

## ARTWORK GUIDELINES

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**We accept artwork from most applications:**

**Photoshop**

**Illustrator**

**InDesign**

**PDF**

**FlexiSign**

**Corel Draw**

**Freehand**

**Quark**

**(if your application is not listed, let us know and we may be able to help)**

Layers should be supplied in any files that utilise them, and all links and fonts should be included.

We run dual platform systems, both Window and Macintosh, so either of these formats is acceptable.

Create your artwork at 100%, 50%, 25% or 10% of final size.

Make sure you have allowed bleed where necessary, and that it is clearly indicated.

### IMAGE SIZE

Any bitmap images must be converted to CMYK, and 100dpi at final size. Files which are much larger than this (eg 300dpi) will not print any better, and will greatly increase the processing time.

Vector images should be created at 100%, unless they are very large, in which case 50%, 25% or 10% is acceptable. All fonts should be converted to outlines in any vector image.

### COLOUR MATCHING

Please specify any pantone colours as spot colours in your documents. Digital printing is different than offset, in the sense that CMYK breakdowns may not print the same as their pantone equivalent.

If you are trying to match to a vinyl colour, please specify which one.

If you are trying to match to a colour in a bitmap, a colour proof needs to be provided. Please be aware that there are limitations in bitmap colour matching.

### FILE SUBMITTAL

We can accept files up to 6MB via email. If your file is bigger than this, we accept CD's, DVD's, and ZIP discs. We are also able to download from memory keys, and most portable hard drives.

Any questions, problems or issues, please contact Kate, 0416 234 281 or 9721 3359