ARTWORK GUIDELINES

File Type...

Raster Files: A raster file (Photographs, JPG, JPEG, BMP, PNG, GIF & TIFF) is a pixel based image. Pixels are individual colors that combine to create an entire image. When scaled they can look distorted.

Vector Files: A vector file is a directly editable format that is most commonly created in design software such as Adobe Illustrator and Corel Draw. When enlarged or reduced, a vector file's quality will not be affected. Common file types include PDF, EPS, AI and CDR.

Submitting your graphics in a vector format helps us produce your work to the best possible standards, ensuring accuracy, clarity and a high level of detail.

When submitting an image file you have to ensure the file will be an adequate size to be scaled into large format.

Fonts...

In most cases we can recreate your existing logo into a vector format. In order to recreate artwork we charge a 65$/hr graphics fee. Once recreated we will supply you with the vector file for future use.

If You Do Not Have Access To A Vector Format...

In order to keep the integrity of your logo we need the font you used (OTF or TTF file) supplied with your graphic or the text needs to be converted into outlines.

Color...

RGB: RGB uses a combination of Red, Green and Blue lights mixed at different values to create any single color within it's spectrum. RGB is used most commonly for screen oriented media as Computer Monitors, Projectors and Televisions.

CMYK: CMYK is primarily an ink color model that works from a light background, darkening the color through a mixture of Cyan, Magenta, Yellow and Black (K). CMYK is best if used only for printable media, and should be used for all vector objects and text within any document straight from the start.

PMS: The Pantone Matching System is a largely standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

Providing us with a specific PMS/Pantone or CMYK color will make for a more accurate print result. For a rich black please use the color combination C-50 M-50 Y-50 K-100

Submitting Artwork...

Artwork can be sent via Email, Wetransfer.com or Dropbox.