Guide to supplying artwork for printing

Artwork can be supplied in **PDF** or **EPS** format.

Artwork specs:

- Please make sure **all fonts are converted to outlines / paths / curves**.
- Please make sure **all images are embedded**.
- Please **avoid rich blacks** especially on strokes and text. Our system uses the latest in industry technology inks eliminating the need for added Cyan, Magenta or Yellow to make a strong, solid black. 100% black is now richer than what was previously achieved with a heavy CMYK black.

PMS Colours

Due to advancements in technology, we are achieving close PMS colour matches using our CMYK+ based printer. There is however some tones / swatches (as with all CMYK based printers) we are unable to accurately reproduce. If you are unsure or concerned about a particular colour, please contact us and we will do our best to accommodate.

Supplying artwork as a PDF...

- For prints **under 500mm** in size, **3mm bleed is required with trim marks offset 3mm**.

- For **prints above 500mm** in size, **5mm bleed is required with trim marks offset 5mm**.

- For **Pull-Up banners**, **2mm bleed is required with trim marks offset 2mm**.
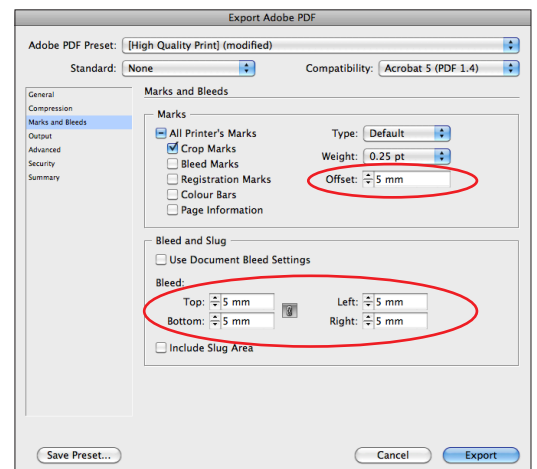
Supplying artwork as an EPS...

Please specify the amount of bleed added in an email as some programs do not allow the addition of trim marks when exporting to EPS.

If you would like to cut out a shape using a vector path (CutContour™), make the path / stroke 100% Magenta on a separate layer at the top of the layers palette. We will select this as the cut path where specified.

Save EPS files as **Level 3 Postscript** (Postscript: LanguageLevel 3). Go to the Advanced tab and select **High Resolution** when available.
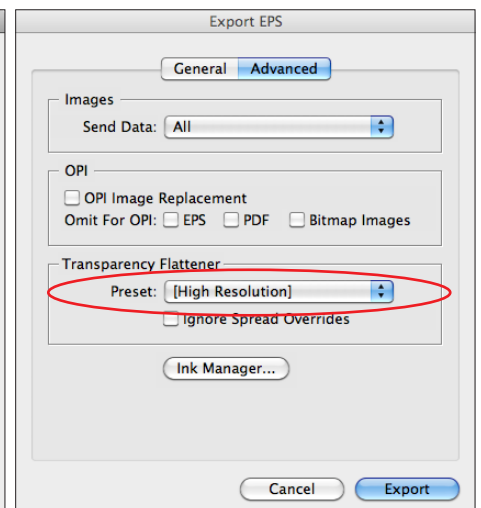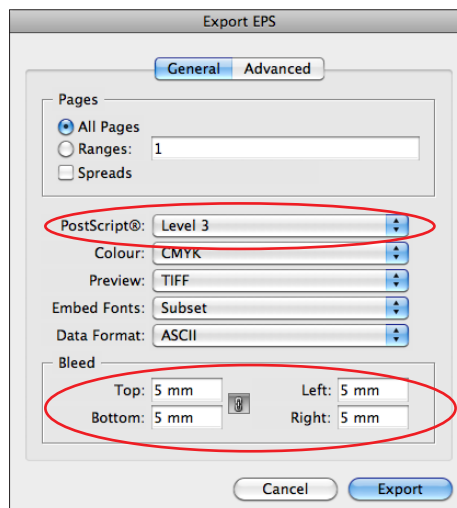
Raster (pixel based) images

For pixel based images a **minimum resolution of 100ppi at print size is required**. Any artwork under 100ppi may result in a poor quality print or loss of clarity. For any artwork size over 500mm keep the resolution below 250ppi.

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Simplified print jargon

Understanding resolution (pixel based images)

Resolution refers to how many pixels make up an image. The higher the resolution, the more pixels and the clearer the image. The more pixels however, the bigger the file size, so a balance between resolution and file size needs to be met.

Resolution is measured in PPI which stands for pixels per inch. It's simply the amount of pixels across an inch.
Below is an illustration of one inch blocks with varying ppi counts.


| 300ppi | 150ppi | 100ppi | 50ppi | 20ppi | 10ppi |
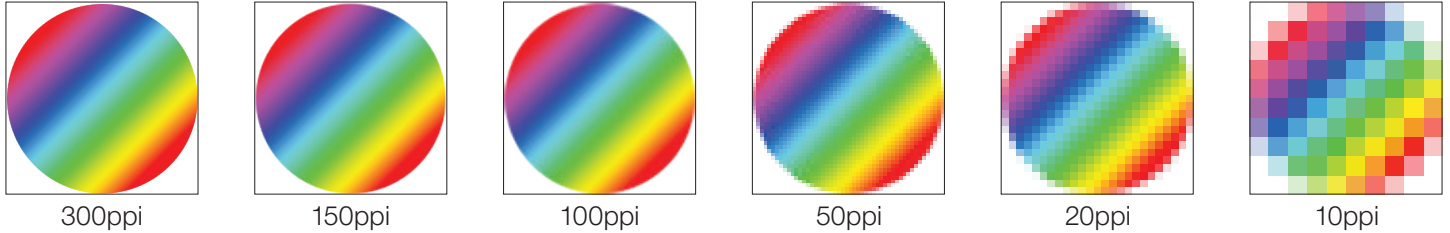
If you are viewing this on an electronic screen you are probably thinking there is no difference between the 300ppi image and the 100ppi image. That is because electronic screens can only display between 72 to 96ppi. Essentially they are throwing away every few pixels across (and down) an image because they can't use them. So the 300ppi image to the 100ppi image look the same. Web designers generally upload images around the 72 to 96ppi as they appear crisp and have less pixels which is less information the computer has to process making them load quicker on a web page.

Printing is a different story as pixelation can be visible under the 100ppi mark. It's for this reason using images taken from screen based media (such as the internet or Powerpoint) are not good for clarity when printing, especially when they need to be scaled up larger for signage purposes. For example, a logo (which usually has a design element and some text) 100mm on screen (considered very large) scaled up to be 300mm on a sign (considered to be small) goes from being 72ppi to 24ppi. At this resolution the individual pixels will be easily visible and some text becomes illegable.

The opposite end of the spectrum is supplying images with too high resolution. If the image is over 500mm^2 and above 250ppi it will take longer to process thus adding time and cost to a job.
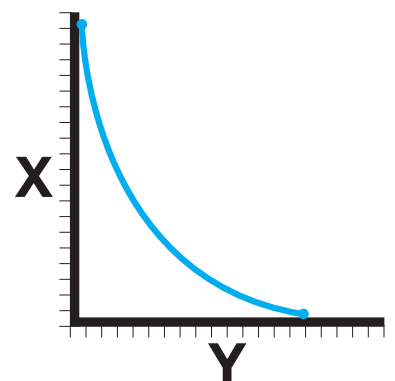
Vector vs Raster

Vector is not pixel based and therefore will never pixelate. This means there is never any loss of clarity. Below is an illustration of zooming in on a vector object / text as opposed to raster text.
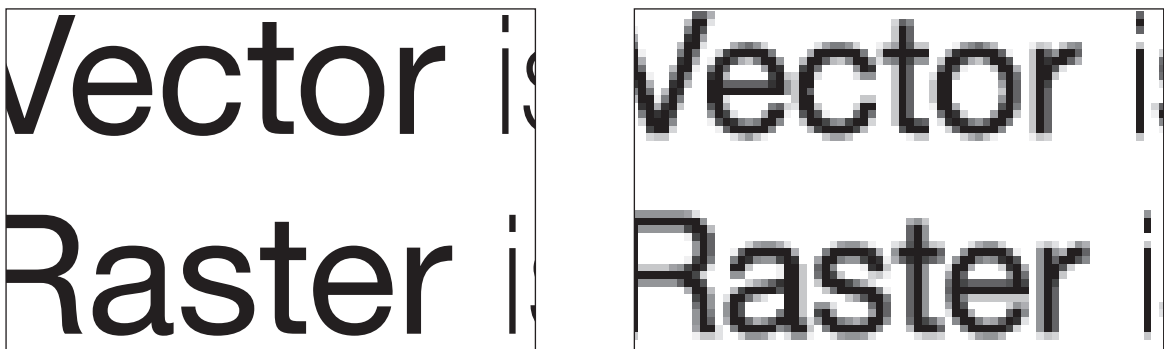
Vector is where the computer draws a line from point X to point Y like the simple graphs we did at school. The line can be curved or straight. X and Y are purely mathematical coordinates rather than pixels so those coordinates (generating the curved line between them) can be uniformly scaled up or down indefinitely while the line maintains perfect form. Most company logos are created in vector programs so they can be used anywhere including large applications like signage where it may need to be several metres high.

The beauty of vector is that mathematical coordinates do not contain nearly as much information as needed to generate a pixel so vector file sizes are drastically smaller.

Vector files can generally be edited too which makes them useful when changes are necessary.

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Standard Pull-Up banner specs

• Visual area 850 x 2000mm.
• Artwork size 850 x 2160mm.

Artwork should 'bleed' past the visual area point to allow for take-up on the cylinder drum in the base of the banner and in the capping at the top. All important information should be kept within the visual area of 850 x 2000mm.

The area at the top allowed for the capping is 10mm and the area at the bottom to wrap around the drum cylinder is 150mm.

Please note:
• Trim marks should be offset 2mm and be positioned on the full size of 850 x 2160mm not on the visual area of 850 x 2000mm.

If your artwork comes in at 850 x 2160mm we already know you have allowed for take-up and will not need to adjust the artwork to go to print.

10mm at top inserted into the capping

Visual area of banner between dotted lines

150mm below visual area for take-up on cylinder

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Standard A-Frame specs

- 600 x 900mm.
- Please allow 5mm bleed and offset trims 5mm.
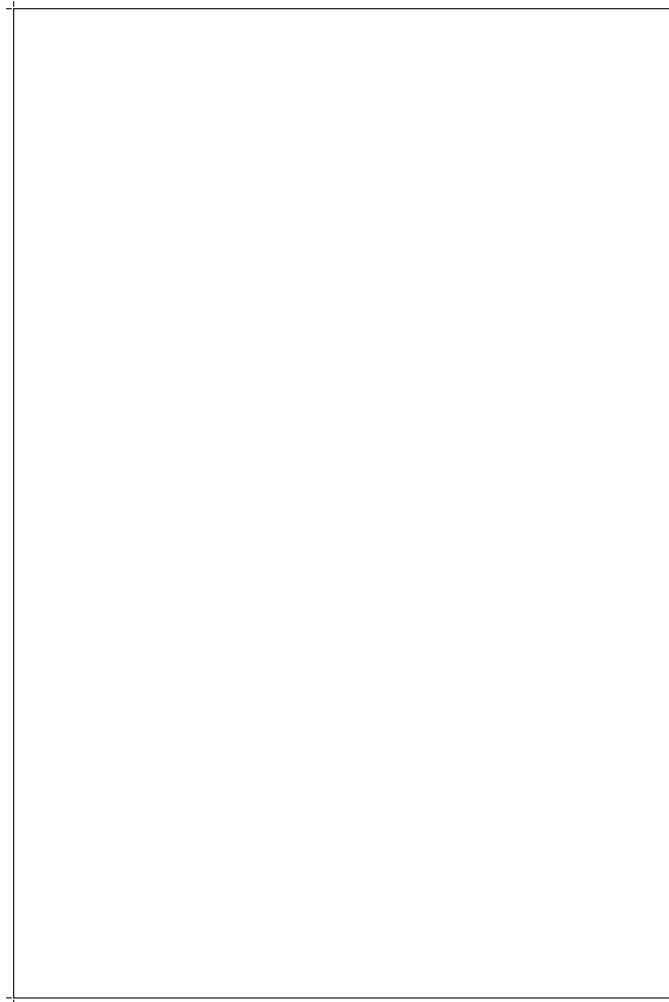
Standard sign sizes are commonly multiples of 3

- 300 x 450mm
- 600 x 900mm
- 1200 x 2400mm
- 450 x 600mm
- 900 x 1200mm

Keeping artwork within these sizes can be cost effective as print media (vinyl) as well as substrate media (Colorbond™, Aluminium Composite Panel, Corflute, etc...) are made to suit these dimensions.