

## Supplying Artwork

Most artwork can be created in basically two image types, vector & raster or bitmap files. A brief description of both types is below. Understanding the different file types will allow us to work efficiently together and ensure the best quality result when reproducing your graphics.

Vector based graphics are a series of points joined by lines with fills of colour, files are created in graphics programs such as Freehand, Illustrator & CorelDraw. Vector images are resolution independent, they can be resized, reshaped and recoloured without losing any image quality.

Raster images (bitmaps) are made up of coloured dots called pixels, similar to a mosaic. Raster images are resolution dependent, if the image is enlarged the quality will degrade. Files of this type are usually created in programs such as Photoshop, Paintshop & Photopaint and saved in formats such as .tiff, .jpeg & .bmp. High resolution versions can be used for large format reproduction. These are the most common files used for web based applications and are often reduced to very low resolution not suitable for large format reproduction.

We utilise both the above file types to produce different types of work. Vector graphics can be cut in vinyl or printed where raster graphics can really only be printed. It is important for us to know how files will be supplied to us so we can work out the best way to produce your job.

If you are supplying us artwork it would be appreciated if it could be sent in the formats as described below:

Vinyl cut lettering & graphics.

Produced in a vector based program and saved as an early version of Illustrator (3-10) or in its native format, with all type converted to paths. PDF files may be suitable depending on design components and providing all type is converted to paths before saving.

Digitally printed graphics - for large format printing we prefer to work from the following file types:

- PDF high res files with all text converted to paths.
- Illustrator & saved as an EPS file with text converted to outlines.
- Illustrator saved as a PDF file (version 4) with text converted.
- Corel as an EPS with fonts converted to curves. Native file up to X15 with text converted to paths.
- Photoshop saved as a PSD with embedded profiles.
- All sign based programs as either EPS or AI files with text converted & include all original bitmaps.

Files to be set up to scale, reduced size files can be sent if finished size is specified.

Files to include minimum 10mm bleed to all edges (rego marks not required) please advise bleed allowed at final production size.

For some jobs we may specify the exact file type we require.

When working from your files we would appreciate a colour proof or a low resolution PDF file with the specific PMS colours noted.

3D signs - supplied in a vector format the same as vinyl cut lettering.

Artwork can be supplied through:

- Email to suitable SBK employee or [signsbyknight@adelaide.on.net](mailto:signsbyknight@adelaide.on.net) ( files under 10mb).
- CD
- USB Flash Drive (will be returned once work complete)
- Via suitable web based provider such as "yousendit"

Checklist:

- Are the fonts converted to paths / outlines?
- Have you included original images if necessary?
- Are there specific PMS colours involved?
- Is the resolution good enough for the size of output?
- Is the file type right for the application?
- Have you let us know if the file needs to be scaled up?
- Please don't send us your only copy, make a back-up.

Getting the correct files the first time makes our job much easier and allows for faster and higher quality production of your job.

If in doubt ask, one of our friendly staff will be only too happy to assist.