



GUIDELINES

Please submit "PRODUCTION READY ARTWORK" either electronically or via mail.

ELECTRONIC ARTWORK

Ready to print artwork submitted via e-mail attachment or disk

- Send artwork to Expressway Signs via disk or [e-mail](mailto:design1@expresswaysigns.com.au) attachment (design1@expresswaysigns.com.au) in the following formats:

Recommended File Types.

Adobe Illustrator® (AI), EPS, and PDF.

- No page layout programs such as MS Word. File formats such as .doc, .pub, .vcf and .dat are unacceptable.
- Make sure to include all necessary Adobe Type1 screen and printer font files with your submission or convert all text to curves when exporting files from your graphics application. Do not e-mail True-Type font files or use True-Type text that has not been converted to curves.
- When e-mailing artwork please name your files with your last name or your company name. If you received an e-mail confirmation prior to sending your art, use your Order Number as the name of your file. Please do not use general names such as "logo" or "embosser" or "invitation" or "artwork" or "order".

HARD COPY ARTWORK

You are welcome to send a sample or artwork disk to us by [postal mail](#).

Mail artwork or disk to:

Expressway Signs

PO Box 142W

Westcourt QLD 4870

or request physical address via e-mail for courier shipments.





UPLOAD ARTWORK TO FTP

Simply click the below link to upload files that are not able to be sent via email, but need urgent attention

<http://dropbox.yousendit.com/MatthewConnolly618658>

Extra Information

Bitmaps or Vector

There are two basic formats for graphic images, vector and bitmap. A bitmap image is made up of coloured squares called pixels. Most scanners, paint and photo editing programs like Adobe Photoshop, Corel Photo Paint and Paintshop Pro produce these types of files. Bitmaps are great for photos and most complex graphics with shadows, fades and 3D effects etc.

Bitmaps need to be prepared in a size (dpi) to suit the intended output. Bitmap files for large format digital printing are often many megabytes in size. Adjusting the colour of a bitmap image can be difficult, large files can take a long time to load and manipulate.

When bitmap files are scaled there is a loss of quality as the scaling program must add or remove pixels from the image. For correct colour reproduction of large format digital prints we normally require bitmap images to be in CMYK format.

Vector Images consist of lines and curves and are defined with mathematical formula. Vector images are made up of individual shapes that can be scaled individually or together without any loss of quality.

Vector files are normally quite small in size and the same image can be thousands of times smaller than its bitmap counterpart. Programs like Adobe Illustrator, Corel Draw and CAD programs produce vector images. Only vector images can be used for computer cut vinyl graphics. With a vector image you don't have to worry about dpi.





Resolution of Files

We require a minimum resolution of 200 - 300 dpi at 100% final print size or 300-500 dpi at 50% print size on all Raster Based designed and submitted files such as TIF, PSD, JPEG & etc.

Vector based files, resolution is irrelevant and files can be reduced or enlarged to almost any size without losing quality.

File Preparation and Helpful Notes

- Convert all fonts to Outlines/Curves where possible, if not please include all fonts used in File.
- Save your design in CMYK MODE, we can not work with RGB files and can guarantee the colour will not come out properly if the artwork is supplied in RGB mode.
- You can also Design your files at 50% (200-300 dpi) or 25% (400-600 dpi) of final output size (please indicate final output enlargement size percentage when submitting file).
- For the best results on printing Solid Blacks (Excluding text smaller than 30 pt.) use C=30% M=20% Y=20% K=100%.
- JPEG files must be saved with maximum quality setting checked

