



# Artwork Requirements



In order for your branding to look as sharp as possible on our products, we require your artwork in what is known as vector format. This guide aims to help you understand the different formats and work out whether your artwork is suitable for large-scale printing.

## RGB v CMYK

Most graphic software programs give you the choice to work in either RGB or CMYK colour mode. RGB is primarily for artwork that is to be viewed on screen, for example on websites, whereas CMYK is for artwork that will be physically printed.

To ensure colour accuracy, we ask that all submitted files be saved in CMYK. All submitted RGB files will be converted to CMYK before printing. Such a conversion will likely cause a colour shift in your finished product and this is not covered by warranty.

## Pantone Matching

The colours you see on screen are unlikely to be identical to those that are printed, as monitors use RGB to display colour, not to mention the differences in calibration from one monitor to the next.

Using Pantone colours allows us to precisely match your brand colours accurately and maintain colour consistency when printing, so please let us know if you have any specific Pantone colours in your artwork that you require us to match.

## Raster Artwork

**Definition:** Any artwork that is composed of pixels. Raster files are resolution dependent and cannot be enlarged without losing image quality. Digital photographs are a good example of raster files.

**Typical File Types:** .jpg .psd .tif .gif .bmp

**Important Note:** Raster artwork is generally not suitable for large-scale printing - if your artwork contains photography, these files must be provided in as high a resolution as possible. Microsoft Office files such as .doc, .docx & .ppt are not suitable for print.



If you zoom in on a raster file the image will 'pixelate'.

## Fonts

There are currently about 382 bazillion typefaces out there, but fortunately most designers select from amongst the same 100 or so, so our design team can usually identify them. When a client sends a graphics file, but doesn't send the fonts, with any luck we'll already have the font installed and our computers will just drop them in where they belong. But then again, sometimes we don't have the font... One way around font problems is for the original designer to convert all text to outlines before sending us a vector file. This means the letters become objects like any other shape in the vector file, and we won't need the fonts separately.

## Vector Artwork

**Definition:** Artwork that is made up of mathematical lines and curves. Vector files are resolution independent and can therefore be enlarged infinitely without losing image quality.

**Typical File Types:** .ai .eps .ps .pdf

**Important Note:** Vector files can contain raster artwork. Simply saving a raster image as a vector file will not convert the artwork from raster to vector, it will still be a raster image saved within a vector file. If you are unsure, our design team will be happy to verify your artwork for you.



Vector files remain sharp, no matter how far you zoom in.

## Vector PDFs

PDF files can be either raster or vector format, depending on the program that created them. For instance, Adobe Illustrator outputs vector PDFs, whereas Adobe Photoshop outputs raster PDFs.

You can see which program created a PDF by viewing the document's properties.

Zooming in on the artwork as illustrated on the left, should give you an indication as to whether the file is vector or raster format.

## The Redraw...

In some cases, as a last resort, our design team can 'redraw' a raster image in vector format. This is however a slow & laborious process and would require an additional fee, but on the positive side you can then use this file to print anything from a golf ball to a billboard, with crisp, accurate reproduction.



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