

Artwork Specs

Length (mm) **NO BLEED**



Height (mm)
NO BLEED

File Formats

Preferred – Artwork should be supplied as press-optimised PDF, with embedded raster images at 100dpi CMYK and all fonts embedded (i.e. not as subsets). PDF files which are optimised for emailing or viewing on screen are generally not suitable for printing.

If required we can also accept **Illustrator** or **Photoshop** files provided ALL fonts and links are provided.

PDF, EPS, AI, TIFF, JPEG HI-RES.

We will not accept Quark, PageMaker, Freehand or any Microsoft Office files.

Proofing & Colours

Please avoid using spot colours. If they are used we ask that you convert them to process to your satisfaction as many are outside the CMYK gamut so may not reproduce accurately.

All submissions, where possible, should be accompanied by a printed proof. If colour accuracy is vital, the artwork must be accompanied by a professionally calibrated proof and we will endeavour to match it as closely as possible. If the proof supplied is otherwise, it will be used as a layout proof only.

If no proof is supplied, we cannot be held responsible for errors in the final printing.

Artwork Submissions

By mail/courier to;
Surefire Signs
Unit 1, 18 Wendlebury Road
Chipping Norton NSW 2170

By email to;
sales@surefiresigns.com

Email submissions should be followed by a printed proof to the standard you require.

Tips

- ✓ Please ensure all artwork is CMYK with no spot colours or RGB objects in the layout.
- ✓ All raster images must be CMYK 100dpi. We discourage the use of JPEGs except where very low compression is used.
- ✓ If type is used in an image we recommend it be saved at 200dpi.
- ✓ Except for PDFs, all files should have all fonts (OpenType or Mac Type 1) included. Please include the full character set, not a subset.
- ✓ Please embed the full character set, not a subset, in all PDFs.
- ✓ Illustrator files must have the type converted to paths. In this case, and for any Illustrator vector objects, please ensure the document raster settings are at 100dpi CMYK.
- ✓ If Illustrator type is not converted to paths, please include the font file with your submission.
- ✓ If supplying the layout as a Photoshop file, please ensure it is CMYK, is at least 100dpi and is at actual size. Note that rasterised type will not print as sharply as vector type.

Any questions at all, please give us a call.

Tel (02) 9726 5024