

FILE FORMAT



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VECTOR FILES: We prefer to work with vector files. The following formats are accepted.



.ai, .eps, and .pdf files are all acceptable vector file formats.

All fonts must be converted to curves.

Any original raster images that have been placed/linked within a vector file will need to be sent separately for re-linking.



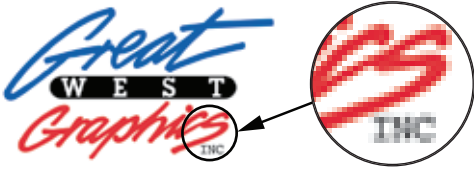
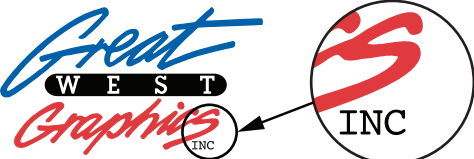


If you are working in Corel Draw please be advised that we do not accept .cdr files. Please re-save them as .ai files.

RASTER FILES: Raster files may also be submitted if you do not have access to vector files. Orders using raster graphics may be subject to further artwork charges.



Photos and other raster artwork (.tiff, .psd, .jpeg, .bmp, etc.), must be supplied at **300 dpi** at the full scale the artwork will be printed at. Low-rez (72 dpi) JPEGs and PNGs are only appropriate for viewing and quoting purposes. low-rez artwork such as logos taken from websites can be vectorized at an additional cost.

When sending a layered PSD or Tiff file please remove any extraneous layers and design elements and include any necessary .otf or .ttf font files separately.

RASTER vs VECTOR:	PIXELS PER INCH:
<p>RASTER GRAPHIC:</p>  <p>Raster images are based on pixels and thus scale with loss of clarity, while vector-based images can be scaled indefinitely without degrading.</p> <p>VECTOR GRAPHIC:</p>  <p>Vector art is key for printing. Since the art is made from a series of mathematical curves it will print very crisp even when resized.</p>	<p>72 PIXELS PER INCH:</p>  <p>A Raster image is resolution-dependant, which means the quality of the image is affected by how small the pixels are and how many are in the image. The higher the resolution, the better the quality of the image and the more details it will contain. The resolution is calculated according the number of pixels within a square inch.</p> <p>300 PIXELS PER INCH:</p> 

COLOR MATCHING: For ease of mixing inks and fidelity to original colours we use the **Pantone Matching System**

Solid Coated swatch book. If your artwork is not in PMS colours we can sit down and guide you through colour selection in person or can suggest PMS colours close to the original with an Art Approval form so you can see in advance what the finished product will look like. A colour matching fee of \$15.00 per colour applies. Our own selection of pre-mixed stock colours may also be a cost-effective alternative for you.

Designers take note that some PMS swatch colours in Illustrator versions prior to CS6 were not 100% accurate, please confirm on-screen colours match to a physical swatch book.



TO SEND FILES OVER 10 MB PLEASE USE DROPBOX, GOOGLE DOCS OR A SIMILAR FILE SHARING SERVICE. IF YOU ARE UNSURE OF HOW TO DO THIS PLEASE CONTACT A SALES REPRESENTATIVE WHO WILL BE HAPPY TO GUIDE YOU THROUGH THE PROCESS.

ARTWORK CHECKLIST:

Fonts converted to Outlines

Linked files Embedded or Included

Pantone colors specified