

# Artwork Requirements



When sending us your digital files, kindly refer to the information below prior to sending them to us. This will make the entire process faster and more efficient.

## Printed Graphics

Means anything we print from our wide format printers



### What type of graphics can we print from?

We can print from any standard image format. These include **.jpg**, **.bmp**, **.tiff**, **.pdf**, **.eps**, **.psd**,

### Can my artwork be enlarged for print?

Provided your artwork is a high enough resolution or is provided as a vector graphic (see Cut Vinyl Graphics), we can enlarge your artwork successfully.

*It is your responsibility to provide artwork at a suitable size and resolution, as this will determine the quality of the resulting print.*

## Cut Vinyl Graphics

These are single colour graphics cut from a vinyl cutting machine.



### What type of graphics can we cut vinyl from?

Vector graphics aren't the same as traditional JPEGs, GIFs and BMP images. They aren't made up of pixels, but rather, paths defined by points and curves. Because vector images are made up of a system of mathematically created dots and lines, they can be blown up to any size without losing quality. This property makes vector graphics perfect for logos and large format signage.

### What format are Vector Graphics?

Adobe Illustrator (.ai)

Macromedia Freehand (.fh)

EPS files (.eps) - EPS are our preference for vector based artwork

\*PDF - We generally ask for all artwork to be submitted as a PDF.

However, this doesn't always mean that the artwork is a genuine vector graphic, as raster (jpg style) graphics can be saved as a PDF also. Please ensure that your artwork is a genuine vector graphic before submitting.

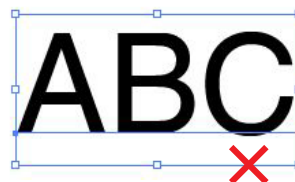


**Vector Art**  
(highest quality with best results)  
Usually in .ai .pdf & .eps formats

**300dpi**  
(acceptable quality with average results)  
Usually in .jpg, .bmp & .png formats

**72dpi internet image download**  
(unacceptable. Graphics are pixelated)

If a graphic designer or artist has created your artwork, they often have a vector version. Contact them to see if you have a suitable vector graphic to supply. Additionally, please request that your artwork fonts be outlined as we may not have the font that has been in the artwork. (see below)



### How do I check to make sure my PDF is a vector graphic?

A good way is to look at your PDF and zoom in as much as you can. If the image is still crystal clear, it's vector. If it becomes blurry or pixelated, it's likely a raster graphic.

Thank You  
Art Department  
Proline Signs