

Brand Promotions Art Requirements

Preferred file format for logo:

- .eps, .ai (Created from Adobe Illustrator version 15 (CS5) or lower)

Acceptable file format for logo:

- .cdr (CorelDRAW artwork must be created from original vector art)
- .pdf (PDF file from Adobe Acrobat must be created from original vector art)

Unacceptable file format for logo:

.jpg, .gif, .tiff, .bmp, .doc (Word document), .ppt (Power Point), .psd (Adobe Photoshop), .qxd (Quark Express), .indd (Adobe InDesign), .pdf (embedded PDFs or Illustrator eps files)

* Fax and photocopy artwork will be discarded as it is unusable

Before sending art files, please be sure to:

- Convert all text to outline/curves/paths
- Make sure your images are at a minimum of 300 dpi (dots per inch) or 200% to size
- Make sure that the graphic or text uses standard Pantone (PMS) colours or CMYK mixes (this will depend on what printing method you have been quoted on)

Artwork to be submitted via:

- Email
- CD / DVD

Why the right file format artwork makes a world of difference:

Vector Art (eg: .eps & .ai) vs. Rasterize Art (eg: .jpg, .gif, .tiff, . bmp... etc.)

Vector Art:

Digital art created with drawing software such as Adobe Illustrator. It is “resolution independent”. This means that it can be enlarged without affecting the quality of your imprint.



Vector Art colours can be separated, lines are clean, colors can be adjusted as needed

Rasterize Art:

Is “resolution dependant”. When you change the size of the imprint, you change the quality. Enlarging a rasterize art file will create a fuzzier, less defined image.



Rasterize Art colours cannot be separated, lines are fuzzy, colors cannot be adjusted if needed