

# ARTWORK SPECIFICATIONS

In order for us to successfully proceed with your artwork and deliver you the highest quality print, we require certain file formats. Please use the information provided as a guideline for determining whether your artwork is in the correct format.

Artwork received that is not in line with these specifications may be subject to amend charges.

## COLOURS

All vector based artwork should be created using Solid Coated PMS ( Pantone Matching System ) colours at 100 % and not as percentages. Files should be supplied in CMYK Colour mode.

We have colour swatches for all of the materials we print on which shows every possible colour we can achieve. From these swatches we find the closest possible colour match to the Pantone colours you request. If you do not have access to a Pantone Book or are unsure about your colours we can nominate spot colours to your artwork on your behalf or we can send you some sample swatches for you to choose from.

\* Please note. Colours may change between different materials and printers.

## FONTS / TEXT

Fonts preferably should be converted to outlines/curves before submitting artwork. Alternatively, the font file can also be provided if you require extra text to be inserted into your artwork. If your artwork is being recreated, please provide the name of the font that has been used in the artwork to allow us to successfully replicate the file.

## SUPPLYING THE FILE

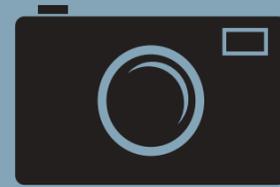
- Files for all flags & banners should be provided at actual size or at 50% of size and still be in the correct proportion with no additional bleed.
- Please DO NOT add any print marks to the file, we do not require them.
- Embed all linked files into the document or supply them separately to us.
- If your file is too big to send please post your artwork to us on a disk or a USB. You can upload to a file hosting website.



Carroll & Richardson  
Display your brand

22-24 Miles St, Mulgrave 3170  
Ph: 03 9566 4500  
Fax: 03 9560 3235  
flagworld.com.au

## WHAT TYPE OF ARTWORK WILL YOU BE USING ON YOUR FLAG / BANNER ?



PHOTOGRAPHIC IMAGE



COMPUTER GENERATED IMAGE

Your artwork needs to be supplied in :  
**RASTER FORMAT**

### WHAT IS RASTER ARTWORK ?

Raster Artwork is comprised of pixels in a grid. Each pixel or 'bit' in the image contains information about the colour to be displayed. Bitmap images have a fixed resolution and cannot be resized without losing image quality. This raster artwork quickly gets 'blocky' and jagged as it's enlarged.

### HOW IS RASTER ARTWORK CREATED ?

Photos from cameras are the most common form of raster artwork, if you zoom into a photo you will notice hundreds of tiny dots which make up the photo otherwise known as pixels.

Raster Artwork is also typically found in Microsoft Office programs with utilities such as Clip Art. Although those images were most likely created on a compute they are only available in raster form and these programs do not support Vector Artwork.

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ONLY PHOTOGRAPHIC IMAGES GENERATED FROM A CAMERA CAN BE ACCEPTED IN RASTER.  
ANY OTHER KIND OF ARTWORK NEEDS TO BE SUPPLIED IN ORIGINAL VECTOR FORMAT

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### CORRECT FILE FORMATS

As most flags & banners are usually printed at a large scale, it is essential that you provide your photographic images at the highest possible resolution available. If you are unsure whether your photo quality is suitable, please send it to your Account Manager and we can determine whether your photo will be suitable.

The best way to retain the highest resolution from your photo is to use the photo file directly from the camera. Photo images that are imported from the camera and then placed in programs and are made smaller will lose the original resolution.

**ACCEPTED FILES FOR PHOTOGRAPHIC IMAGES :**  
JPEG | GIF | TIF | BMP | PSD | PNG

Your artwork needs to be supplied in :  
**VECTOR FORMAT**

### WHAT IS VECTOR ARTWORK ?

Vector artwork is made up of many individual objects. Each of these objects can be defined by mathematical statements and has individual properties assigned to it such as colour, fill, and outline. Vector graphics are resolution independent because they can be output to the highest quality at any scale.

Have you ever noticed in Microsoft Word if you type a line of text you have full editing capabilities on every single letter you type? You can change the font, colour, and appearance all with the click of a mouse.

If you make the text bigger, it will never show pixelated edges or harsh jagged lines because the text is Vector Artwork. Whereas if you were to place a photographic image from the internet & if you make the picture bigger, you can see signs of pixelation. This is because the artwork is in raster format.

### HOW IS VECTOR ARTWORK CREATED ?

Vector artwork is generated from design programs typically used by Graphic Designers to create all types of artwork such as brochures, logos and websites. The reason we require most files to be supplied in vector format is so we have full editing capabilities on the file. We need to be able to edit your file to suit our printers & to ensure your flag or banner prints the correct colour and fix any issues that may arise with the file. If you have paid a designer to design a logo for you and they have supplied you with the logo file, it is highly likely the logo will be in the correct vector format. If you zoom into the image you will notice the lines are clean and there are no signs of pixelation.

### CORRECT FILE FORMATS

The most common vector supported programs are Adobe Illustrator and Adobe Indesign. However these programs can also generate raster images depending on what type of file the artwork is saved as. If original vector artwork is saved in raster format ( JPEG, TIF, etc ) there is no way to revert the file back to its original vector form. If this is the case with your artwork, we can recreate the artwork for you in vector form. Please contact your Account Manager for redraw charges.

**ACCEPTED FILES FOR VECTOR FORMAT :**  
AI ( CS6 OR EARLIER ) | EPS | PDF