

## Artwork Files

We accept the following files:

**.EPS**

**.PDF**

**.AI**

**.PSD**

**.JPG**

**.PNG**

**.SVG**

Vector Files: These files are based on lines and shapes making them easily scalable, this reduces the risk of pixelated artwork. Vector files are also editable so changes can be made much easier.

(Usually **.EPS**, **.PDF**, **.AI**, **.SVG**)

Raster Files: Raster image file are based on pixels and should be saved at 300 dpi to reduce any pixelation that may occur. If files are extremely large 150 dpi should be used. As raster artwork easily pixelates we do not recommend designing artwork less than 1/4 scale. (Usually **.PSD**, **.JPG**, **.PNG**)

## Artwork Size

We recommend that artwork is supplied at a minimum of 50% of the finished size.

We prefer vector based artwork for logo and text based designs this is usually in the following file types; **.EPS**, **.PDF**, **.AI** (All other file types are still accepted but may not be suitable)

Please check your artwork quality when using our templates which are at 10% finished size.

## Colour

We prefer to work with artwork in CMYK wherever possible.

RGB files will be converted to CMYK.

Specific PANTONE C colours can be matched to the CMYK equivalent.

We will always try to match colours although some colours are not achievable in CMYK.

In those cases we will advise you on the closest colour match.

Please be aware when a PANTONE reference is supplied this is only a matching service.

Your PANTONE will be converted to CMYK

## Artwork Redraw

If vector artwork is not available and the raster artwork that has been supplied is not of high enough quality an artwork redraw service is available. This service is charged at £50 **per hour** +VAT.

A designer will advise how long a redraw will take before any work is started.

## Submitting Artwork

Where possible please send vector artwork with fonts saved to outline form.

Alternatively please email any fonts used in the artwork to us.