

digital artwork guidelines

For us to provide optimum quality print output, here are a few points to consider:

Vector Artwork

If possible, use vector based programs for logos and clip art. A vector drawing program (such as Adobe Illustrator, Freehand or CorelDraw!) uses paths to create polygons or lines and stores information mathematically. Vector artwork is resolution independent, which means that no matter how much you shrink or enlarge the image, the output quality will always be optimal.



Save your vector artwork as an EPS or PDF file so that it may be imported into our design and print software. If any fonts have been used in the file, please convert them to outlines, paths or curves (see documentation from your particular program to do this). If this is not possible, please include both screen and printer font files.



Raster Artwork

This is a format which is resolution dependent, composed of tiny dots, or pixels. Raster graphics are used for photographs, scans or complex imagery that would be too difficult to create in vector format. One issue with raster graphics is that if they get enlarged too much, pixellation occurs and you will get a poor-quality bitmapped image.

Save your raster image(s) as a TIFF, JPEG or EPS file. Most paint and scanning programs (ie. Adobe Photoshop, Paint Shop Pro) support these formats. When scanning or creating raster artwork, please make sure the resolution is at least 200dpi (300dpi preferable) at the finished print size. Because there are so many factors involved in reproducing photographic images, Creative Solutions prefers, if possible, to be provided with original photos and do the scanning ourselves. If you must supply us with a raster image, please make sure it is scanned at the resolution as mentioned above. If digital camera files are provided, please make picture quality settings are at the maximum possible.

Matching Pantone Colours

Due to our digital print system being 4 colour (CMYK), we cannot match Pantone colours exactly, however in practice we can get very close to the majority of Pantone colours. In critical situations e.g. matching a corporate colour, we prefer to supply colour proofs for approval. Please allow extra time for us to process and deliver these.



Artwork Proofs and Colour

Please provide hard copy proof with your artwork. We are unable to match colours from screen images due to the fact that all computer monitors are set up differently and what might look blue on your screen may look purple on ours. Creative Solutions will not be held responsible for colour differences if no artwork proofs have been requested or hard copy samples sent to us. Artwork proofs are only available upon request.

File Formats Supported

We prefer to receive Adobe Illustrator EPS, PDF (Acrobat 5 compatible) or plain EPS files whenever possible. If you are designing within CorelDraw! or Freehand, please save your files in EPS format. If designing within Adobe Photoshop, please flatten image and save as Photoshop EPS. If designing within QuarkXpress, save as PDF (Acrobat 5 compatible) file.



Media

We accept files on CD, DVD, Zip (100Mb only) and Floppy Disk. Smaller files (less than 3Mb) can be sent via email to sales@creativesolutionsprinting.co.uk. Again, please send hard copy by post if colour critical.