FILE SPECIFICATIONS

To get the best finish, you need to make the best start. Make sure your files are tidy, in the right format and resolution, and in the correct colour mode. Remember, the quality of your supplied file will reflect in the quality of the end product.

File Types:

We prefer to have your native working files if possible. We accept Corel Draw, as well as CS6 files for Illustrator, Photoshop and InDesign. We also accept high resolution PDF, EPS, TIFF PSD or JPG files. Please ensure all links are included or embedded.

Artwork Resolution:

Whilst we prefer to have artwork in vector format, if your file is raster (pixel) based, please save it at 300dpi at full size. Or if your file is for a large format print, save at 10% of actual size and 600dpi. Feel free to give us a call and we can advise on the best resolution for your file.

Colour Mode:

For all print files, the colour mode must be CMYK.
For best black printing use a rich black c=40,m=40,y=40,k=100
Please specify PMS colours to be matched.

Effects and Filters:

All effects such as lenses and transparencies must be converted into flattened Tiff (rasterised type) with a minimum of 300ppi resolution for artwork at 50% and 150ppi for actual size artwork.

All Overprints must be turned off.

Bleed:

The amount of bleed depends on the finished item specifications. Please check with us before setting up your bleed and we will advise you on how much you will need.

Rule of thumb for bleeds:
• For small flyers/posters/business cards allow for 3mm of bleed.
• If your sign or poster is to be trimmed to the edge, give 5mm to 10mm of bleed.
• If your sign panel is to have wrapped edges, allow 20mm bleed.
• For large format prints, 50mm to 100mm of bleed may be required. Please check with us.

Crop / Trim Marks:

Generally these are not required. Please simply advise us of the finished size of your artwork, and how much bleed you have allowed. If you do include crop marks, please ensure they are out of the print area. Do not include any printers marks or colour bars. These are not necessary.

Fonts / Text:

Converted into outline, path or curves. If you need us to make changes to text, please include the font files with your artwork.

Lines or Strokes:

Scaled to size. Converted to shape/expanded is preferred to avoid scaling issues.

![SIGNBIZ logo — signage + design + print]

Keylines for Cutting:

Setting up a print file that needs a keyline/dieline or your file is for computer cut letters?

We require a single smooth vector path of the shape. Turn on wireframe view to check your lines are single line segments and not a series of over lapping objects. For print jobs, leave the keyline on a separate layer clearly labeled so we can assign it with the right settings for the cutting device it is going to be processed on. Give us a call for advice on bleed settings.

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IMPORTANT

Please be aware printing onto a range of different substrates can alter the result of the finished print.

If close colour matching is a requirement of the job, then you must let us know at the beginning of the job and specify PMS colours or otherwise provide colour samples. If colour matching is critical to your project then we strongly urge you to request a colour proof to be printed, or to colour match to our vinyl selection. Likewise, if the resolution/print quality of the finished print is critical to the job then we strongly urge you to request a proof printed at full size so that you can check and approve print resolution before we print the entire job.

Each round of proofs adds to our standard turn-around time. If you require a proof from us before we print the entire job then be sure to allow sufficient time for the proofing process in your scheduling of the project. Please note that the first sample is free of charge, and any subsequent samples are charged at $25.00 + GST each.

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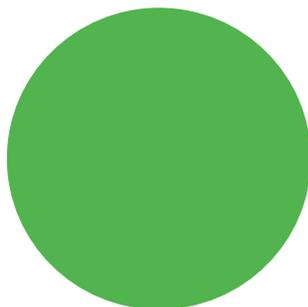
Raster Art

Raster art is made up of many small dots, or pixels to create an image. In four colour printing (like magazines), many dots consisting of Cyan, Magenta, Yellow and Black are printed on paper to create the image you see on the paper. On your computer screen, images you see are rendered in the form of little squares called pixels.

Vector Art

Vector art is not created by dots or pixels like raster art, but instead it is created with mathematical point, lines and curves. The main advantage of this is that they are resolution independent. These graphics can be printed at any size/resolution and maintain their quality.

The most common uses of these type of files are logos and fonts. In a font, there is a piece of vector art for the letter "A". That piece of art can be scaled to any size without the loss of quality, and can be printed at any size. That is the same for most logos. This enables people to create one logo that can be used for all sizes, from business cards to billboards.

Vector   **Raster**