

# CLIENT GRAPHICS ARTWORK PREPARATION REQUIREMENTS AND SPECIFICATIONS



GRAPHIC DESIGN

BEFORE PROVIDING ARTWORK TO SUPERSIGNS,  
PLEASE REVIEW THE FOLLOWING GUIDELINES:

## SUPERSIGNS WILL ONLY ACCEPT THE FOLLOWING PRINT FILE FORMATS:

### ILLUSTRATED VECTOR BASED ARTWORK ONLY\*

1. Adobe Illustrator EPS at either 100%, 50%, 25% or 10%
2. Adobe Acrobat PDF at either 100%, 50%, 25% or 10%

### COMBINED ILLUSTRATED AND BITMAP ARTWORK\*

1. Adobe Illustrator EPS at either 100%, 50%, 25% or 10%
2. Adobe Acrobat PDF at either 100%, 50%, 25% or 10%

### BITMAP (PHOTOGRAPHIC IMAGES)

1. CMYK .TIF

**\* ALL VECTOR ARTWORK SUPPLIED MUST ALSO INCLUDE AN ADDITIONAL  
HIGH RESOLUTION FLATTENED TIFF FILE AT 100DPI OF FINAL PRINT SIZE**

#### Checklist for EPS and PDF files:

- All fonts must be supplied or outlined
- All strokes expanded
- All transparencies flattened
- All drop shadows and other effects flattened
- Embedded images (TIFF, JPEG) must be part of file (not linked) at 150dpi of full size
- All colours (block or gradient) must be in CMYK colours, and Pantone colours provided where appropriate
- PDF format must be saved using the High Quality Print setting

#### Checklist for BITMAP files:

- All TIFF layers must be flattened to a single layer
- Colours must be converted to CMYK. NOT RGB
- Size can be saved at:
  - 300dpi at 25% of final print size
  - 150dpi at 50% of final print size
  - 100dpi at 100% of final print size

## GENERAL FILE PREPARATION REQUIREMENTS:

- All artwork must have a single set of crop marks if bleed is required, otherwise no crop marks needed
- All artwork must be in true CMYK colour breakdown (not RGB decimal value)
- If Pantone colours are used, PMS colours must be supplied using the 'SOLID COATED' profile
- Artwork can be saved on disc, or sent direct to [art@supersignswa.com.au](mailto:art@supersignswa.com.au) if less than 5MB filesize
- If artwork is above 5MB filesize, artwork can be uploaded via an online service such as Yousendit

**If any of the above mentioned guideline requirements are not met, Supersigns will not be accountable for final production and artwork charges will apply.**