



signmark

QUICKER SIGNS. SAFER SITES

ARTWORK SPECIFICATION

BITMAP

If the artwork is a bitmap (made up of pixels) we can accept the following file formats: **jpg, tif, gif, bmp, eps, psd** (Photoshop files, pdf (must be editable in Adobe Illustrator)). The resolution of any bitmaps supplied should be at least 150dpi, at full output size, in order to produce high quality results. If bitmaps are not supplied at full output size they will be scaled up and the quality will reduce accordingly. (scaling a bitmap to twice its original width and height will reduce the image quality to 1/4 of its original resolution)

VECTOR

If the artwork is vector based (made up of smooth lines and curves) we can accept the following file formats: **eps, ai** (Adobe Illustrator files), **cdr** (CorelDRAW X6 files), **pdf** (must be editable in Adobe Illustrator). Any vector artwork containing text must have all text converted to outlines/curves.

COLOURS

We can match to most Pantone, RAL and BS colour references, provided that the artwork supplied is vector based. If the artwork is supplied in the form of a bitmap, it will be printed as it is supplied - we cannot change the colours and we cannot guarantee to match any given colour preferences. If necessary a small sample print may be produced for approval before the final print goes ahead (a small charge applies for this service).

BLEED

If complete layouts are supplied to us for printing, the artwork must include 2mm bleed on each edge. The largest sheet material we print onto is 3000 x 1500mm, any panels that are larger than this size will be split into sections, and therefore 2mm bleed is required on each edge of each panel.

All artwork and files are subject to approval from our graphics department before they can be accepted for use.

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If any problems concerning artwork, please contact us....

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