

What we need from you:

Art File Specifications

Logos and Text: Ideally, if you are supplying a corporate logo or text the file should be an Adobe Illustrator vector file (.ai or .eps) Version 13 or CS3 or lower. All shapes - including text - should be converted to outlines and colours set with Pantone values.

Please remember that if your designer has supplied you with the vector file you won't be able to open it without the proper software (Adobe Illustrator or Corel Draw). Send it to us and we'll look at it for you.

Photographs: If you are supplying a photograph or other bitmap image the file resolution must be set *at least* to 100 ppi (pixels per inch) at final output size. (Please don't ask us to produce a quality 36-inch graphic from a 1-inch logo lifted from a webpage. It just doesn't work that way. Honest. See our info sheet titled "Why we probably can't use the logo you copied off the Internet".

If you need us to evaluate your file, e-mail it to David Wilson (dwilson@haltonsigns.com) and we'll take a look at it.

Common File Types

Type	Program	Description	Notes
.ai .eps	Adobe Illustrator	Referred to as a vector file, this format will reproduce at any size with high quality results	Although bitmaps can be placed inside a vector file, they remain bitmaps. This does not convert them to vector files. To ensure proper colour reproduction colours must be set as Pantone colours, not CMYK or RGB.
.jpg .bmp	General	A size-specific bitmap. Quality is usually low.	Cannot be enlarged from original size without loss of quality. All bitmap files should be saved at final print size with a minimum resolution of 100 pixels per inch (100ppi)
.tif	General	A size-specific bitmap. Quality is usually higher than a .jpg or .bmp	Cannot be enlarged from original size without loss of quality. All bitmap files should be saved at final print size with a minimum resolution of 100 pixels per inch (100ppi)
.doc .docx	Microsoft Word	Word documents are not suitable for graphic reproduction.	We are able to copy text from Word documents into our graphics software, but images and effects created in Word do not transfer well, if at all.
.cdr	Corel Draw	A vector file, similar to .ai or .eps.	Corel Draw files can be imported into our system, but there may be issues with details. Printed proofs should accompany the file to ensure accuracy.
.psd	Photoshop	A size-specific bitmap. Quality is usually high.	Cannot be enlarged from original size without loss of quality. All bitmap files should be saved at final print size with a minimum resolution of 100 pixels per inch (100ppi)
.pdf	Adobe Acrobat	A portable document format. If artwork is good quality, this format will retain it well.	If the Acrobat file contains images the original image must be a high resolution image for proper reproduction.

See the difference?

VECTOR
artwork

Vector artwork

BITMAP
images

Low quality .jpg