

Artwork Guidelines

Supplying Artwork

Artwork can be supplied via email (10mb file size limit per email). If files are larger, then we recommend 3rd party upload site such as www.wetransfer.com (this service is free).

Artwork can be supplied on a CD, DVD or Flash Drive.

What we need

A print ready artwork file unless arranged otherwise - this will consist of all images embedded, fonts converted to outlines and Pantone Coated colour references where appropriate - otherwise colours should be set as CMYK values. If it's not possible to embed images and convert fonts to outlines then these must be supplied along with the artwork.

If artwork contains Pantone references, we will print to the closest possible match.

We cannot match to Metallic or Fluorescent colours.

If no Pantone references are supplied or a colour sample isn't provided, we will print from your artwork and will not be held responsible for inaccurate colour reproduction.

If you are unable to provide Print Ready Artwork we can prepare it for you but a fee will be charged - unless arranged otherwise.

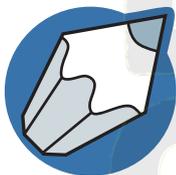
What's the best software to prepare your artwork with

We recommend Corel Draw or Adobe Illustrator - we accept files saved as vector based pdf, eps, ai, cdr.

We can also work with high resolution raster files - such as jpg bmp png these might not be suitable for all projects and need to be provided at 1:1 scale.

We can also work with your photoshop files if quality of the artwork suits the project it's being used for.

Generally artwork prepared in Microsoft Word or Publisher can be only used as a guideline for us to re-create your artwork.



CorelDRAW™



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See next page to find out the difference between vector and raster graphics

Rasters and vectors defined

A raster image is made of up pixels, each a different color, arranged to display an image.

A vector image is made up of paths, each with a mathematical formula (vector) that tells the path how it is shaped and what color it is bordered with or filled by.

The major difference is that raster image pixels do not retain their appearance as size increases – when you blow a photo up, it becomes blurry for this reason. Vector images do retain appearance regardless of size, since the mathematical formulas dictates how the image is rendered.

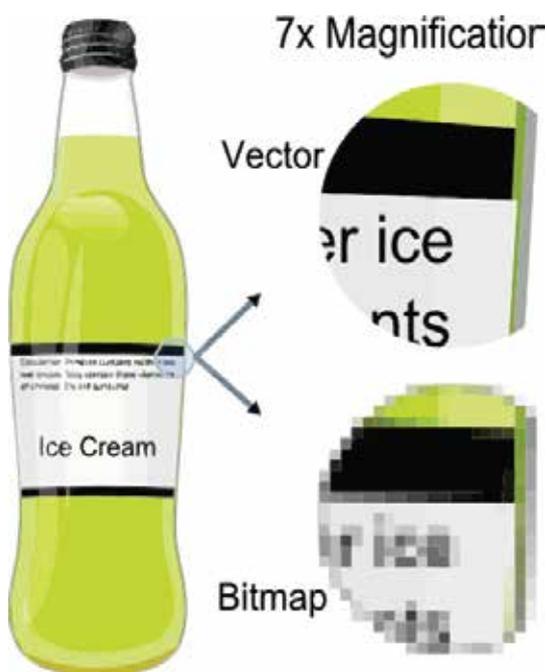
Pros and cons of rasters and vectors

Raster images are capable of displaying a myriad of colors in a single image and allow for color editing beyond that of a vector image. They can display finer nuances in light and shading at the right resolution. Vector images are scalable, so that the same image can be designed once and resized infinitely for any size application – from business card to billboard.

Raster images cannot be made larger without sacrificing quality. Vector images cannot display the natural qualities of photographs. Raster images are often large files, while vector images are relatively lightweight. Raster images are used in web but not so much in print. Vectors display at the highest resolution allowed by the output device, while rasters blur when blown up.

When should I use a raster or a vector?

Raster images are primarily used with photos, which is why Photoshop is a raster editing program. Adobe Illustrator, on the other hand, is a vector drawing program that automatically creates your vector formulas as you draw. Logos, letterhead, and other graphic elements are typically best created as vectors while photographs are best left as rasters.



Example showing effect of vector graphics versus raster graphics. The original vector-based illustration is at the left. The upper-right image illustrates magnification of 7x as a vector graphic. The lower-right illustrates the same magnification as a raster (bitmap) graphic. Raster images are based on pixels and so when scaled there is a loss of clarity, while vector-based graphics can be scaled by any amount without degrading quality

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