

# GRAPHIC DESIGN REQUIREMENTS

## Artwork Requirements for Signage

### FILE FORMATS ACCEPTED

#### PDF • ADOBE ACROBAT

- All fonts and strokes must be converted to outlines, or provide fonts with artwork.
- A hi res PDF file exported as specified in 'Linked Files / image' instructions.

#### AI • ADOBE ILLUSTRATOR

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

#### INDD • ADOBE INDESIGN

- A packaged InDesign document must be supplied including all fonts and links

#### EPS • ENCAPSULATED POSTSCRIPT

- CMYK or specified PMS colours.
- All fonts and strokes must be converted to outlines.
- Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

### SCALING AND RESOLUTION

- Resolution - 1000dpi (10% Scale) or 100dpi (100% Scale).
- Scaling - 10% (1000dpi) or 100% (100dpi).

### FONTS

- Outline all fonts to maintain integrity of artwork, otherwise you will need to supply the font and will delay output.

### LINKED FILES / IMAGES

- All linked files should be supplied with the final art.
- All linked images must be converted to CMYK Process.
- DPI must be 100dpi at 1:1 and 1000dpi at 1:10.

### LOGOS

- Please supply logos in vector format i.e. EPS or AI

### FILE DELIVERY

- Email (files smaller than 5MB)
- WeTransfer.com
- Dropbox.com

### Glossary of Terms

#### Resolution

The number of dots/pixels per unit of measure to form an image. In the United States, image resolution is calculated per inch, hence the abbreviation dpi/ppi.

#### Pixelation

A phenomenon in bitmap images that results from insufficient or overenlargement. Individual pixels become visible, especially on the edges of objects, creating a stairstepped or jagged look.

#### Vector

Vector-based drawing applications such as Adobe Illustrator build images by using mathematical formulas to describe points, lines, and shapes. Unlike scans, which depend on proper resolution for realistic rendering, vector graphics are resolution independent and can be enlarged to any size without loss of quality.