

Art Work Requirements



PO Box 1814 Oxenford QLD 4210
t: (07) 5665 6222 f: (7) 5665 6333
sales@signaladvantage.com
www.signaladvantage.com

Good IN gives Good OUT

Our priority is to offer a high quality printed product, on time and right first time.

The ideal format for artwork which we would prefer be supplied to us would be a Vector Format. A Vector is a layered file/image which allows us to edit individual elements of the image and edit or handle them separate to the rest of the file. This format of file will reduce your costs, speed up the delivery of you goods and ensure the highest quality of printing based on the processes we use at Signal Advantage.

However we understand that this is not achievable on all occasions and therefore have the following guidelines. We want to reproduce your logo in the highest quality and in the event we feel the artwork will not achieve this then we can offer some solutions that will support in improving the quality of the printed image.

To minimize artwork costs, follow the guidelines below:

- File size should not exceed 5000 KB.
- Logo is preferred by us to be supplied as a Stand alone element in the file. (I.e.: Not an Image OF the logo on a background.)
- Logo in jpg format to be saved @ 100% quality
- PNG logos should be at least 300 dpi.

Preferred Formats

Vector Artwork can be scaled up and down with no loss of resolution



Preferred Vector Formats

- .EPS (the most preferred vector format)
- .AI (Adobe Illustrator File)
- .WMF
- Corel 3
- CDR CorelDraw (up to ver.11)



Preferred Raster Image formats

- .PNG (preferred format for colour - high resolution should be saved as 300dpi)
- .JPG (preferred format for colour)
- .TIF (preferred format for black and white)
- .BMP / Bitmap formats (high resolution should be approx. 300dpi)



600 dpi



300 dpi



150 dpi



72 dpi



72 dpi scaled up

Colour Matching

Colour matching is a system that attempts to convert colours from one colour model to another. Because we are unable always to rely on the visual representation of a colour as seen on different monitors, we need all colours converted to CMYK colours since that colour model is used in our printing process. If you know the PMS colour or CMYK value required, please supply them to us together with your logo.

Please note: Whilst we try our hardest to ensure your corporate colours are accurate, please note that in some instances we simply cannot guarantee colours to be 100% accurate to Press or Screen Printed Material & Inks. In these Cases every effort will be made to match your colour "by eye" as best we can to a Pantone/PMS Swatch or Colour Sample as provided by you. Generally colours can also vary slightly if printed on silver and gold backgrounds compared to the white background of our products.

Wet samples can be provided at clients expense upon request.

All orders over 100+ Units will receive pre-production wet samples to approve free of charge.



Artwork bleeds and text

Certain products require an artwork to be setup with 2mm bleed and those products are button badges, fridge magnets. Ready print artwork would generally be EPS file with all text outlined (broken to shapes) and all artwork used in design, embedded.

Font Selection

The below fonts are considered the standard selection that is available for printing on our range of products:

Font Sample Arial (Regular/Bold/Italic)

Font Sample Century Gothic (Regular/Bold/Italic)

Font Sample Times New Roman (Regular/Bold/Italic)

Font Sample Helvetica (TT) (Regular/Bold/Oblique)

Font Sample Verdana (Regular/Bold/Italic)

Font Sample Impact (Regular only)

Font Sample Frutiger 55 Roman (Regular/Bold)

Font Sample Tahoma (Regular/Bold)

Custom Font

If you require a corporate or customized font that is not part of the standard range above. Then please supply it to us along with your Logo or artwork.

With Corporate and Customized fonts, we request that you supply us with a "Windows True Type" Font, as this is the font format that our operating system requires. (We cannot support fonts from Macintosh *MAC* Operating Systems.)

