

# ARTWORK GUIDELINES

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## Preferred File Formats

### Vector

- High Resolution PDF with type converted to outlines **.pdf**
- Adobe Illustrator format CS6 saved as **.ai** or **.eps**
- Coreldraw X8 with type converted to curves **.cdr**



### Bitmap

- Photoshop **.jpg**
- Photoshop **.psd** or **.tiff**

All embedded images must be high resolution

Our sales team will advise you if we feel your supplied file is not of sufficient quality for print.

## Vector

Vector based graphics/text are typically created in computer software programs such as Adobe Illustrator, Indesign or Coreldraw.

Vector files are essential for cutting logos, text or engraving.

Vector graphics are scalable to any size without losing quality, they can be printed as large and at the highest resolution the printer or the output device allows.

When supplying us with your artwork, to prevent errors, please convert all type to outlines.

## Bitmap

Bitmap or rasterised graphics are pixel based. Common file types are **.jpg .psd .tiff**

Pixel-based images produce photo-like images better than vector programs because they can use an abundant number of different colour pixels. By arranging pixels and slowly incrementing or changing the colour or shade of the pixels adjacent to them, it creates a subtle gradation from one colour to another.

Photographs are bitmap images.

Any images supplied must be of a suitable ppi dependant on size for final output.



Vector



High resolution  
bitmap



Low resolution  
bitmap

## Colour

Supplied images will be converted to CMYK for the printing process which may result in slight colour changes from RGB or Pantone.

You can supply us with a Pantone reference which will be matched as closely as possible.

If your product is to be painted, powder coated or wet sprayed then we require a BS, RAL or paint swatch reference.