

BASIC FILE REQUIREMENT CHECKLIST

- ✓ File scaled at 100% or 10% of final size
- ✓ Scale indicated clearly & final output sizes provided
- ✓ File supplied in CMYK, not RGB
- ✓ Colour proof or Pantone colours supplied for matching
- ✓ All fonts converted to outlines/paths, or font provided
- ✓ Linked files supplied separately
- ✓ Appropriate bleed & crop marks added (as per table below)
- ✓ Die lines supplied on separate layer as one path

ARTWORK SPECIFICATIONS & FONTS

All artwork must be set up at actual size, or scaled to 50% or 10% for large files. Final output size must be listed in an email or on the file.

When scaling artwork, it must be in direct proportion to the finished artwork size and have the scale indicated clearly. Corrections needed to disproportionate artwork may incur a fee.

All fonts must be converted to outlines (paths/curves). If text requires additions or editing, fonts must be supplied in true type PC/Windows font format.

All files to be supplied in CMYK format, not RGB format. Greyscale is also acceptable for Photoshop files.

All files to be supplied with bleed as per table below. Crop marks are necessary with no other registration information. Files to be die cut MUST supply die line in one closed vector shape on a separate layer labelled 'cut path'. Editing of incomplete die lines may incur a fee.

BLEED REQUIREMENTS @ 100% (minimum)

If your signage type is not listed, please contact us.

SIGN TYPE	BLEED (mm)
flyers/postcards/business cards	3mm
posters	5mm
mounted signage (panels/lightboxes)	10mm
UV printed panels	5mm
banners with pockets	70mm
banners with kedar for sailtrack	10mm
banners with ropes/hemmed	40mm

IMAGES

When placing images in Illustrator, link to the original file and supply linked files separately. Do not embed images within the layout file.

All images to be supplied at 100dpi at final output size (min).

Images smaller than 1m² supplied at 300dpi at final size.

Images saved in EPS format wherever possible with max JPEG compression.

VECTOR GRAPHICS

For vinyl plotted signage, ensure that all aspects of files are in vector format. Raster images (jpeg, bmp, tiff) can not be plotted from vinyl. These images may be recreated in vector format which will incur a charge at an hourly rate.

Supply Pantone or vinyl colour codes where possible. If Pantone colours are not known, approval of physical vinyl colour sample will be required.

Save vector files in EPS or AI format wherever possible.

Check that all fonts are converted to outlines/paths or font is provided separately in PC/Windows true type format.

COLOUR MATCHING

In order to achieve the best colour for your job we require either:

- a Pantone colour to match to or;
- a physical colour sample to match to

CMYK percentage breakdowns are NOT an acceptable method of communicating colour requirements, colours will not be reproduced accurately.

Art & Soul can take no responsibility for colour output unless Pantone colours are specified or colour proofs or samples are provided for matching purposes. Hard copy colour proofs are available on request.

FILE FORMATS & MEDIA STORAGE

We support native files from: Photoshop / Illustrator / InDesign (CS5)

We support file formats: .eps / .ai / .pdf / .tiff / .jpg / .psd / .bmp

We accept files on: CD / DVD / USB flash keys

ELECTRONIC FILE TRANSFER

Email is useful for files up to approximately 8MB. Larger files can be supplied using storage media listed above, or emailed to us via a free file sending service such as www.yousendit.com. We can download files directly from your FTP servers if supplied with access, however we do not run an FTP.

TERMS & CONDITIONS

While we carefully check all files for errors, if files are supplied by our clients we can take no responsibility for errors within. Clients will be responsible for all costs associated with reprinting artwork from files supplied with errors. This includes wrong fonts from not outlining, wrong colours from not providing appropriate colour matching information & wrong sizes from incorrect die lines.

Art & Soul staff match all colours with great care, however with certain Pantone colours a perfect match is not always possible.

If you require further information on our file requirements, please call us on (02) 9772 1221 or email louise@artandsoul.com.au