



Speedy Signs Artwork Requirements:

ACCEPTABLE FILE FORMATS:

All files should be PC compatible.

Files can be supplied by;

Disk such as CD (R/RW) or DVD (R/RW)

USB Flash Drives

E-Mail - please ensure compression software is used where possible e.g. Winzip, so the file(s) is no larger than 8MB.

FTP (File Transfer Protocol) for larger files, via our own direct link. To use this go to the Speedy Signs Store page you wish to send the file to.

External provider FTP links such as, Google Drive, Dropbox, or similar sites, can be used where mutual sharing arrangements are set up. In these cases please call us before sending.

See "FILE SIZES" below to ensure you are sending files that are suitable for good reproduction.

FONTS AND TEXT:

Please convert all text (fonts) to curves or paths and strokes to outlines.

If unable to convert text to curves or paths please provide all fonts (.ttf) used on the same disk or with the emailed file.

PRINTED HARDCOPY OF ARTWORK:

All electronic artwork should have a printed colour copy supplied or provided with PMS colours to assist with colour matching.

Artwork provided in a printed hardcopy form should be a clean, black and white, laser printed copy (ideally a bromide) printed on non-textured bright white paper at 1000 DPI (Best), 600 DPI (Good) or 300 DPI (Ok). The image should be as large as possible within an A4 area.

Printed artwork that doesn't meet these requirements, e.g photocopies, business cards, faxes, letterheads and inkjet print outs may require additional work and artwork charges to get it to a suitable level to reproduce for your signage.

VECTOR ARTWORK:

Vector artwork uses mathematical relationships between points and the paths connecting them to describe an image.

We can accept vector artwork in the following formats:

EPS - Freehand - files should be Postscript 3™ (Encapsulated PostScript.)

EPS - Adobe Illustrator - files should be Postscript 3™.

AI - Adobe Illustrator - files should Postscript 3™

PDF - Adobe PDF (All text converted to paths or curves)

CDR - CorelDraw

FS - FlexiSign

DXF - AutoCAD

Please do not supply Word, Publisher, PageMaker, QuarkXpress, or PowerPoint files or send vector images that are imbedded within another file.

Note: If you are sending vector and bitmap (raster) artwork in the same file, send as EPS file only. Include a hard copy showing what the combined artwork should look like.



RASTER (BITMAP) ARTWORK:

A bitmap image uses a grid of individual pixels where each pixel can be a different colour or shade. Bitmap artwork is digitally printed. The quality of the image is critical for successful reproduction. Logos and images found on the internet are seldom suitable unless they are sourced from specific sites selling or making available images of a stated size and resolution. In most cases images should be from an original and a known source. (refer "FILE SIZES" below to determine how large they need to be). Refer to "intellectual property" at the bottom of page for safe use of images.

Please speak to your Speedy Signs consultant if you are in any doubt.

Please ensure you supply a printed colour copy, along with the PMS value or colour swatches for colour matching. If colour matching is critical, please request a colour proof*, as not all colours can be exactly reproduced by different printers and digital processes.

*Supplying colour proofs may incur additional charges.

We can accept raster artwork in the following formats:

TIF or TIFF - Tag Image File Format without LZW compression.

PSD - Adobe PhotoShop exported as a TIF or TIFF without LZW compression.

CPT - Corel PhotoPaint

JPG or JPEG - Joint Photographic Experts Group

BMP - Windows Bitmap

PDF - Adobe Acrobat Portable Document Format can be used if no modifications are needed and it simply needs to be digitally printed or reproduced.

In some cases for colour correction the file may be required in the format from which it was originally created in. e.g. PhotoShop, Illustrator.

Please do not supply Word, Publisher, PageMaker, QuarkXpress, or PowerPoint files or send vector images that are imbedded within another file.

Note: If you are sending vector and bitmap (raster) artwork in the same file, send as an EPS file, or separate the two into AI (vector) and TIFF (raster).

Put boxes in the vector file showing where the bitmap artwork is to be placed. Include a hard copy showing what the combined artwork should look like. Please do not send raster images that are embedded within another file.

FILE SIZES FOR DIGITAL OUTPUT:

Please ensure your files are of sufficient resolution for the required output size. All images (files) should be created and saved in CMYK mode, 25% scaling at 300ppi minimum, or 100% scaling at 150ppi minimum, in .EPS or .TIFF format.

Examples:

For a 2m x 1 m banner - approx. 35-50 megabytes required.

For a 6m x 3m billboard at - least 100 megabytes required.

For a truck side - over 100 megabytes required.

All raster images that do not meet the minimum requirements may require additional work and artwork charges to reproduce for your signage.



SCANNING:

Speedy Signs can offer scanning services from photographs etc. These are scanned up to 2400dpi. The bigger the original, the better the result.

The maximum scanning size in most stores is A4, with several stores offering up to A3. Anything over this size will need to be digitally photographed or scanned by another service provider. Alternatively, a high resolution digital photograph of the image required, may provide an equivalently suitable image to use.

INTELLECTUAL PROPERTY OF IMAGES

The vast majority of images on the internet are likely to be protected by copyright, so it is only safe to use it if you have specific permission to do so through a licence; or your particular use is specifically permitted in the terms and conditions of the website supplying the image and this is the copyright owner's website or another website which has the copyright owner's permission to allow other people to use an image; or if you have established that copyright has expired; or if you are using the image in a way which is covered by a permitted act/exception to copyright. The use of licensed images is usually much safer than using unlicensed images which offer no protection against infringement.

Therefore if you are supplying images for reproduction, you may be asked to provide evidence that the image can be used for the purpose you are wanting and/or indemnity to the Speedy Signs store for the use of the image provided.