

## VECTORIZED LOGOS

To avoid art charges and ensure your design or logo is printed correctly and in the highest level of quality, there are a few specifications that need to be met.



- All files must be in .EPS, .AI or .PDF format
- All contents on the art file should be converted to vector.
- All fonts must be converted to outlines/vectors.

- If possible, all colors should be converted to spot colors with correct Pantone numbers.
- If Pantone numbers are not included in the artwork, these must be provided when the artwork is sent.
- Send additional .JPG or PDF version of the file to communicate color representation if the files does not display color the way you want it printed.
- Art files must be submitted with images sized for printing
- If the size is not correct on the art file, we would ask you to advise the print width.



- Compress large files (**over 10Mb**).
- Files need to be flattened.
- Art fee may apply if revisions are required to the art files.



- This is a vector file.
- It won't lose sharpness no matter how much you zoom it in.
  - Best for logos.
  - Usual file extensions: .EPS, .AI, .CDR, WMF

## HIGH RESOLUTION IMAGES

High resolution images are required for sharp reproduction in our jobs, otherwise the printing quality is very poor.

### Photo submission

TYPE	DIMENSIONS (min.)		FILE FORMATS	FILE SIZE*
Images for production	5" x 7"	1500 x 2100 pixels	jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (.ai or eps)	min. 800 KB for jpeg
images for the web	2" x 3"	600 x 900 pixels	jpg, eps, tiff or psd (at a resolution of 300 dpi) or an original Adobe Illustrator (.ai or eps)	min. 175 KB for jpeg

\* Take this information as a guide. File size varies upon the image complexity.

### These are samples of photos when printed:



#### Low resolution photo

- Normally pictures found on the web are low resolution, not suitable for print quality.
- A picture that is low-res cannot be made into a high resolution photo.



#### High resolution photo

- A high resolution picture is determined by its number of pixels; more pixels improves the sharpness of the picture.
- This is print quality.



- This is a high res images.
- Eventually you will get to see the pixels if you zoom in enough
  - Best for Pictures
  - Usual file extensions: .JPG, .PNG, BMP, .TIF, .PSD, .AI, .EPS, .CDR

Note some file extensions can be either vector or images