

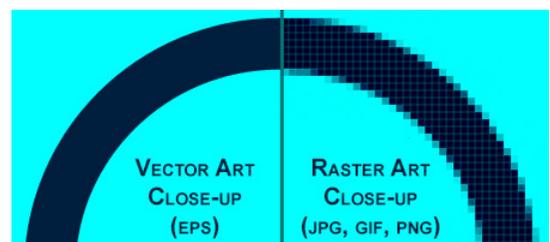
- Supply your artwork as a high res PDF or alternatively as a vector EPS. Image based or photographic art may be supplied as a JPEG or TIFF file but must be between 150dpi and 300dpi. Please note that increasing the dpi in Photoshop does not increase the resolution of an image.
- For SMALL FORMAT your artwork is the correct size and is imposed 1-up, not as spreads. For folded jobs artwork should be supplied at the flat size, e.g. An A3 folded to A4 brochure should be supplied at A3 size (297 x 420mm).
- For LARGE FORMAT your artwork may be supplied at 100%, 50%, 25% or 10% - please just indicate this in your file name. Artwork for multi-panel displays may be set up as spreads.
- Your artwork must be supplied with trim and bleed marks - 5mm for SMALL FORMAT and 20mm for LARGE FORMAT as a general rule. Please ensure your artwork has the correct amount of internal bleed based on the size of the file and whether the artwork will go into a frame or be eyeleted.
- All fonts must be outlined some prepress programs need PDFs to be converted. If font's are not outlined they will default to something awful like this. Simply find the 'Type' menu and go to 'Create Outlines' while the type is selected.
- Your artwork is set using CMYK colours (or PMS colours where applicable, e.g. for 1 or 2 PMS colour envelopes, and textile flags).
- All rich blacks are set to C =50%, M = 50%, Y = 50%, K = 100%.
- All fine black text is set to C=0%, M=0%, Y=0%, K=100% and is set to overprint.
- Your artwork does not contain any instances of white set to overprint.
- All die lines are set to a spot colour named CUT1, 1pt stroke no fill and set to overprint.
- To reduce the possibility of small/thin lines & text breaking up, we recommend all lines are at least 0.3pt wide and where possible text should be at least 8pt using a non-narrow, non-ultra light or non-thin style font.
- To reduce the possibility of uneven borders & strips, we recommend borders and strips in your artwork are at least 5mm wide or 5mm in from the trim edge.
- All links are embedded.
- All transparencies are flattened.

Templates can be downloaded on the templates page of the website or requested via contacting us on [quotes@imagesource.com.au](mailto:quotes@imagesource.com.au)

## DO NOT

- Supply artwork in the following formats (and we may have a giggle): Word, Powerpoint, Publisher, Quark, Corel Draw...
- Supply logo's as anything except a vector EPS. No JPEGs, Photoshop PDFs or PNGs please. They will look low res and blurry no matter how big you think it is. To understand the difference...

*The difference between vector and raster graphics is that raster graphics are composed of pixels, while vector graphics are composed of paths. A raster graphic, such as a GIF or JPEG, is an array of pixels of various colours, which together form an image. A vector graphic, such as an EPS file or Adobe Illustrator file, is composed of paths, or lines, that are either straight or curved. Because vector graphics are not made of pixels, the images can be scaled to be very large without losing quality. Raster graphics, on the other hand, become "blocky," since each pixel increases in size as the image is made larger. This is why logos and other designs are typically created in vector format - the quality will look the same on a business card as it will on a billboard.*



Artwork can be supplied to us via email to [quotes@imagesource.com.au](mailto:quotes@imagesource.com.au) or via our FTP server for larger files.

If you supply print ready artwork that is not formatted properly you will be notified and unfortunately making artwork may result in a delay to your deadline/turnaround time. If art requires altering in-house to make it press ready, we will notify you beforehand and inform you how much the additional charges will incur prior to proceeding with changes.

**WE TAKE GREAT CARE TO CHECK THE ABOVE IN ALL SUPPLIED ART BEFORE PRINTING, BUT WE CAN NOT TAKE ANY RESPONSIBILITY FOR ERRORS IN THE DESIGN/CONTENT OF SUPPLIED ART.**