

## • Guide for supplying artwork for print •

Our printed logo service comes in two options.

- 1: Single/multiple colour vinyl transfer.
- 2: Full Colour printed transfer.

For the best results we ask for artwork to be supplied in Vector file format.

### What is vector artwork and why can't I send a Jpeg?

Vector artwork is a term that describes any art made with vector illustration software. As they are shapes not pixels they can be cut into the vinyl logos we supply.

Raster file types such as Jpeg or png are created with colourised pixels. Enlarge pixel-based art in a raster file too much and it looks jaggy - whereas you can enlarge vector art to any size without negatively affecting its appearance. It is therefore much better to provide a vector file even for full colour logos as it will appear crisp with no loss of resolution.

We cannot cut vinyl logos directly from a Raster file unless they are re drawn to a vector image.

*(See page 2 of this document for visual example between vector and raster files)*

**Accepted vector file types for your consideration: Please note simply saving a jpeg into one of these formats is not correct**

**.ai:** Short for Adobe Illustrator, this file is commonly used in print media and digital graphics, such as logos.

**.eps:** Encapsulated PostScript is an older type of vector graphics file. .eps files don't support transparency in the way more modern file formats like .ai do.

**.cdr:** Short for Corel Draw, this is another application used in print media and digital graphics.

**.pdf:** The Portable Document Format is built for the exchange of documents across platforms and is editable in Adobe Acrobat.

**.svg:** The Scalable Vector Graphics format is based in XML (a mark-up language used widely across the Internet that's readable by both machines and humans). It's useful for the web, where it can be indexed, searched, and scripted.

### How to supply your vector file:

Ensure all fonts are converted to outlines before you send us your files. We can accept either a native design file as listed above , or to make it easier you can save your designs as a \*.PDF.

If sending artwork for full colour print colour needs to be set as CMYK not RGB (RGB artwork will be converted to CMYK and this could affect your colours).

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Example of Vector image vs raster image.



Vector



Raster - jpeg



**Zoom** in to see how the Vector image scales indefinitely without negatively affecting its appearance. Whereas the Jpeg file reduces in quality as its scale is increased.



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