

Art Work Requirements



PO Box 1814 Oxenford QLD 4210
t: (07) 5665 6222 f: (7) 5665 6333
sales@signaladvantage.com
www.signaladvantage.com

Good IN gives Good OUT

Our priority is to offer a high quality printed product, on time and right first time.

The ideal format for artwork would be in a Vector Image. This format of file will reduce your costs, speed up the delivery of you goods and ensure the highest quality of printing based on the processes we use at Signal Advantage.

However we understand that this is not achievable on all occasions and therefore have the following guidelines. We want to reproduce your logo in the highest quality and in the event we feel the artwork will not achieve this then we can offer some solutions that will support in improving the quality of the printed image.

To minimize artwork costs, follow the guidelines below:

- File size should not exceed 5000 KB.
- Artwork cannot be a layered file
- Logo in jpg format to be saved @ 100% quality
- Jpeg logos should be at least 300 dpi.

Vector formats

Vector Artwork can be scaled up and down with no loss of resolution



- .EPS (the most preferred vector format)
- .AI (Adobe Illustrator File)
- .WMF
- Corel 3
- CDR CorelDraw (up to ver.11)



Raster Image formats

- Bitmap formats (high resolution should be approx. 300dpi)
- .JPG (preferred format for colour)
- .TIF (preferred format for black and white)
- .BMP



600 dpi



300 dpi



150 dpi



72 dpi



72 dpi scaled up

Colour Matching

Colour matching is a system that attempts to convert colours from one colour model to another. Because we are unable always to rely on the visual representation of a colour as seen on different monitors, we need all colours converted to CMYK colours since that colour model is used in our printing process. If you know the PMS colour or CMYK value, please supply them to us together with your logo.

Please note: Generally colours can vary slightly if printed on silver and gold backgrounds compared to the white background for our Impact badges.

