

Graphic Design

Artwork, Design & Signage Requirements

Artwork Requirements for Signage

File Formats Accepted

AI • Adobe Illustrator

Vector image file created by Adobe Illustrator. Must be in CMYK or specified PMS colours. All fonts and strokes must be converted to outlines. Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

INDD • Adobe Indesign

A complete packaged InDesign document must be supplied including all fonts and links as specified in 'Linked Files / Images' instructions.

PDF • Adobe Acrobat

A hi res PDF file exported as specified in Linked Files / image instructions below.

EPS • Encapsulated PostScript

Vector image file must be in CMYK or specified PMS colours. All fonts and strokes must be converted to outlines. Images are to be supplied or embedded as specified in 'Linked Files / Images' instructions.

PSD • Photoshop Document

Documents created by Adobe Photoshop must be converted to CMYK Process. DPI (Dots per inch) must be 100dpi at 1:1 and 1000dpi at 1:10.

Scaling and Resolution

For easy handling, files are best scaled at 1:10. Rasterized files should be at least 100dpi at the full output size of the print; for example, if the file is being printed at 1200mm X 1200mm, it must be at least 100 dpi at that size.

Scaled to 10% of final size will produce a 120mm x 120mm file, with a resolution of 1000dpi.

Fonts

When saving the file all fonts should be saved as outlines as this will avoid the need to supply the font which could end up being incompatible or corrupt and delay the output. This will also maintain the integrity of the design e.g. kerning or special effects applied to the font.

Linked Files / Images

All linked files should be supplied with the final art so if there is a problem with the file we can re-link or embed the image required. All linked images must be converted to CMYK Process. DPI (Dots per inch) must be 100dpi at 1:1 and 1000dpi at 1:10. High resolution TIFF and JPEG only accepted.

Corporate ID - Logos

Please supply logos in vector format i.e. EPS or AI. If rasterized (converted to pixels) please supply in a PSD layered file or at high resolution JPEG or TIFF.

Colour Reproduction

PMS or CMYK colours must be specified with the supplied artwork. A colour correct proof is required for all jobs that require a specific colour match. Please note: not all PMS colours can be reproduced using CMYK inks, what might look correct on screen will more than likely not be represented at the printer. Where an exact duplicate is not available a closest possible match will be used.

File delivery

- Email (files smaller than 5MB)
- WeTransfer.com
- Dropbox.com

File Formats & Definitions

Postscript

An Adobe programming language used to describe pages, graphics, and fonts.

The Post Script language tells output devices how to render data as pages.

EPS

An abbreviation for encapsulated PostScript file.

A type of file used to encode graphics so they can be embedded in a larger PostScript file.

Resolution

The number of dots/pixels per unit of measure to form an image.

In the United States, image resolution is calculated per inch, hence the abbreviation dpi/ppi.

Pixelation

A phenomenon in bitmap images that results from insufficient or over-enlargement.

Individual pixels become visible, especially on the edges of objects, creating a stair-stepped or jagged look.

Vector

Vector-based drawing applications such as Adobe Illustrator build images by using mathematical formulas to describe points, lines, and shapes. Unlike scans, which depend on proper resolution for realistic rendering, vector graphics are resolution independent and can be enlarged to any size without loss of quality.

Standard Panel Sizes

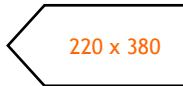
Door Panel



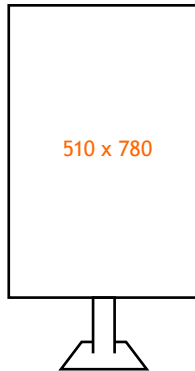
Door Panel



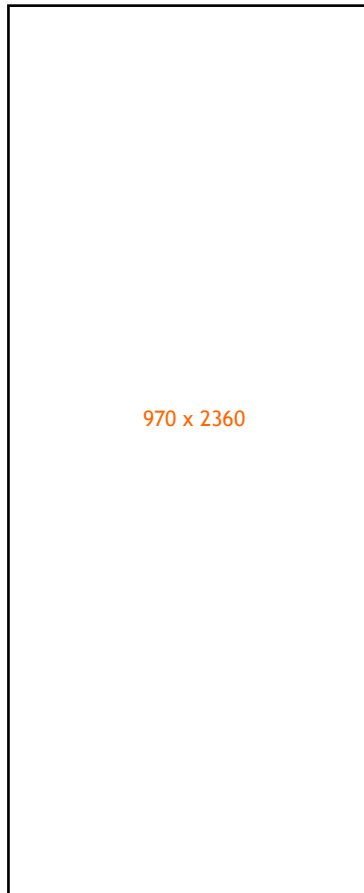
Street Signs



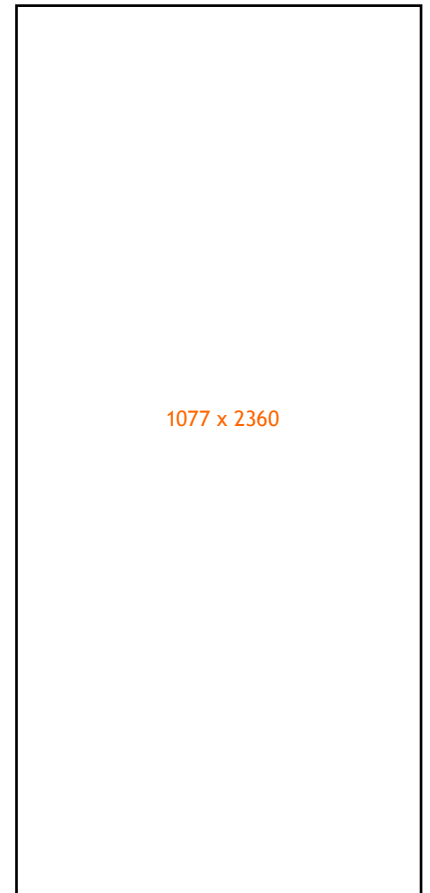
Std. Signholders



Octonorm Panels



Octonorm Panels



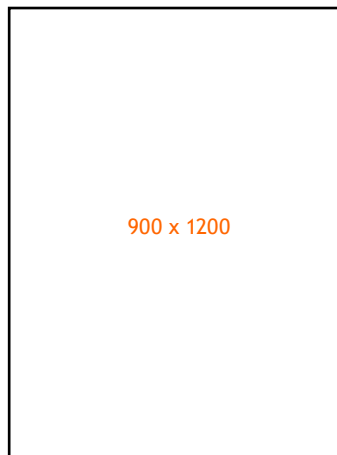
D10 Vario Insert Panels



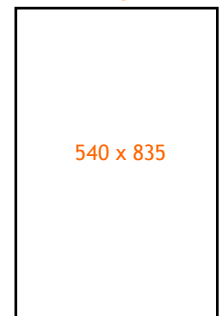
D5 String Insert Panels



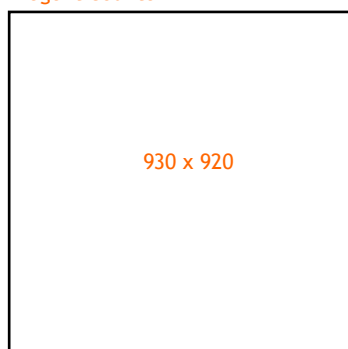
A Frame



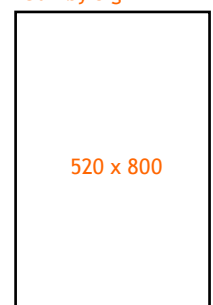
Lectern Signs



Regent Counter

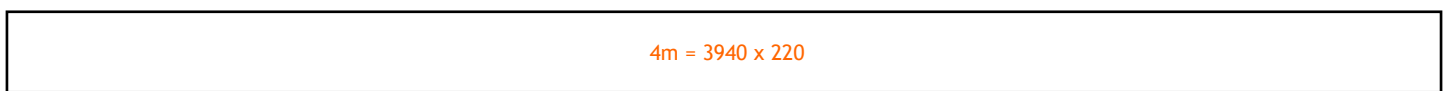
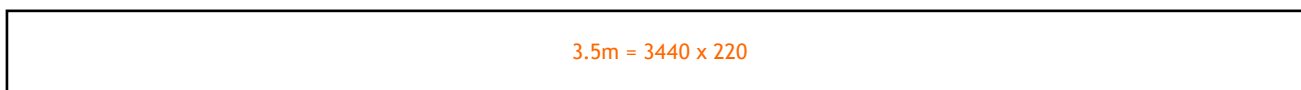
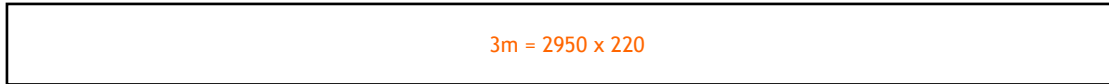
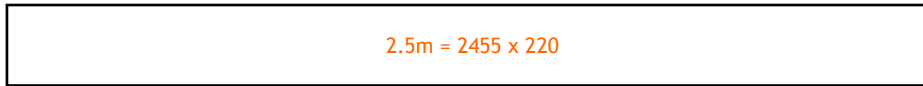
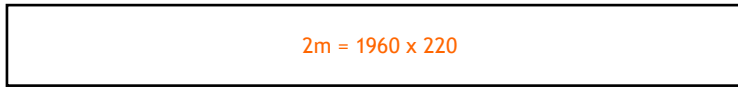


Gumby Sign



Standard Panel Sizes

Octanorm Fascias



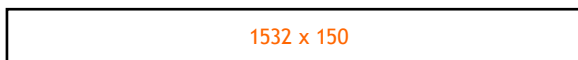
Std. 1500



Std. 1700



Information Fascia



White Rego Counters (Top)



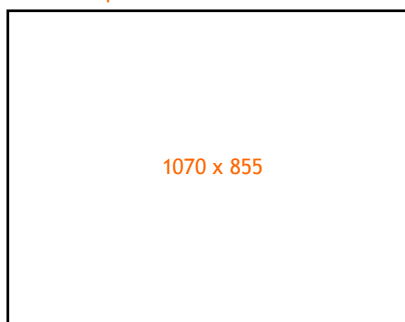
Crowd Control Banner



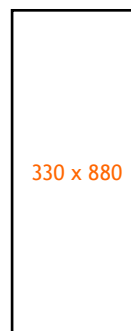
White Rego Counters (Bottom)



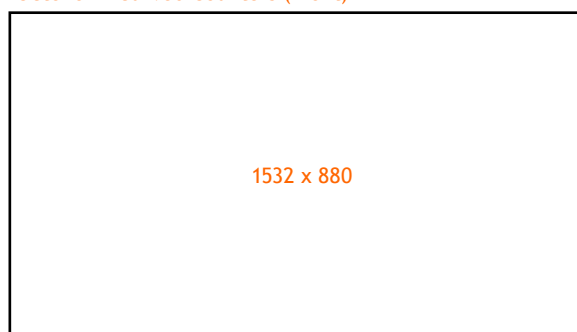
Aria Reception



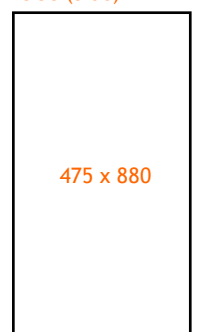
Ballot Box



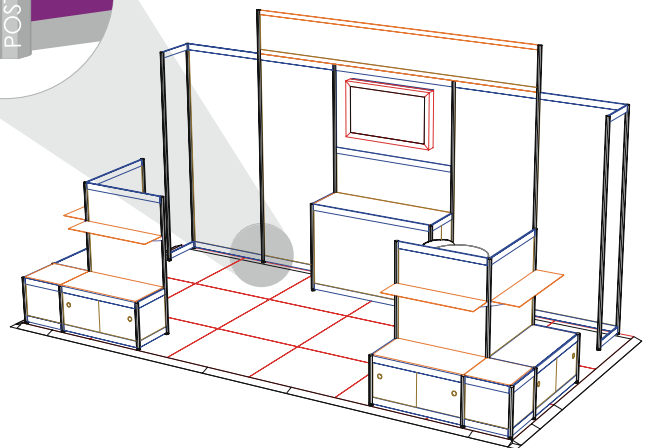
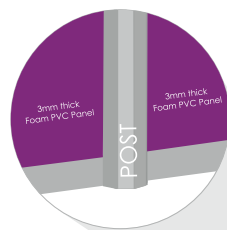
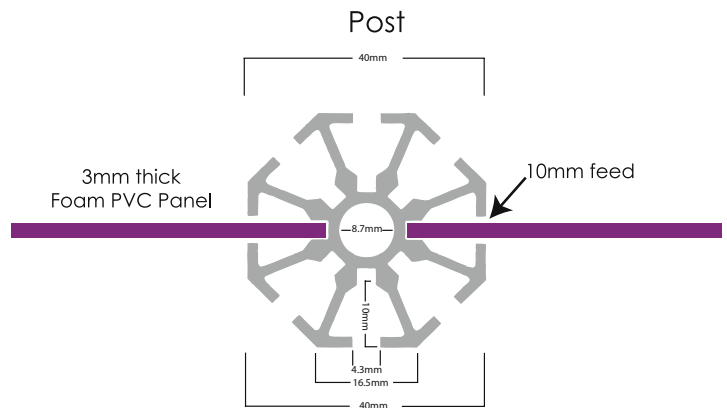
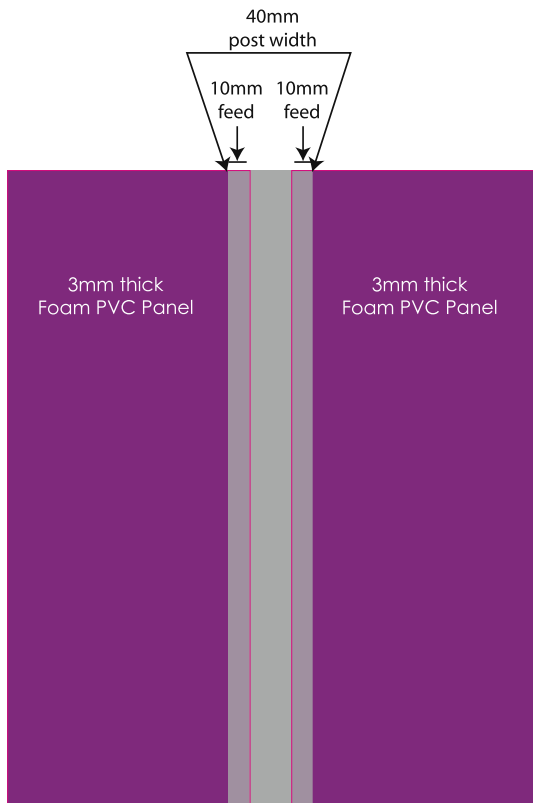
Octonorm Curved Counters (Front)



OCC (Side)

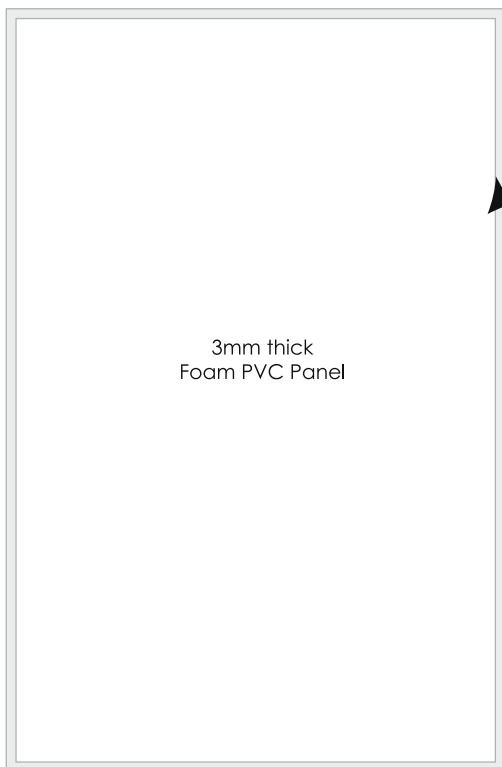


Post Panel Fitting



10mm around all edges will be hidden in the octanorm frame

Example Panel Size 510mm x 780mm



Example Visual Area 490mm x 760mm

