

# Logo and Image Requirements



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*Signs when you want them!*

## Requirements

We prefer your logo or artwork to be supplied to us as a Vector file, (AI, EPS or PDF).

## What is a Vector file?

A vector file is an image with clean crisp corners and smooth curves that can be produced to any size desired without any loss of quality.

Ideally, logo files supplied for artwork should be converted to curves (outlines) to avoid "font mismatching". When supplying artwork, please be sure to include any PMS Colour/s (Pantone Matching System) for your logo that you may have, so that colour accuracy can be achieved.

## Files to Try and Avoid

JPEG, TIFF, BMP and GIF files are great for proofing and as a guide, but they can pose problems when trying to replicate them. Made up of "bits" (Bitmap) these files cannot be used for colour separation and becoming very pixelated or jagged when enlarged.

## Photo images

When supplying photo images, these cannot be supplied in vector, so in order to supply the best quality we suggest that the image is at 300dpi resolution and at least 50% of the final printing size.



IF IN DOUBT, PLEASE ASK