

## **Electronic Artwork Requirements**

To achieve the best possible quality for your signage we require the following:

**Size:** Endurosign A Frames are 600mm WIDE x 450mm HIGH. Artwork should be sized to 590mm WIDE x 440mm HIGH, with a 2mm bleed on each side.

### **Artwork:**

Graphics: **vector graphics** done in Adobe Illustrator are preferred.

Logos: **vector graphics** so we can resize without pixilation.

Pictures: please send as high quality jpegs or preferably tiff images of office staff.

Text: please **convert to curves (or paths)**, or you will have to send us the font files in Windows format.

Files: Please send us the original artwork files from your graphics designer – these are usually created in one of the following programs:

- Freehand to V.10
- Quark to V.4
- **Illustrator to V.CS3**
- Corel Draw to V.10

### **Standard File Formats:**

eps, tiff, PDF (***must be high resolution, e.g. at least 600dpi for line work or spot colours and minimum of 300dpi for full colour photos and illustrations***).

### **Colour**

To ensure that the best colour reproduction is achieved all PMS (spot) colours need to be clearly marked.

### **Matching Your Corporate Colour:**

1. Even if you have had your computer monitor professionally calibrated, the colours will not be an exact match. Your monitor works in a colour space called sRGB. What you see on your screen will not print exactly the same.
2. Most printing processes such as screen, press, and signage work in CMYK colour. RGB is emitted from a light source such as the sun, or a computer monitor. CMYK colour is reflected from a surface, and its colour depends on the surface, what inks are used, and what colour the light source is.
3. Fire engine red will look very different outside at mid day in brilliant sunshine, than indoors under an 80 watt incandescent globe. If you then view that colour under a 6000 Kelvin fluorescent globe, it will look different again.
4. When matching colour for Endurosign A Frames, we match the colour outside under the sun, as that is where your sign will be viewed.
5. We attempt to match colours closely to either the PMS colour you supply us, or to physical samples you send us. However, it is not always possible. For instance you may have had some signs vinyl cut in PMS Orange 021C. This can be reproduced in offset press inks, but not in Signage printing inks. In this case, we can supply you with a sample of the closest we can achieve.

### **Pantone Matching System (PMS)**

This is a widely used system of colour matching using carefully calibrated colour swatch booklets from the Pantone company. Each colour has a specific number that can be referred to in the swatch booklet.

We prefer to use this system as it allows for the easiest method of colour matching.

### **Sending Files:**

When sending files via email it is preferable to compress them with software such as Stuffit, Dropstuff or Zip to reduce the file size. Maximum File Size = 12Mb.

Alternatively you can send large files via [www.yousendit.com](http://www.yousendit.com) for free (up to 100Mbytes)

### **Things That Cause Problems And Delays:**

- Publisher and Word files are **not** acceptable as they contain small images that do not scale up without pixelation.
- Small low quality images – these will not scale up for crisp clear images.
- Logos in jpeg or tiff format – these will not scale up for crisp clear graphics.
- eps files that are not vector graphics, and instead just contain a low resolution jpeg or tiff.
- PDF files that are not vector graphics, and instead just contain a low resolution jpeg or tiff.
- Not including the font files (windows) for specific fonts you need, or not converting the fonts to curves or paths.

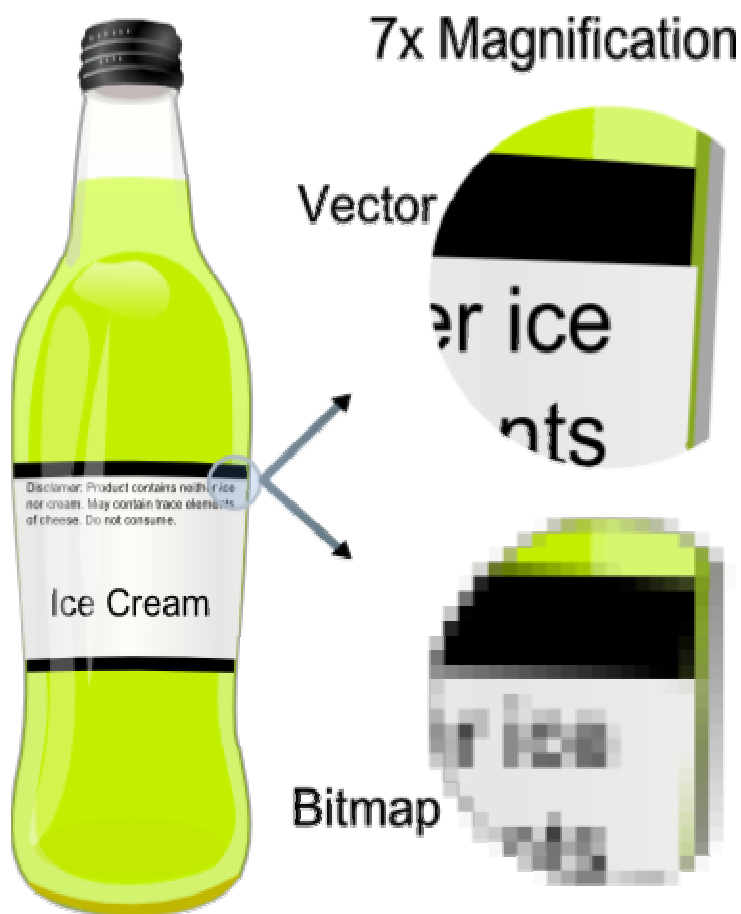
If in doubt, have your graphics people talk to our graphics people.

### **Glossary of Terms:**

TIFF:	Short for Tagged Image File Format, TIFF is an image file format that does not lose any quality when it is saved and compressed. TIFF images at 300 dpi are the most preferred.
JPEG:	JPEG is the most commonly used type of digital image format. By eliminating very subtle color distinctions that the human eye usually cannot detect, JPEG images are compressed so that they can save faster and use less space. Because JPEG format actually alters an image, it's compression is said to be "lossy," meaning that a certain amount of data is lost every time a JPEG is edited, saved, and compressed again.
PIXEL	A pixel is a single point in a graphic image. Graphics monitors display pictures by dividing the display screen into thousands (or millions) of pixels, arranged in rows and columns. The pixels are so close together that they appear connected

**PIXELATION** Pixelation is an effect caused by displaying a bitmap or a section of a bitmap at such a large size that individual pixels, small single-colored square display elements that comprise the bitmap, are visible to the eye. A picture that this has happened to has been pixelated.

**VECTOR GRAPHICS** The use of geometrical primitives such as points, lines, curves, and shapes or polygon(s), which are all based upon mathematical equations, to represent images. Programs such as Adobe Illustrator, Quark, Corel Draw, and Freehand can all produce vector graphics.



Vector graphics are far better for producing signboards and A frames, where we have to work in large sizes of graphics.

**PMS** Pantone Matching System. An internationally recognized system of denoting printing colours. The system provides accurate proportions of inks required to make a specific colour, which is then given a PMS number. For example, PMS 259 is a deep purple and PMS 485 is fire engine red.