

ARTWORK GUIDELINES

Signs Express
0800 7312255
signsexpress.co.uk

File Formats

We currently accept artwork from the following industry standard programmes:

Adobe Illustrator CS5 or previous
Adobe Photoshop CS5 or previous
Adobe InDesign CS5 or previous

We require artwork to be supplied in the following file formats:

.ai

When supplying artwork in this format, please ensure that all fonts are outlined and any images are embedded or supplied as separate image files.

.jpeg

Please supply as un-compressed jpeg following our guidelines on suitable image resolutions (dpi) below.

.eps

When supplying artwork in this format, please ensure that all fonts are outlined and any images are embedded or supplied as separate image files.

.pdf

Print ready artwork - please ensure this includes suitable bleed, crop marks and adheres to our guidelines on image resolution (dpi) below.

.tiff

Please supply tiffs following our guidelines on suitable image resolutions (dpi) below.

InDesign

If supplying the artwork as an InDesign package, please include a low resolution pdf copy. This is just to ensure no text re-flowing has occurred.

Some file formats can be more suitable for certain types of work, please feel free to give a member of our design team a call if you are unsure or have any questions.

Colours

Our print machines are CMYK based (Cyan, Magenta, Yellow and Black). Our rip software will automatically convert any Pantone colours to CMYK. If you have any specific Pantone references that need to be matched, please do mention this to a member of our sales team when placing your order.

Image Resolution

When supplying rasterised artwork, i.e. .eps, .tiff, .jpeg or print ready pdf files, please ensure that the resolution (dpi) is set as below:

Full scale (100%)	72dpi
Half scale (100%)	150dpi
Quarter scale (100%)	300dpi
10% Scale (for use with large format artwork)	750dpi

Fonts

All fonts should be supplied with artwork in a separate folder, labelled accordingly. Where possible, fonts should be outlined. On occasions text can re-flow so providing a pdf or hard copy of the artwork would be beneficial.

FTP Details

Please contact your local centre for their FTP details if you wish to supply artwork this way.

Please make sure you inform a member of our team when you upload your artwork via the FTP to ensure we know to expect it.

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