
Unit 7
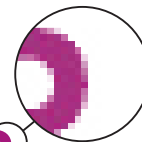24 Deakin Street
Brendale QLD 4500

**Phone:**
(07) 3889 8229

**Website:**
www.signshopqld.com.au

## VECTOR | RASTER

| WEB USES | |
| --- | --- |
| **SOURCE files** <br> for logos, charts, icons <br> or any hard edge graphics | **OUTUT files** <br> for most web graphics, <br> display on screens |

| PRINT USES | |
| --- | --- |
| **SOURCE files** <br> to be sent to printer for best <br> quality. Can be scaled to any <br> size, without losing quality. | **OUTUT files** <br> to be printed at 300DPI <br> at actual size for best results |

| FILE TYPES | |
| --- | --- |
| .ai    .eps   .pdf | .jpg    .gif   .tif |